

CKARA COFFEE

CKARA

CKARA

CKARA

CKARA

CKARA COFFEE

CKARA COFFEE

CKARA COFFEE

CKARA COFFEE

OKR OBJECTIVES



CKARA COFFEE

VISION

'BRINGING THE TASTES OF THE WORLD TO YOUR CUP'

BRINGING SUSTAINABLE & SPECIALITY COFFEE TO THE CUPS OF COFFEE LOVERS

STATE OF THE ART

AVAILABLE AT OUR STORES & THROUGH OUR ONLINE CHANNELS



CKARA

CHALLENGES

*NICHE DEMOGRAPHIC MAY BE DIFFICULT TO SEGMENT AND TARGET - ESPECIALLY SINCE OUR TARGET SEGMENT MAKES IT DIFFICULT TO LOWER PRICES, THUS IMMEDIATELY EXCLUDING THE AVERAGE SPANIARD COFFEE DRINKER

*RELUCTANCY IN SPAIN TO BRANCH OUT FROM CONVENTIONAL COFFEE TRENDS/ SUPPLIERS, OVERCROWDING OF CAFES IN BARCELONA - LOCATION.

*HOW TO DIFFERENTIATE OUR PRODUCTS AND SERVICES TO ATTRACT MORE CUSTOMERS.

OKR

OBJECTIVE 1



KEY RESULT

- a) *Monthly sales increase of 5%*
- b) *Yearly sales increase by 20%*

KEY RESULT

- a) *Improve the correlation between instagram growth and sales growth*

KEY RESULT

- a) *Monitor sales by month for all transactions*
- b) *Monitor sales by year for all transactions*
- c) *Monitor sales by location for all transactions*

OKR

OBJECTIVE 2



EXPANSION

Refine market strategies to harmonize product offerings and marketing with Spanish coffee culture. Increase accessibility to specialty coffee without compromising quality to appeal to a broader consumer base.



KEY RESULT

a) Implement a Cultural-Centric Marketing Campaign with a 20% Engagement Uplift

KEY RESULT

b) Expand into untapped geo-locations where demand is underserved

KEY RESULT

c) Introduce Two New Specialty Coffee Offerings Reflecting Local Preferences

OKR

OBJECTIVE 3



BOOSTING SOCIAL MEDIA EXPOSURE

Establish a strong brand identity with unique selling propositions, differentiate the company from competitors, and concurrently enhance online presence through effective digital marketing, social media engagement, and an optimized e-commerce platform for broader audience reach.

KEY RESULT

a) Increase the number of Impressions by 150%

KEY RESULT

b) Increase the number of Instagram followers by 70%

KEY RESULT

c) Increase the number of Instagram profile visits by 150%

SPRINT TIMELINE: IN ACTION



CKARA TASKS ...

Status Assignee Due Project + Add filter

▼ Case Study Research 4 ... +

Aa Task name	Status	Assignee	Due	Priority	Tags	Blocked By	Is Blocking	+
Define product/ service	Done	A aymanggv@gmail.com	February 6, 2024	High	Marketing Improvement Research			
► Develop OKR objectives	OPEN	A Aurora Falanga	February 6, 2024	High	Improvement Research			
Allocate Roles w/ in Team	In Progress	R rozita.tsangaris	February 6, 2024	Medium				
Dataset & Intro to Alteryx	Done	C candeladam02@gmail.com	February 9, 2024	High	Marketing Improvement			

+ New

COMPLETE 3/4

▼ Transforming & Cleaning Dataset 3

Aa Task name	Status	Assignee	Due	Priority	Tags	Blocked By	Is Blocking	+
Clean Dataset	Done	A aymanggv@gmail.com	February 13, 2024	Medium	Improvement Metrics			
Interpret findings	Done	R rozita.tsangaris	February 19, 2024	Medium	Improvement			
Diagnosis	Done	A Aurora Falanga	February 22, 2024	High	Research Marketing Brand			

+ New

COMPLETE 3/3

SPRINT DEVELOPMENT

DATA EXTRACTION



EXTRACATING THE DATA

COFFEESHOP_SALES

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
1	transaction_id	transaction_date	transaction_tin	transaction_qty	store_id	store_location	product_id	unit_price	product_category	product_type_id	product_type	product_detail	emp_id	emp_name	temp_emp_id	temp_emp_name		
2	1	2021-09-15 00:00:00	0.295960648	2	5	Gracia	32	3	Coffee	PT1	Gourmet brewed coffee	Ethiopia Rg	10006	Luca Rossi	10001	Michael Pena		
3	2	2021-09-15 00:00:00	0.29787037	2	5	Gracia	57	3.1	Tea	PT2	Brewed Chai tea	Spicy Eye Opener Chai Lg	10005	Jennifer Lopez	10002	Isabella Rodrigues		
4	3	2021-09-15 00:00:00	0.301435185	2	5	Gracia	59	4.5	Drinking Chocolate	PT3	Hot chocolate	Dark chocolate Lg	10008	Carlos Ramires	10003	Jason Statham		
5	4	2021-09-15 00:00:00	0.305833333	1	5	Gracia	22	2	Coffee	PT4	Drip coffee	Our Old Time Diner Blend Sm	10008	Carlos Ramires	10004	Fernandes Hernandes		
6	5	2021-09-15 00:00:00	0.307418981	2	5	Gracia	57	3.1	Tea	PT2	Brewed Chai tea	Spicy Eye Opener Chai Lg	10004	Fernandes Hernandes	10005	Jennifer Lopez		
7	6	2021-09-15 00:00:00	0.307418981	1	5	Gracia	77	3	Bakery	PT5	Scone	Oatmeal Scone	10005	Jennifer Lopez	10006	Luca Rossi		
8	7	2021-09-15 00:00:00	0.309594907	1	5	Gracia	22	2	Coffee	PT4	Drip coffee	Our Old Time Diner Blend Sm	10008	Carlos Ramires	10007	Marianna Georgiou		
9	8	2021-09-15 00:00:00	0.314976852	2	5	Gracia	28	2	Coffee	PT1	Gourmet brewed coffee	Columbian Medium Roast Sm	10002	Isabella Rodrigues	10008	Carlos Ramires		
10	9	2021-09-15 00:00:00	0.318900463	1	5	Gracia	39	4.25	Coffee	PT6	Barista Espresso	Latte Rg	10008	Carlos Ramires	10009	Francesca Bianchi		
11	10	2021-09-15 00:00:00	0.319143519	2	5	Gracia	58	3.5	Drinking Chocolate	PT3	Hot chocolate	Dark chocolate Rg	10004	Fernandes Hernandes	10010	Pablo Vasquez		
12	11	2021-09-15 00:00:00	0.321585648	1	5	Gracia	56	2.55	Tea	PT2	Brewed Chai tea	Spicy Eye Opener Chai Rg	10008	Carlos Ramires	10011	George Lopez		
13	12	2021-09-15 00:00:00	0.322627315	2	5	Gracia	33	3.5	Coffee	PT1	Gourmet brewed coffee	Ethiopia Lg	10002	Isabella Rodrigues	10012	Maria Del Carmel		
14	13	2021-09-15 00:00:00	0.323506944	1	5	Gracia	51	3	Tea	PT7	Brewed Black tea	Earl Grey Lg	10008	Carlos Ramires	10013	Manolo Velazquez		
15	14	2021-09-15 00:00:00	0.325219907	1	5	Gracia	57	3.1	Tea	PT2	Brewed Chai tea	Spicy Eye Opener Chai Lg	10001	Michael Pena	10014	Miguel Angel		
16	15	2021-09-15 00:00:00	0.328194444	2	5	Gracia	87	3	Coffee	PT6	Barista Espresso	Ouro Brasileiro shot	10001	Michael Pena	10015	David Bustamante		
17	16	2021-09-15 00:00:00	0.333310185	2	5	Gracia	47	3	Tea	PT8	Brewed Green tea	Serenity Green Tea Lg	10005	Jennifer Lopez	10016	Anna Demetriou		
18	17	2021-09-15 00:00:00	0.333310185	1	5	Gracia	79	3.75	Bakery	PT5	Scone	Jumbo Savory Scone	10008	Carlos Ramires	10017	Francisco Jose		
19	18	2021-09-15 00:00:00	0.333541667	1	8	Eixample	42	2.5	Tea	PT9	Brewed herbal tea	Lemon Grass Rg	10014	Miguel Angel	10018	Thijs Visscher		
20	19	2021-09-15 00:00:00	0.333784722	2	8	Eixample	59	4.5	Drinking Chocolate	PT3	Hot chocolate	Dark chocolate Lg	10014	Miguel Angel				
21	20	2021-09-15 00:00:00	0.341493056	1	8	Eixample	61	4.75	Drinking Chocolate	PT3	Hot chocolate	Sustainably Grown Organic Lg	10014	Miguel Angel				
22	21	2021-09-15 00:00:00	0.345451389	2	8	Eixample	33	3.5	Coffee	PT1	Gourmet brewed coffee	Ethiopia Lg	10010	Pablo Vasquez				
23	22	2021-09-15 00:00:00	0.350300926	2	5	Gracia	56	2.55	Tea	PT2	Brewed Chai tea	Spicy Eye Opener Chai Rg	10001	Michael Pena				
24	23	2021-09-15 00:00:00	0.350300926	1	5	Gracia	69	3.25	Bakery	PT10	Biscotti	Hazelnut Biscotti	10001	Michael Pena				
25	24	2021-09-15 00:00:00	0.353912037	1	8	Eixample	56	2.55	Tea	PT2	Brewed Chai tea	Spicy Eye Opener Chai Rg	10011	George Lopez				
26	25	2021-09-15 00:00:00	0.355127315	1	8	Eixample	40	3.75	Coffee	PT6	Barista Espresso	Cappuccino	10009	Francesca Bianchi				
27	26	2021-09-15 00:00:00	0.356342593	1	5	Gracia	43	3	Tea	PT9	Brewed herbal tea	Lemon Grass Lg	10006	Luca Rossi				
28	27	2021-09-16 00:00:00	0.356342593	1	5	Gracia	76	3.5	Bakery	PT10	Biscotti	Chocolate Chip Biscotti	10002	Isabella Rodrigues				
29	28	2021-09-16 00:00:00	0.357673611	2	5	Gracia	45	3	Tea	PT9	Brewed herbal tea	Peppermint Lg	10008	Carlos Ramires				
30	29	2021-09-16 00:00:00	0.357673611	1	5	Gracia	71	3.75	Bakery	PT11	Pastry	Chocolate Croissant	10002	Isabella Rodrigues				
31	30	2021-09-16 00:00:00	0.362465278	2	8	Eixample	40	3.75	Coffee	PT6	Barista Espresso	Cappuccino	10011	George Lopez				
32	31	2021-09-16 00:00:00	0.369479167	1	8	Eixample	38	3.75	Coffee	PT6	Barista Espresso	Latte	10013	Manolo Velazquez				
33	32	2021-09-16 00:00:00	0.369814815	1	5	Gracia	26	3	Coffee	PT12	Organic brewed coffee	Brazilian Rg	10006	Luca Rossi				
34	33	2021-09-16 00:00:00	0.371215278	2	5	Gracia	27	3.5	Coffee	PT12	Organic brewed coffee	Brazilian Lg	10001	Michael Pena				
35	34	2021-09-16 00:00:00	0.372534722	2	5	Gracia	29	2.5	Coffee	PT1	Gourmet brewed coffee	Columbian Medium Roast Rg	10008	Carlos Ramires				
36	35	2021-09-16 00:00:00	0.373449074	1	8	Eixample	54	2.5	Tea	PT2	Brewed Chai tea	Morning Sunrise Chai Rg	10014	Miguel Angel				
37	36	2021-09-16 00:00:00	0.374247685	1	5	Gracia	26	3	Coffee	PT12	Organic brewed coffee	Brazilian Rg	10008	Carlos Ramires				
38	37	2021-09-16 00:00:00	0.375138889	1	5	Gracia	55	4	Tea	PT2	Brewed Chai tea	Morning Sunrise Chai Lg	10003	Jason Statham				
39	38	2021-09-16 00:00:00	0.375277778	2	8	Eixample	40	3.75	Coffee	PT6	Barista Espresso	Cappuccino	10011	George Lopez				
40	39	2021-09-16 00:00:00	0.380011574	1	8	Eixample	45	3	Tea	PT9	Brewed herbal tea	Peppermint Lg	10011	George Lopez				
41	40	2021-09-16 00:00:00	0.380659722	2	8	Eixample	45	3	Tea	PT9	Brewed herbal tea	Peppermint Lg	10009	Francesca Bianchi				
42	41	2021-09-16 00:00:00	0.380706019	1	8	Eixample	24	3	Coffee	PT4	Drip coffee	Our Old Time Diner Blend Lg	10012	Maria Del Carmel				
43	42	2021-09-16 00:00:00	0.382291667	2	5	Gracia	60	3.75	Drinking Chocolate	PT3	Hot chocolate	Sustainably Grown Organic Rg	10005	Jennifer Lopez				
44	43	2021-09-16 00:00:00	0.382291667	1	5	Gracia	78	4.5	Bakery	PT5	Scone	Scottish Cream Scone	10008	Carlos Ramires				
45	44	2021-09-16 00:00:00	0.382708333	1	5	Gracia	56	2.55	Tea	PT2	Brewed Chai tea	Spicy Eye Opener Chai Rg	10003	Jason Statham				
46	45	2021-09-16																

