COFFEE SHOP REPORT

Analysis of Coffee shop sales with MS SQL SERVER

- **OBJECTIVE**
The goal of this project is to analyze the sales data of Monday Coffee, a company that has been selling its products online since January 2023, and to recommend the top three major cities in India for opening new coffee shop locations based on consumer demand and sales performance.

Key Questions

1) Coffee Consumers Count
How many people in each city are estimated to consume coffee, given that 25% of the population does?

	city_name	coffee_cons_in_millions
1	Bangalore	3.08 M
2	Chennai	2.78 M
3	Pune	1.88 M
4	Jaipur	1 M
5	Delhi	7.75 M
6	Mumbai	5.1 M
7	Hyderabad	2.5 M
8	Ahmedabad	2.08 M
9	Kolkata	3.73 M
10	Surat	1.8 M
11	Lucknow	0.95 M
12	Kanpur	0.78 M
13	Nagpur	0.73 M
14	Indore	0.83 M

2) Total Revenue from Coffee Sales
What is the total revenue generated from coffee sales across all cities in the last quarter of 2023?

	city_name	total_revenue
1	Pune	434330
2	Chennai	302500
3	Bangalore	270780
4	Jaipur	248580
5	Delhi	238490
6	Kanpur	71890
7	Mumbai	71340
8	Surat	52560
9	Kolkata	51180
10	Nagpur	45810
11	Indore	45670
12	Hyderabad	45060
13	Ahmedabad	43560
14	Lucknow	41550

3) Sales Count for Each Product
How many units of each coffee product have been sold?

	product_name	total_units
1	Cold Brew Coffee Pack (6 Bottles)	1326
2	Ground Espresso Coffee (250g)	1271
3	Instant Coffee Powder (100g)	1226
4	Coffee Beans (500g)	1218
5	Tote Bag with Coffee Design	776
6	Vanilla Coffee Syrup (250ml)	762
7	Cold Brew Concentrate (500ml)	312
8	Organic Green Coffee Beans (500g)	307
9	Coffee Art Print	296
10	Flavored Coffee Pods (Pack of 10)	295
11	Coffee Drip Bags (10 Bags)	289
12	Insulated Travel Mug	273
13	Coffee Gift Hamper	270
14	Customizable Coffee Coaster Set	258
15	Specialty Coffee Subscription	258
16	French Press Coffee Set	257

17	Caramel Syrup (250ml)	96
18	Coffee Plant Kit (DIY)	91
19	Coffee Bean Storage Canister	89
20	Coffee Recipe Book	88
21	Mocha Flavored Coffee Mix (200g)	86
22	Personalized Coffee Spoon	83
23	Coffee-Themed T-Shirt	82
24	Reusable Coffee Cup (Eco-friendly)	78
25	Glass Coffee Jar (500ml)	77
26	Coffee-Themed Notebook	76
27	Stainless Steel Tumbler	75
28	Coffee Mug (Ceramic)	73

4) Average Sales Amount per City
What is the average sales amount per customer in each city?

	city_name	total_revenue	total_customers	avg_sales_per_customer
1	Pune	1258290	52	24197
2	Chennai	944120	42	22479
3	Bangalore	860110	39	22054
4	Jaipur	803450	69	11644
5	Delhi	750420	68	11035
6	Mumbai	235000	27	8703
7	Kanpur	213550	35	6101
8	Surat	176540	27	6538
9	Kolkata	171460	28	6123
10	Nagpur	140050	24	5835
11	Indore	138590	21	6599
12	Ahmedabad	137690	23	5986
13	Hyderabad	131520	21	6262
14	Lucknow	109400	21	5209

5) City Population and Coffee Consumers
Provide a list of cities along with their populations and estimated coffee consumers.

	city_name	population_in_millions	coffee_consumers_in_millions	total_customers
1	Delhi	31	7.75	68
2	Mumbai	20	5.1	27
3	Kolkata	14	3.73	28
4	Bangalore	12	3.08	39
5	Chennai	11	2.77	42
6	Hyderabad	10	2.5	21
7	Ahmedabad	8	2.08	23
8	Pune	7	1.88	52
9	Surat	7	1.8	27
10	Jaipur	4	1	69
11	Kanpur	3	0.78	35
12	Lucknow	3	0.95	21
13	Indore	3	0.82	21
14	Nagpur	2	0.72	24

