**Report: Brewtiful Insights for "Daily Grind Coffee Co."**

**Executive Summary**

As a data analyst, I conducted a thorough analysis of sales data for *Daily Grind Coffee Co.*, a fictional online coffee retailer. The dataset spanned January 2019 to December 2022 and included details about revenue, product types, and customer purchases. The aim was to uncover actionable insights to help the business refine its marketing strategies, identify trends in product performance, and improve customer engagement.

Using Excel, I developed an interactive dashboard showcasing key metrics and trends. This report provides a data-driven foundation for strategic decision-making, while also demonstrating advanced Excel skills such as pivot tables, XLOOKUP, and custom formatting.

**Key Business Questions**

1. **When are the best and worst-performing months for sales?**
2. **Which country contributes the most revenue?**
3. **Who are the top customers, and how can we retain them?**
4. **Which coffee beans are most and least popular?**

**Dataset Overview**

* **Total Sales:** $45,134.26
* **Time Period:** January 2019 – December 2022
* **Key Columns:** Order Date, Coffee Type, Roast Type, Quantity, Revenue, Customer Name

**Analysis and Insights**

1. **Monthly Sales Performance**
   * **Best Month:** February 2020 ($1,798.34)
   * **Worst Month:** August 2022 ($244.25)

**Observation:** February 2020 outperformed other months, possibly due to successful campaigns or promotions. However, monthly sales varied significantly, and trends over time should be analyzed further for seasonality patterns.

**Recommendation:** Investigate February’s campaign strategies from past years to replicate success and focus on boosting sales in slower months like August with targeted promotions.

1. **Country Analysis**
   * **Top Country:** United States ($35,639 or 79% of total sales)

**Observation:** The U.S. dominates sales, making it a key market for *Daily Grind Coffee Co.*

**Recommendation:** Allocate more marketing resources to the U.S. to capitalize on its strong customer base while exploring opportunities to grow sales in other regions.

1. **Customer Insights**
   * **Top 5 Customers:** Allis Wilmore, Brenn Dundredge, Terri Farra, Nealson Cuttler, and Don Flintoff.
   * Only **Brenn Dundredge** has a loyalty card.

**Observation:** High-value customers are not fully utilizing the loyalty program, representing a missed opportunity for customer retention.

**Recommendation:** Target the top 5 customers with personalized loyalty incentives to increase their lifetime value.

1. **Product Performance**
   * **Best-Selling Bean:** Excelsa ($6,112 in total sales)

**Observation:** Excelsa is the most popular bean, while others underperform comparatively.

**Recommendation:** Promote Excelsa in bundles with less popular beans to improve their sales, while continuing to leverage its strong demand.

**Next Steps**

1. Investigate potential seasonality patterns by expanding analysis over a longer timeline or integrating additional variables (e.g., promotional campaigns).
2. Explore geographic markets beyond the U.S. for diversification.
3. Create targeted email campaigns for top customers to promote loyalty programs.