EXTRACATING THE DATA

ALL_VIEWING_ACTIVITY

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Click ID	Entr Time	Duration	Attributes	Coffee Bear Supplement	Browser Type	Bookmark	Latest Book	Neighbourhood	temp_neigh	temp_attrib	Unnamed: 1	Unnamed: 1	14						
10001	2021-10-30 3:03	0:25:22	Location	The Walking Dead: Seas	Samsung Bro	0:25:49	Not latest v	Barceloneta		Accessibility									
10002	2021-10-30 5:44	0:19:34	Accessibilit	The Walking Dead: Seas	Samsung Bro	0:44:37	Not latest v	El Born		Ambience									
10003	2021-10-30 6:05	0:40:54	Location	The Walking Dead: Seas	Samsung Bro	0:42:16	Not latest v	Barceloneta		Careers									
10004	2021-10-30 9:15	0:19:13	Menu	The Walking Dead: Seas	Samsung Bro	0:23:29	Not latest v	El Born		Instagram									
10005	2021-10-31 7:55	0:00:13	Offers	The Walking Dead: Seas	Firefox	0:00:13	0:00:13	El Born		Location									
10006	2021-10-31 7:57	0:10:54	Website	The Walking Dead: Seas	Firefox	0:32:51	Not latest v	El Born		Menu									
10007	2021-11-1 7:56	0:10:43	Ambience	The Walking Dead: Seas	Firefox	0:42:47	0:42:47	El Born		Offers									
10008	2021-11-1 8:07	0:22:27	Website	The Walking Dead: Seas	Firefox	0:21:17	Not latest v	El Born		Pet Friendly									
10009	2021-11-1 8:35	0:21:21	Location	The Walking Dead: Seas	Firefox	0:42:38	0:42:38	Sants		Price									
10010	2021-11-1 8:57	0:00:01	Website	The Walking Dead: Seas	Firefox	0:00:01	Not latest v	Poblenou		Quiet									
10011	2021-11-1 15:25	0:19:54	Speciality O	The Walking Dead: Seas	Firefox	0:18:09	Not latest v	Gracia		Ratings									
10012	2021-11-2 4:40	0:24:28	Website	The Walking Dead: Seas	Firefox	0:42:37	0:42:37	Barceloneta		Speciality Offerings									
10013	2021-11-2 8:23	0:24:48	Speciality O	The Walking Dead: Seas	Firefox	0:27:55	Not latest v	Barceloneta		Website									
10014	2021-11-2 9:05	0:00:09	Website	The Walking Dead: Seas	Firefox	0:28:02	Not latest v	Poblenou		WiFi									
10015	2021-11-2 9:06	0:14:57	Instagram	The Walking Dead: Seas	Firefox	0:42:59	0:42:59	Gracia											
10016	2021-11-2 9:21	0:00:02	Website	The Walking Dead: Seas	Firefox	0:00:02	Not latest v	El Born											
10017	2021-11-2 15:42	0:01:34	Website	The Walking Dead: Seas	Firefox	0:01:34	Not latest v	Sants											
10018	2021-11-3 4:46	0:26:27	Instagram	The Walking Dead: Seas	Firefox	0:28:16	Not latest v	Poblenou											
10019	2021-11-3 7:56	0:31:25	Accessibilit	The Walking Dead: Seas	Firefox	0:59:38	0:59:38	Barceloneta											
10020	2021-11-3 8:28	0:29:59	Instagram	The Walking Dead: Seas	Firefox	0:30:28	Not latest v	Sants											
10021	2021-11-3 15:26	0:09:42	Website	The Walking Dead: Seas	Chrome	0:40:06	0:40:06	Sants											
10022	2021-11-3 15:40	0:31:26	Website	The Walking Dead: Seas	Chrome	0:33:53	Not latest v	Gracia											
10023	2021-11-3 16:16	0:06:07	Menu	The Walking Dead: Seas	Edge	0:41:27	0:41:27	Barceloneta											
10024	2021-11-3 16:22	0:00:03	Instagram	The Walking Dead: Seas	Edge	0:00:03	Not latest v	Poblenou											
10025	2021-11-4 4:52	0:17:50	Accessibilit	The Walking Dead: Seas	Firefox	0:18:17	Not latest v	Sarria											
10026	2021-11-4 7:32	0:20:49	Menu	The Walking Dead: Seas	Firefox	0:41:02	0:41:02	Barceloneta											
10027	2021-11-4 7:53	0:33:46	Speciality O	The Walking Dead: Seas	Firefox	0:34:17	Not latest v	El Born											
10028	2021-11-4 15:08	0:06:28	Website	The Walking Dead: Seas	Firefox	0:40:36	0:40:36	Poblenou											
10029	2021-11-4 15:16	0:30:06	Speciality O	The Walking Dead: Seas	Firefox	0:30:35	Not latest v	El Born											
10030	2021-11-4 15:53	0:10:51	Accessibilit	The Walking Dead: Seas	Firefox	0:40:37	0:40:37	El Born											
10031	2021-11-4 16:09	0:40:03	Instagram	The Walking Dead: Seas	Firefox	0:40:33	0:40:33	Barceloneta											