6) Top Selling Products by City
What are the top 3 selling products in each city based on sales volume?

	city_name	product_name	total_volume	rank
1	Ahmedabad	Cold Brew Coffee Pack (6 Bottles)	40	1
2	Ahmedabad	Coffee Beans (500g)	35	2
3	Ahmedabad	Instant Coffee Powder (100g)	26	3
4	Bangalore	Cold Brew Coffee Pack (6 Bottles)	197	1
5	Bangalore	Ground Espresso Coffee (250g)	167	2
6	Bangalore	Instant Coffee Powder (100g)	150	3
7	Chennai	Cold Brew Coffee Pack (6 Bottles)	192	1
8	Chennai	Coffee Beans (500g)	181	2
9	Chennai	Instant Coffee Powder (100g)	172	3
10	Delhi	Ground Espresso Coffee (250g)	183	1
11	Delhi	Instant Coffee Powder (100g)	170	2
12	Delhi	Coffee Beans (500g)	161	3
13	Hyderabad	Instant Coffee Powder (100g)	36	1
14	Hyderabad	Cold Brew Coffee Pack (6 Bottles)	28	2
15	Hyderabad	Ground Espresso Coffee (250g)	27	3
16	Indore	Instant Coffee Powder (100g)	33	1
17	Indore	Cold Brew Coffee Pack (6 Bottles)	26	2
18	Indore	Ground Espresso Coffee (250g)	26	2
19	Indore	Coffee Beans (500g)	23	3
20	Jaipur	Cold Brew Coffee Pack (6 Bottles)	178	1
21	Jaipur	Coffee Beans (500g)	175	2
22	Jaipur	Instant Coffee Powder (100g)	170	3
23	Kanpur	Cold Brew Coffee Pack (6 Bottles)	57	1
24	Kanpur	Ground Espresso Coffee (250g)	55	2
25	Kanpur	Coffee Beans (500g)	50	3
26	Kolkata	Ground Espresso Coffee (250g)	45	1
27	Kolkata	Cold Brew Coffee Pack (6 Bottles)	44	2
28	Kolkata	Coffee Beans (500g)	38	3
29	Lucknow	Instant Coffee Powder (100g)	28	1
30	Lucknow	Coffee Beans (500g)	25	2
31	Lucknow	Ground Espresso Coffee (250g)	23	3
32	Lucknow	Cold Brew Coffee Pack (6 Bottles)	23	3
33	Mumbai	Ground Espresso Coffee (250g)	62	1
34	Mumbai	Instant Coffee Powder (100g)	60	2
35	Mumbai	Cold Brew Coffee Pack (6 Bottles)	53	3
36	Nagpur	Ground Espresso Coffee (250g)	39	1
37	Nagpur	Instant Coffee Powder (100g)	29	2
38	Nagpur	Cold Brew Coffee Pack (6 Bottles)	28	3
39	Nagpur	Coffee Beans (500g)	28	3
40	Pune	Cold Brew Coffee Pack (6 Bottles)	259	1
41	Pune	Ground Espresso Coffee (250g)	254	2
42	Pune	Instant Coffee Powder (100g)	245	3
43	Surat	Coffee Beans (500g)	48	1
44	Surat	Cold Brew Coffee Pack (6 Bottles)	45	2
45	Surat	Ground Espresso Coffee (250g)	41	3

7) Customer Segmentation by City
How many unique customers are there in each city who have purchased coffee products?

	city_name	total_customers
1	Jaipur	69
2	Delhi	68
3	Pune	52
4	Chennai	42
5	Bangalore	39
6	Kanpur	35
7	Kolkata	28
8	Mumbai	27
9	Surat	27
10	Nagpur	24
11	Ahmedabad	23
12	Indore	21
13	Hyderabad	21
14	Lucknow	21