EXTRACING THE DATA

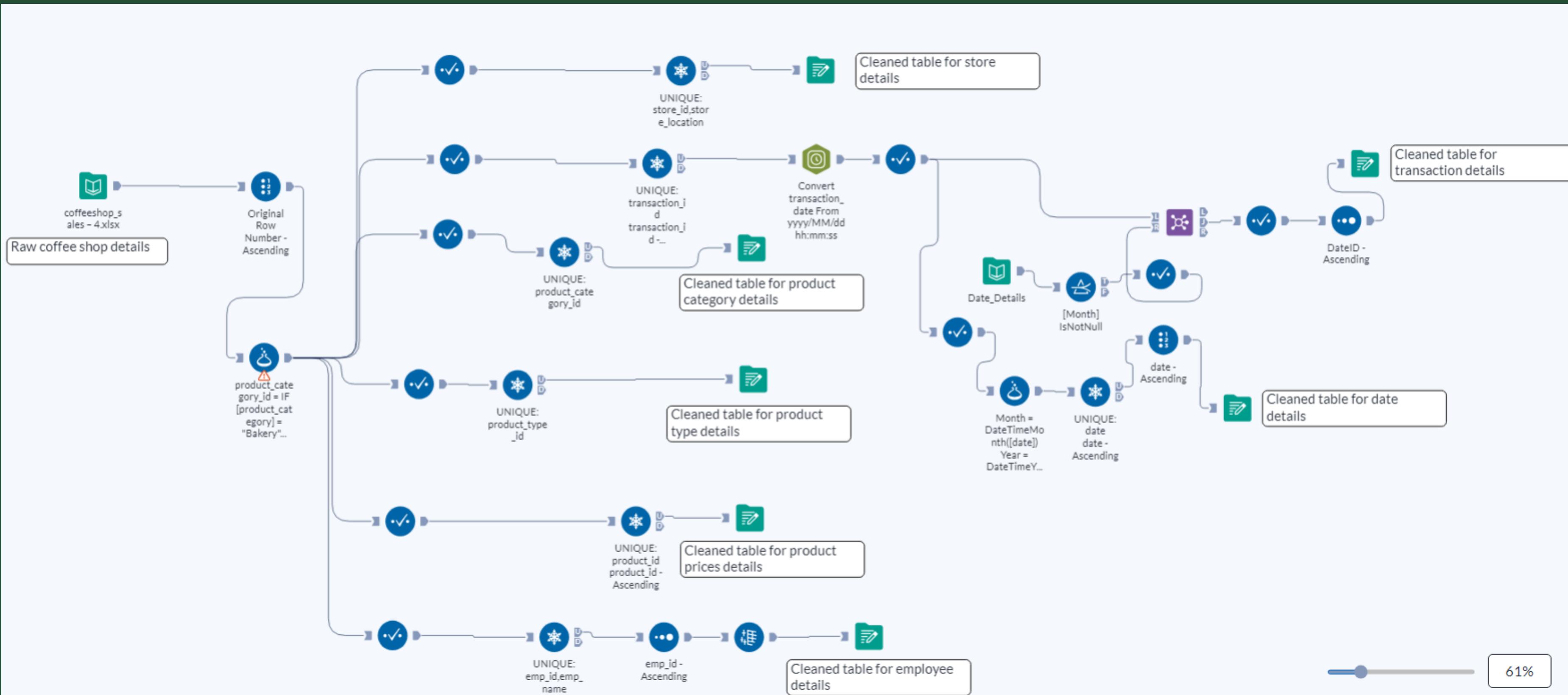
INSTAGRAM_DATA

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
1	Date	Impressions	From Home	From Hasht	From Explor	From Other	Saves	Comments	Shares	Likes	Profile Visit	Follows	Caption	Hashtags							
2	15-09-2021	2523	1659	796	29	21	34	6	5	86	175	153	1. Rise and g #CaffeineChuckle #RoastAndRejoice #BrewtifulBanter								
3	22-09-2021	2327	1774	435	59	35	45	3	7	85	188	161	2. Sip, sip, h #EspressoEuphoria #LatteLaughs #CaffeineClub								
4	29-09-2021	2518	1704	255	279	37	96	5	6	123	170	147	3. A latte lo #SipAndShare #MorningsMadeBetter #CuppaComfort								
5	2021-06-10	4344	2168	1274	673	40	119	7	8	162	195	173	4. Espresso #CoffeeAndLaughs #PerkUpPals #MugMoments								
6	13-10-2021	1941	1466	411	37	17	49	6	9	82	208	181	5. Caffeinat #BrewAndBanter #RoastAndRelax #CaffeineClan								
7	20-10-2021	4239	1711	2429	36	50	109	2	7	178	190	167	6. Life happ #SavorTheSips #BrewingHappiness #CoffeeCuddle								
8	27-10-2021	3884	2046	1214	329	43	74	7	6	144	180	157	7. Start you! #PerkAndPlay #LatteLaughs #MugMagic								
9	2021-03-11	2064	1304	362	249	37	49	4	9	76	205	177	8. Brewing u #BrewedBrilliance #SipAndSmirk #CoffeeClique								
10	2021-10-11	3015	2034	771	115	41	52	11	10	92	218	187	9. Need a pi #MorningMusings #SipsAndGiggles #JavaJaunt								
11	17-11-2021	3015	2034	771	115	41	52	11	11	92	225	193	10. Happine #CupOfCheer #EspressoEnvy #SipAndGrin								
12	24-11-2021	2407	1338	655	276	39	40	8	12	72	230	197	11. Coffee l #CoffeeChat #CaffeineComrades #BrewingBuddies								
13	2021-01-12	4628	2406	1260	861	26	144	8	13	160	235	203	12. Tag som #MorningMerriment #CoffeeCamaraderie #SipAndSnicker								
14	2021-08-12	2407	1338	655	276	39	40	8	9	72	215	187	13. Feeling l #SipAndShare #MorningsMadeBetter #CuppaComfort								
15	15-12-2021	4628	2406	1260	861	26	144	8	11	160	228	197	14. When lif #CoffeeAndLaughs #PerkUpPals #MugMoments								
16	22-12-2021	3973	2415	745	676	18	72	3	12	91	240	207	15. Embrace #BrewAndBanter #RoastAndRelax #CaffeineClan								
17	29-12-2021	2766	2541	116	51	9	40	10	14	114	245	211	16. Because #SavorTheSips #BrewingHappiness #CoffeeCuddle								
18	2022-05-01	4355	2879	139	1239	32	79	8	15	122	255	217	17. Ckara Co #PerkAndPlay #LatteLaughs #MugMagic								
19	2022-12-01	2766	2541	116	51	9	40	10	16	114	235	203	18. Keep cal #BrewedBrilliance #SipAndSmirk #CoffeeClique								
20	19-01-2022	3541	2071	628	500	60	135	4	17	124	248	213	19. It's neve #MorningMusings #SipsAndGiggles #JavaJaunt								
21	26-01-2022	2941	1716	1058	84	48	48	2	13	99	260	223	20. Feeling d #CupOfCheer #EspressoEnvy #SipAndGrin								
22	2022-02-02	4446	2454	1590	192	69	174	6	15	190	265	227	21. The perf #CoffeeChat #CaffeineComrades #BrewingBuddies								
23	2022-09-02	3854	1975	1721	60	43	81	11	16	150	270	233	22. Let the a #MorningMerriment #CoffeeCamaraderie #SipAndSnicker								
24	16-02-2022	3988	2415	802	545	64	118	6	18	142	275	239	23. Your dai #SipAndShare #MorningsMadeBetter #CuppaComfort								
25	23-02-2022	3052	2608	201	121	87	63	5	19	129	280	241	24. Friends d #MorningMagic #CuppaFun #BrewAndGiggle #CaffeineKick #SipAndSmile								
26	2022-02-03	3990	2123	1482	332	36	98	4	20	156	260	227	25. Fall in lo #SipAndSalsa #CaffeineCraze #MorningMagic								
27	2022-09-03	3630	1747	1693	72	86	137	4	21	137	270	233	26. A cup of #MorningMingle #CoffeeCraze #BrewAndBlast #SipAndSalsa #CaffeineCraze								
28	16-03-2022	3630	1747	1693	72	86	137	4	17	137	280	239	27. Happine #CuppaFun #BrewAndGiggle #CaffeineKick #MorningMingle #CoffeeCraze #BrewAndBlast								
29	23-03-2022	3052	2608	201	121	87	63	5	18	129	285	241	28. Because #CupOfCheer #EspressoEnvy #SipAndGrin								
30	30-03-2022	3234	2414	476	185	75	122	8	19	151	290	247	29. Wake up #MorningMingle #CoffeeCraze #BrewAndBlast #SipAndSalsa #CaffeineCraze #MorningMagic								
31	2022-06-04	4467	1910	1880	492	60	89	3	22	149	295	251	30. Make ev #CuppaFun #BrewAndGiggle #CaffeineKick #MorningMingle #CoffeeCraze								
32	13-04-2022	3246	2508	166	360	139	148	5	23	132	275	237	31. Ckara Co #CoffeeChat #CaffeineComrades #BrewingBuddies								

SALES WORKFLOWS

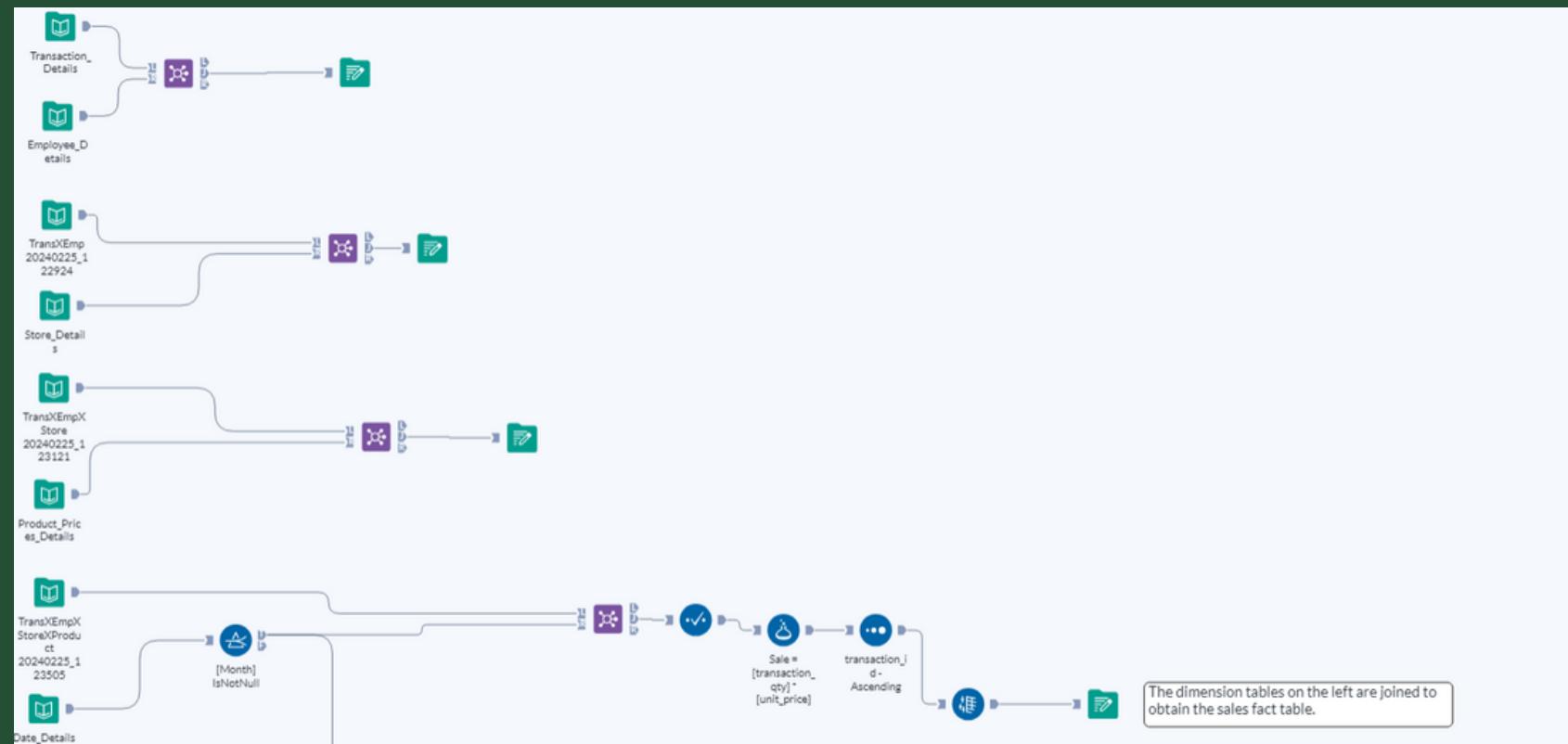


SALES DIMENSION WORKFLOW

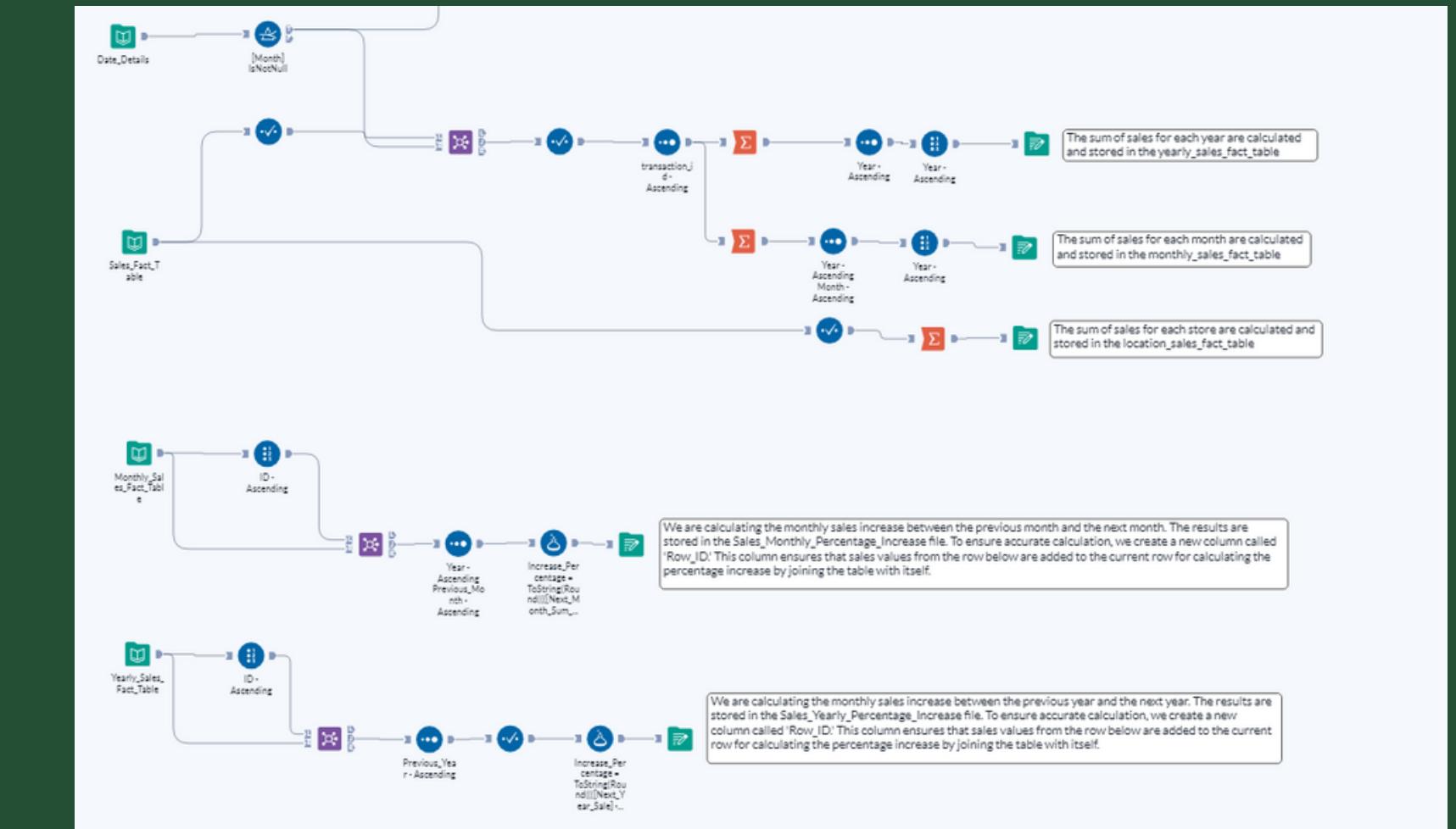


SALES FACT TABLE WORKFLOW

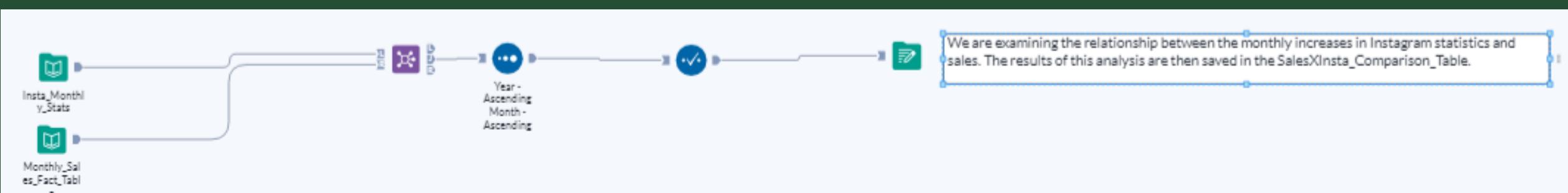
1