8) Average Sale vs Rent
Find each city and their average sale per customer and avg rent per customer

	city_name	total_customers	avg_sale_per_customer	avg_rent_per_customer
1	Mumbai	27	8703.7	1166.67
2	Hyderabad	21	6262.86	1071.43
3	Bangalore	39	22054.1	761.54
4	Ahmedabad	23	5986.52	626.09
5	Kolkata	28	6123.57	578.57
6	Surat	27	6538.52	500
7	Lucknow	21	5209.52	428.57
8	Chennai	42	22479.05	407.14
9	Delhi	68	11035.59	330.88
10	Indore	21	6599.52	300
11	Nagpur	24	5835.42	300
12	Pune	52	24197.88	294.23
13	Kanpur	35	6101.43	231.43
14	Jaipur	69	11644.2	156.52

9) Monthly Sales Growth
Sales growth rate: Calculate the percentage growth (or decline) in sales over different time periods (monthly) by each city.

	city_name	month	year	current_month_sales	previous_month_sales	percent_change
1	Ahmedabad	2	2023	4100	3750	9.33
2	Ahmedabad	3	2023	3050	4100	-25.61
3	Ahmedabad	4	2023	4040	3050	32.46
4	Ahmedabad	5	2023	2550	4040	-36.88
5	Ahmedabad	6	2023	2900	2550	13.73
6	Ahmedabad	7	2023	2800	2900	-3.45
7	Ahmedabad	8	2023	4300	2800	53.57
8	Ahmedabad	9	2023	8250	4300	91.86
9	Ahmedabad	10	2023	10950	8250	32.73
10	Ahmedabad	11	2023	21250	10950	94.06
11	Ahmedabad	12	2023	11360	21250	-46.54
12	Ahmedabad	1	2024	12090	11360	6.43
13	Ahmedabad	2	2024	10900	12090	-9.84
14	Ahmedabad	3	2024	14000	10900	28.44
15	Ahmedabad	4	2024	3950	14000	-71.79
16	Ahmedabad	5	2024	5250	3950	32.91
17	Ahmedabad	6	2024	3300	5250	-37.14
18	Ahmedabad	7	2024	2700	3300	-18.18
19	Ahmedabad	8	2024	3550	2700	31.48
20	Ahmedabad	9	2024	2650	3550	-25.35

Month by month sales of Ahmedabad city

10) Market Potential Analysis
Identify top 3 city based on highest sales, return city name, total sale, total rent, total customers, estimated coffee consumer

	city_name	total_sales	total_customers	avg_sale_per_cust	estimated_consumers_in_millions	total_rent	avg_rent_per_cust
1	Pune	1258290	52	24197.88	1.875	15300	294.23
2	Chennai	944120	42	22479.05	2.775	17100	407.14
3	Bangalore	860110	39	22054.1	3.075	29700	761.54
4	Jaipur	803450	69	11644.2	1	10800	156.52
5	Delhi	750420	68	11035.59	7.75	22500	330.88
6	Mumbai	235000	27	8703.7	5.1	31500	1166.67
7	Kanpur	213550	35	6101.43	0.775	8100	231.43
8	Surat	176540	27	6538.52	1.8	13500	500
9	Kolkata	171460	28	6123.57	3.725	16200	578.57
10	Nagpur	140050	24	5835.42	0.725	7200	300
11	Indore	138590	21	6599.52	0.825	6300	300
12	Ahmedabad	137690	23	5986.52	2.075	14400	626.09
13	Hyderabad	131520	21	6262.86	2.5	22500	1071.43
14	Lucknow	109400	21	5209.52	0.95	9000	428.57

RECCOMENDATIONS

After analyzing the data, the recommended top three cities for new store openings are:

- Pune

- Delhi

- Jaipur

City 1: Pune

o Average rent per customer is very low.

o Highest total revenue.

o Average sales per customer is also high.

City 3: Jaipur

o Highest number of customers, which is 69.

o Average rent per customer is very low at 156.

o Average sales per customer is better at 11.6k.

City 2: Delhi

o Highest estimated coffee consumers at 7.7 million.

o Highest total number of customers, which is 68.

o Average rent per customer is 330 (still under 500).