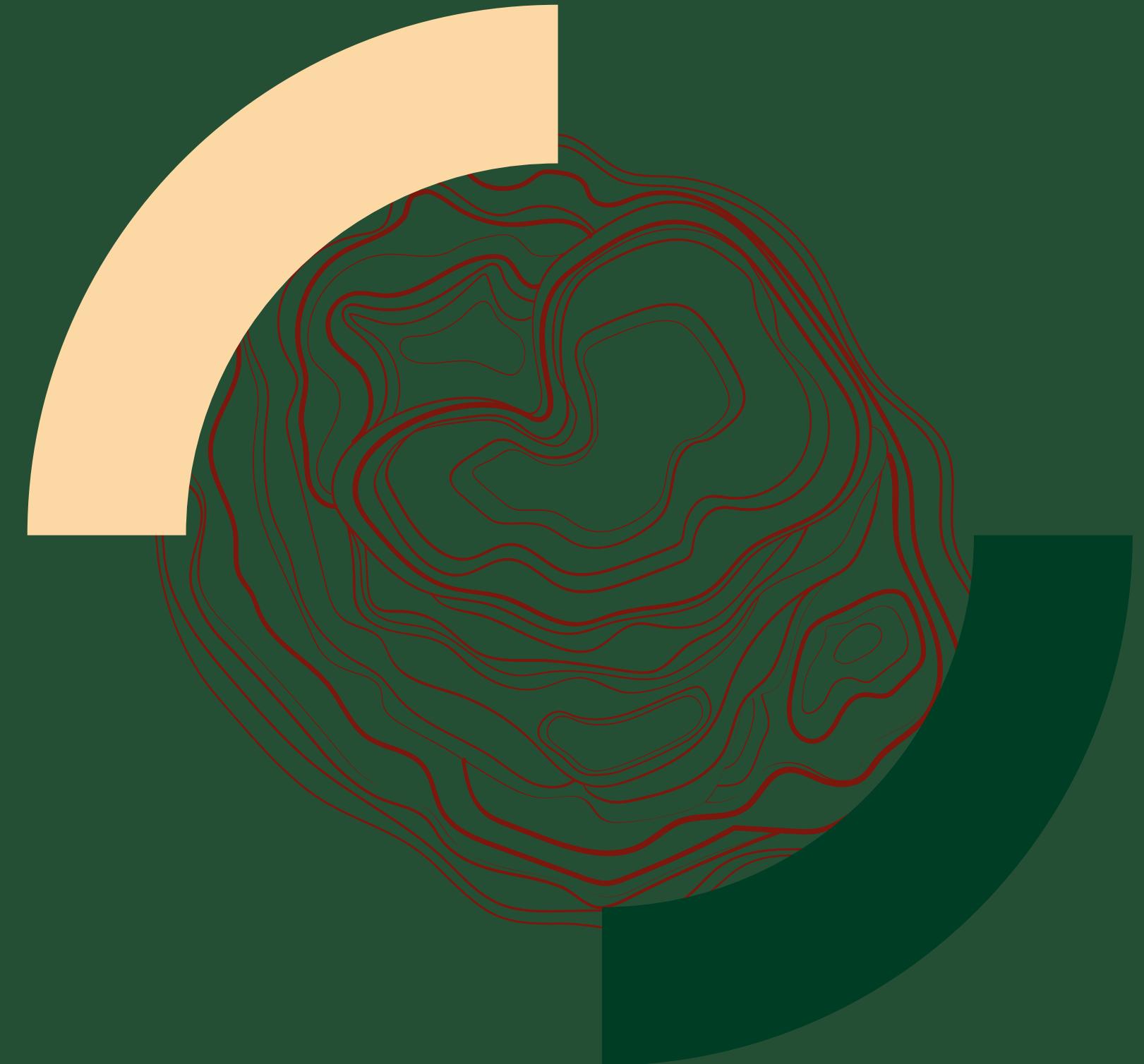
2



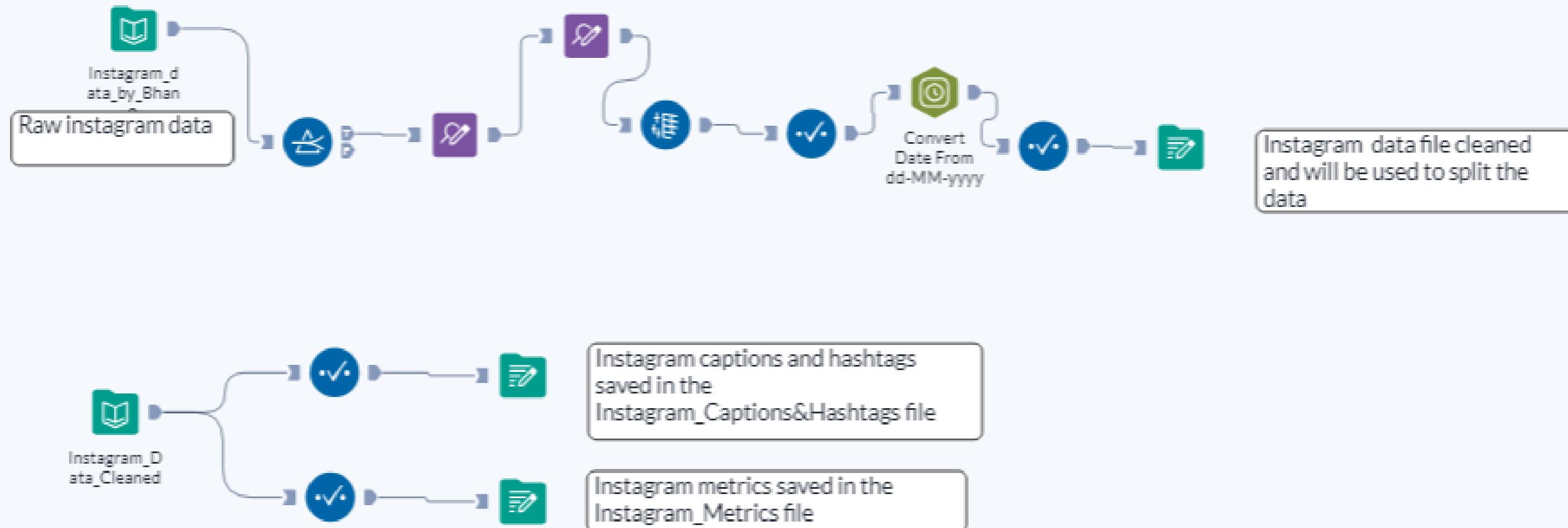
3



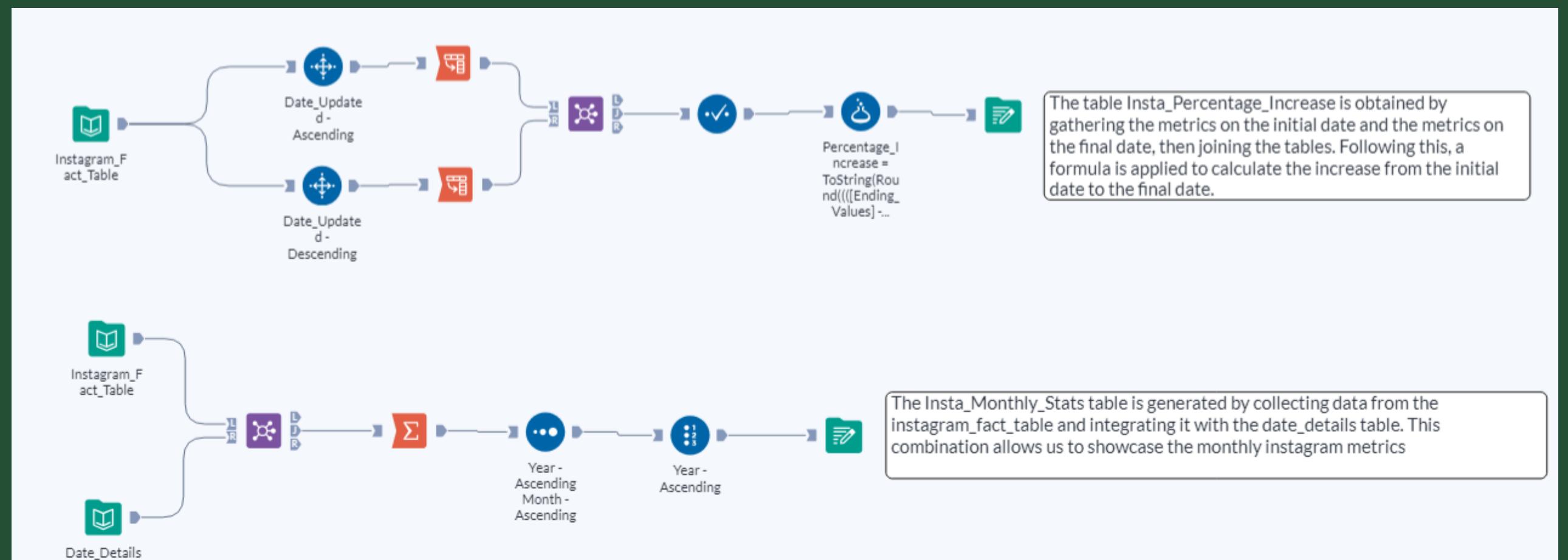
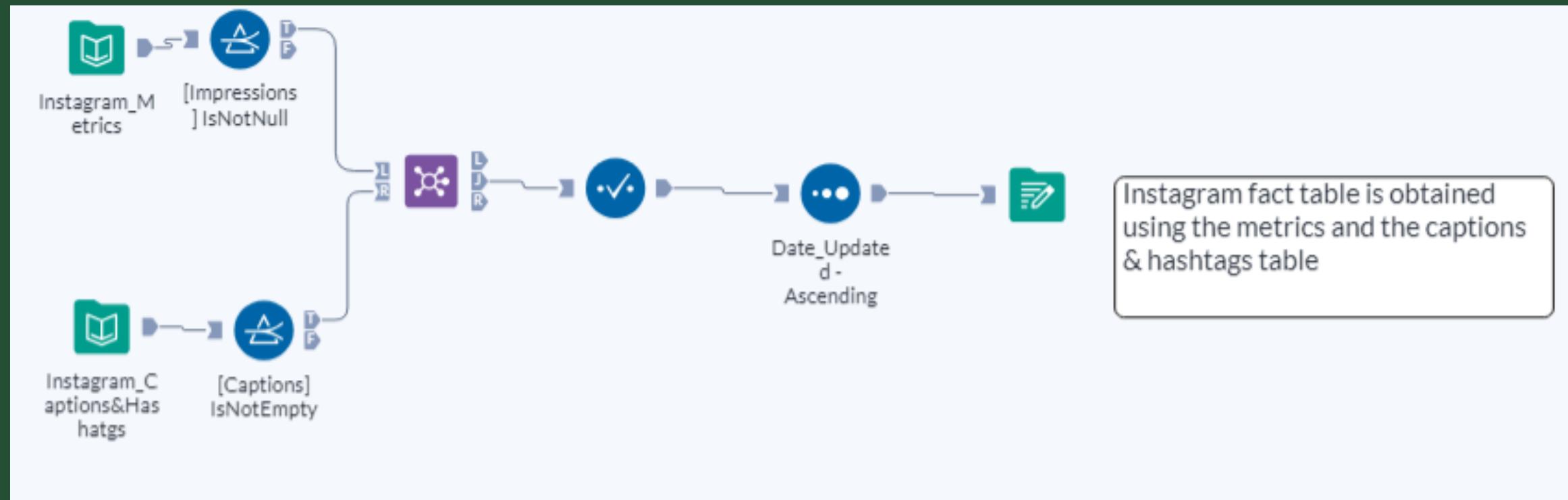
SOCIAL-MEDIA WORKFLOWS



SOCIAL-MEDIA DIMENSION WORKFLOW



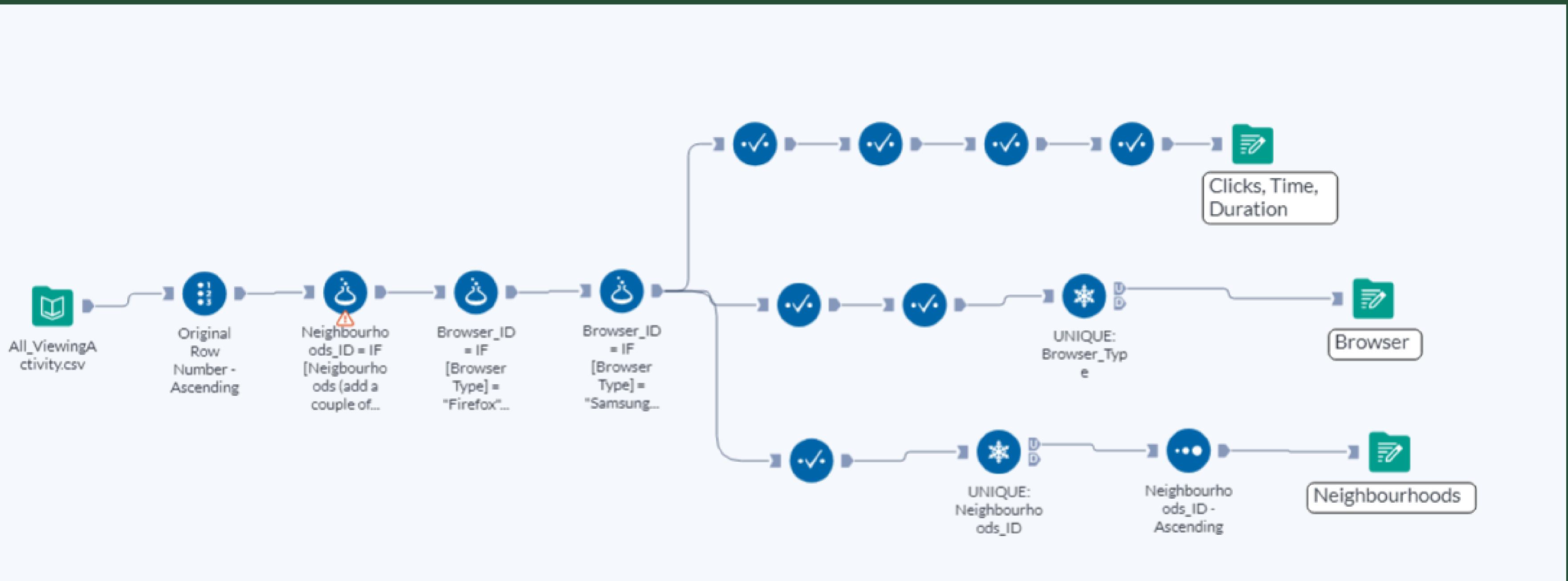
SOCIAL-MEDIA FACT TABLE WORKFLOW



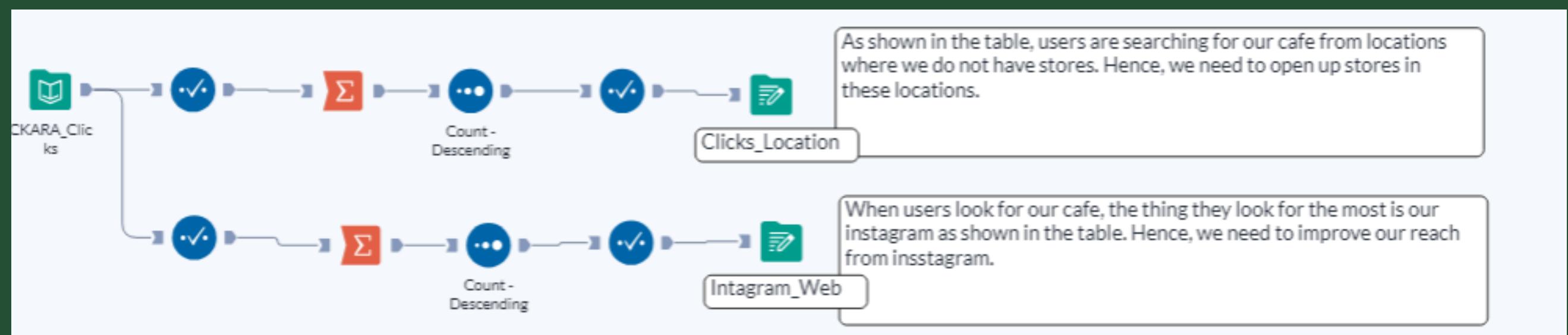
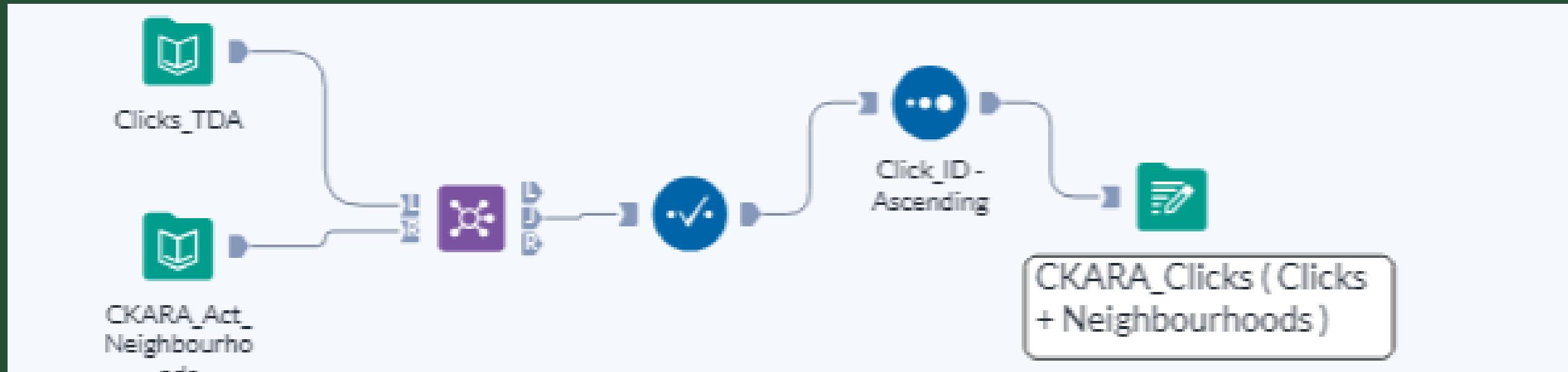
ONLINE CLICKS WORKFLOWS



ONLINE CLICKS DIMENSION WORKFLOW



ONLINE CLICKS FACT TABLE WORKFLOW

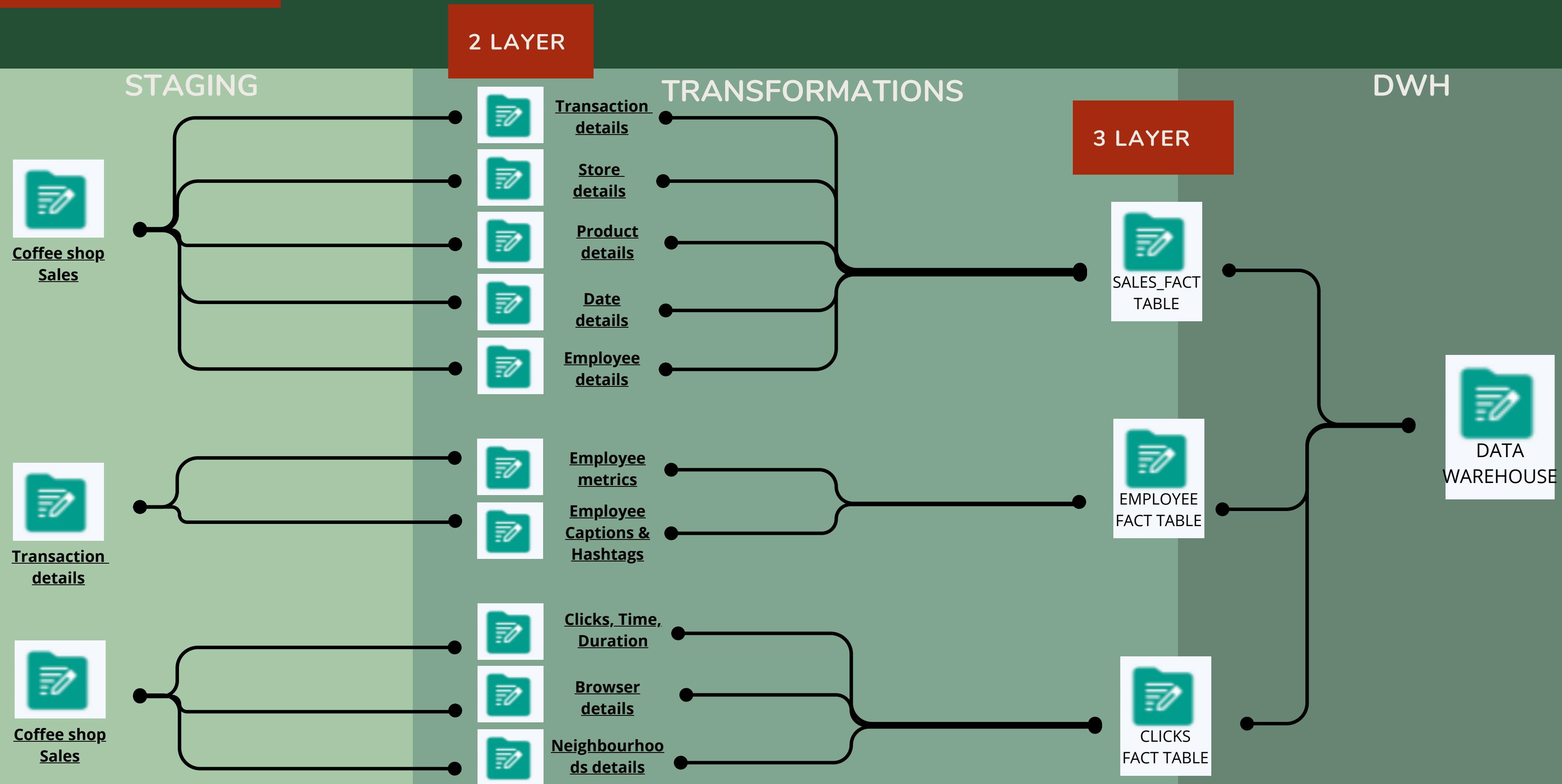


DATA WAREHOUSE

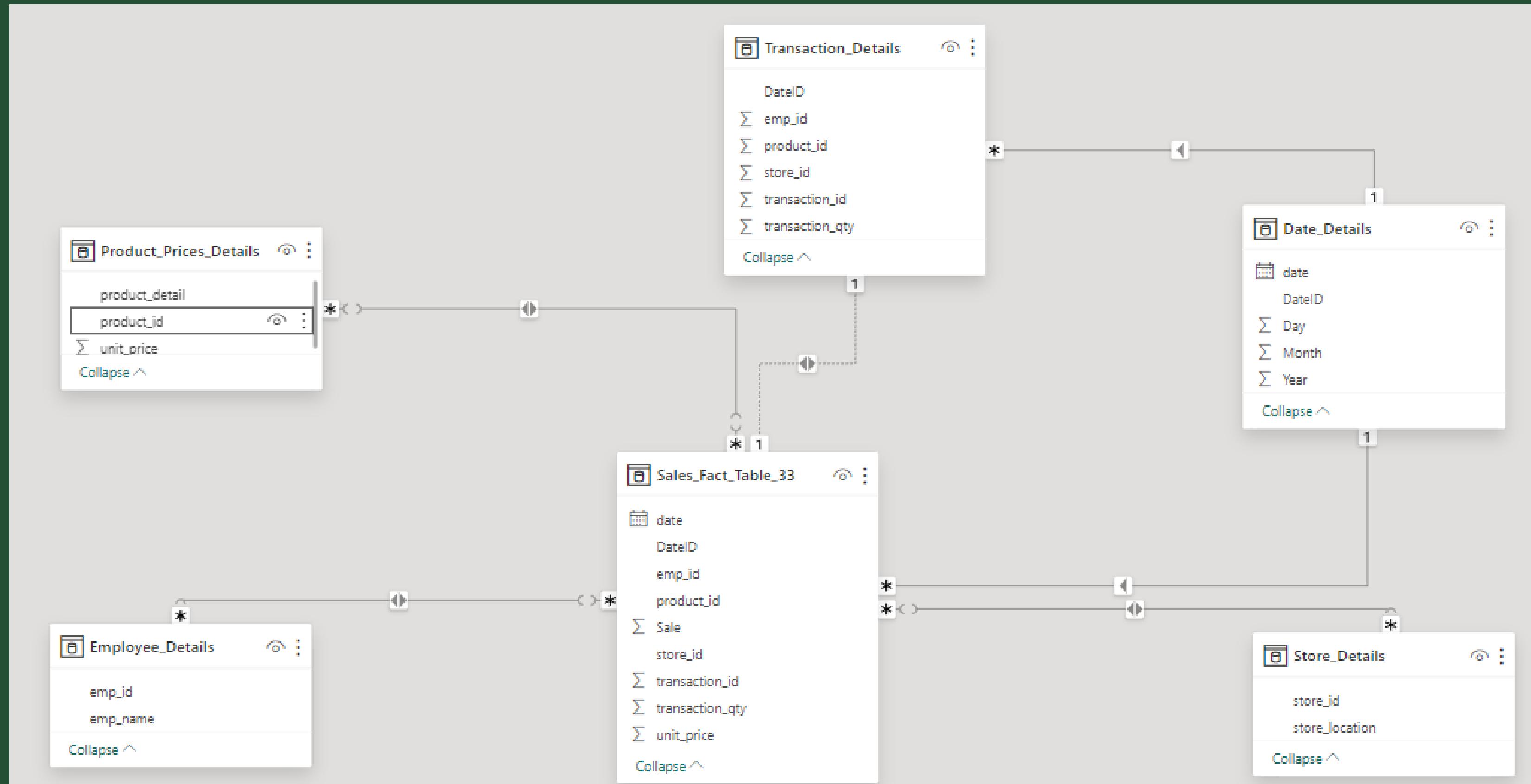


DATA WAREHOUSE

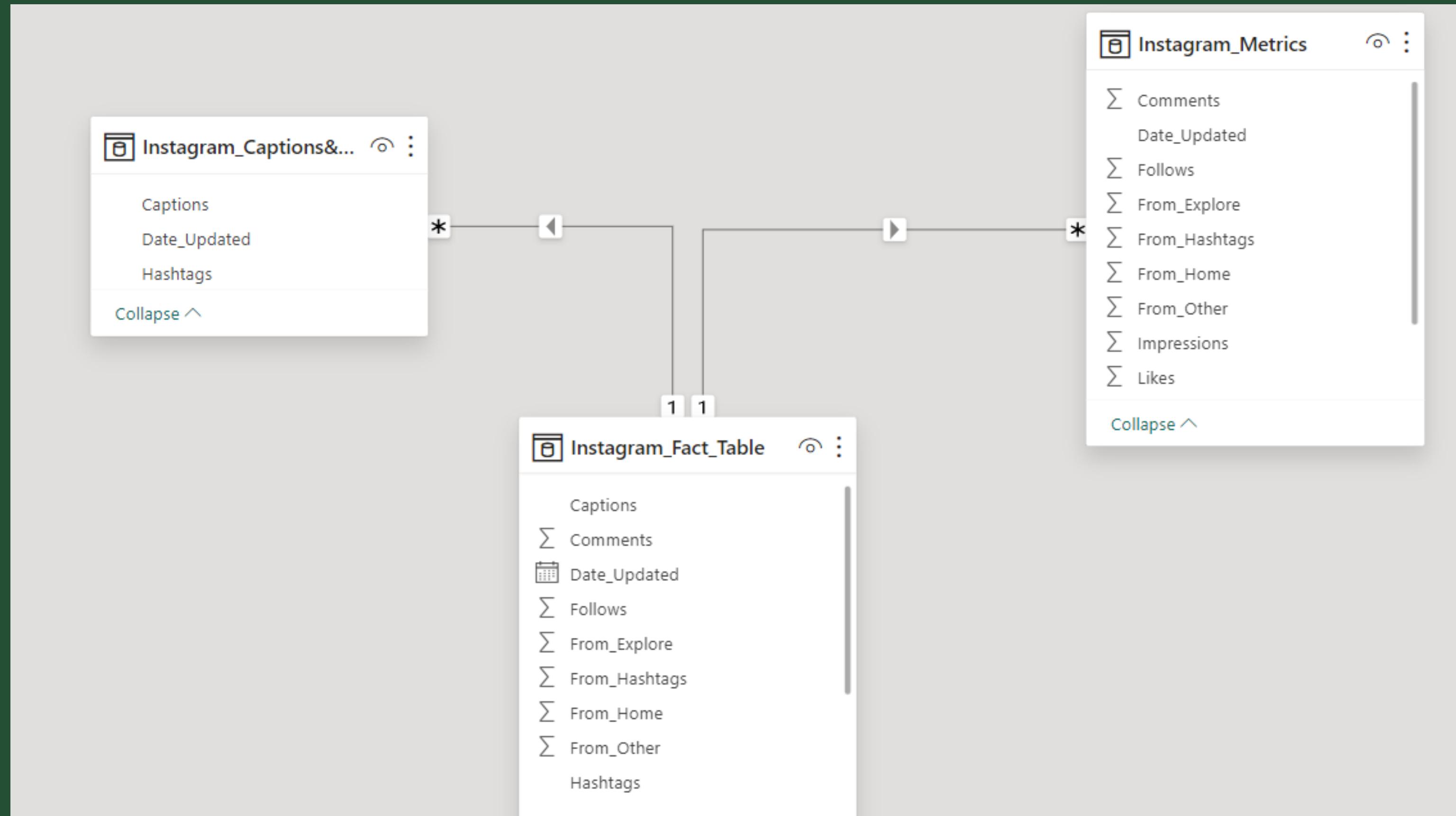
RAW DATA-1st LAYER



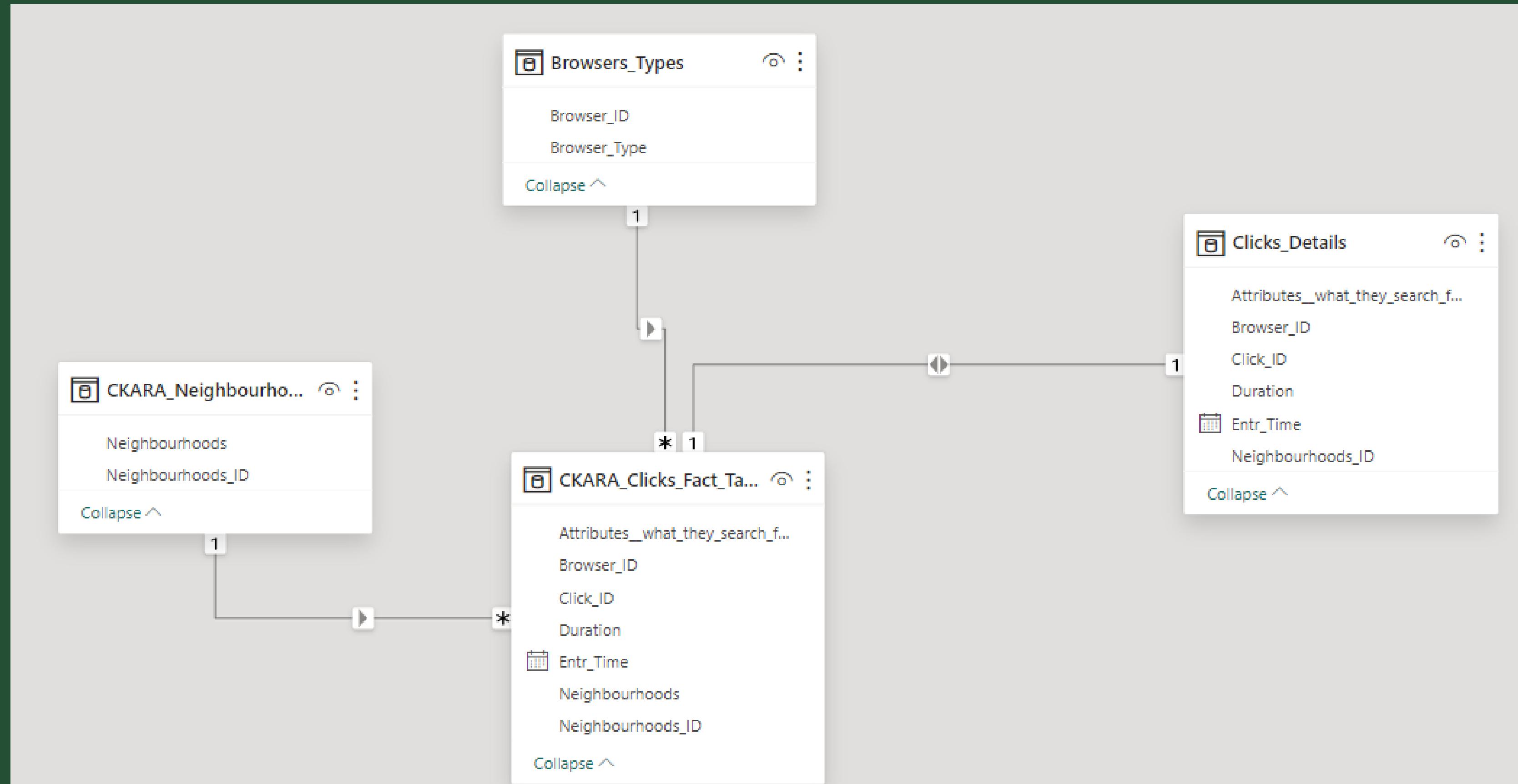
SALES DATA MODEL



INSTAGRAM DATA MODEL



ONLINE CLICKS DATA MODEL





INITIATIVES: THE NEXT STEPS

INITIATIVES: THE NEXT STEPS

Instagram

COFFEE RENAISSANCE: A *MOVE TOWARDS SOCIAL MEDIA*

HIGH COFFEE DEMAND REFLECTED THROUGH SOCIAL MEDIA DATA GATHERED AT A WHOPPING (27.81%) - PRESENTING AN UNDERSERVED CUSTOMER SEGMENT IN *EL BORN* - *DATA REFLECTING AND PRESSING ON PARTICULAR EMPHASIS FOR DEMAND SURROUNDING 'INSTAGAMABLE' COFFEE SPOTS IN BARCELONA*



EL BORN: *NEW OPENING*

THE DATA RECOVERED SHOWS THAT THE MAIN CLUSTER OF INTEREST IS IN THE *EL BORN* AREA OF THE CITY. THEREFORE, WE CAN UNDERSTAND THAT THERE'S A NECESSITY OF A SHOP IN THAT AREA



PREFERENCE SHIFTS

A REMARKABLE SURGE OF 32% HAS BEEN OBSERVED IN THE SALES OF BRAZILIAN COFFEE BEANS. THIS SIGNIFICANT INCREASE UNDERSCORES A BURGEONING PREFERENCE FOR THE DISTINCTIVE QUALITIES AND FLAVOURS ENCAPSULATED IN BRAZILIAN COFFEE, *PRESSENTING PROMISING OPPORTUNITIES FOR OUR COFFEE OFFERINGS.*

THANK YOU

THANK YOU

THANK YOU

THANK YOU

THANK YOU