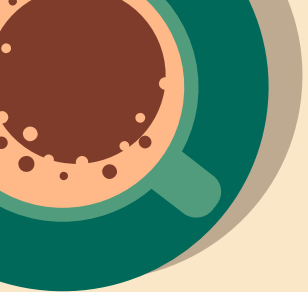# Brew Heaven

Case Study

Google Data Analytics Capstone Project

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01

About The
Project

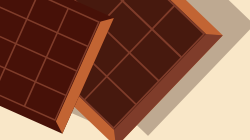Brew Haven Data Dive

Project Background

- **Brew Heaven**** is a thriving coffee shop, with the potential for significant growth in the upcoming years.

- **I have recently joined the company's analytics teams as an assistant analyst**

- My responsible is to examine collected data, looking for **valuable insights.**

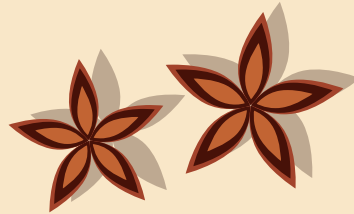- These insights will be used by the company for their **strategy and planning ahead**.

**Brew Heaven is a fictional company

How would you rate the performance of Brew Heaven in April? How can the company use its ability to improve customer satisfaction, and strategies to stay competitive in the coffee industry?

—**Problem Statement**

02

About The
Company

Brew Haven Data Dive

Our company

Brew Haven was **started in 2001 by Mandy Rich**, a coffee lover, who turned her passion for coffee to her dream job. Started with its first shop at a cozy corner of a vibrant neighborhood in **New York**, where it slowly became popular for artisanal beverages and relaxed ambiance, and expended their presence. As a founder, Mandy wanted to have an ambition *to bring together quality coffee, a warm atmosphere, and a sense of community*.

In-service Stores

647 9th Avenue
In the neighborhood of Hell's Kitchen

32-20 Broadway
In the neighborhood of Astoria

100 Church Street
It is close to Lower Manhattan

**Assuming rest of the stores are under construction as there is no data for them

Product Groups

Beverages
Main source of business products like coffee, tea etc.

Food
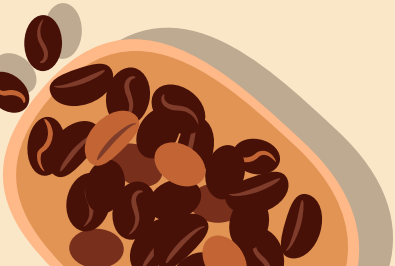Bakery products like pastry, croissants etc.

Add-ons
These are different flavor syrups they offer like Vanilla etc.

Whole Bean/Teas
Selling different beans, herbal tea etc.

Merchandise
Recently started group to promote their products using t-shirts, cups etc.

Our Customer Groups

GenZ
Customers with age less than 25 years

Older Millennials
Customers within age of 25-39.

GenX
Customers within age of 40-54.

Baby Boomers
Customer with age greater than 54.

03

About

Dataset

Brew Haven Data Dive

About Coffee Shop **Data**

The data is a sample dataset in IBM Cog nos Analytics. It is publicly available on Kaggle**. The data shows similarity to our company data. It contains information about the sales of each product, the outlets, types of product offered by the coffee house. The dataset contains 9 tables, which are 2019 sales data, staff, stores, sales target, customers, dates, generation, products, and pastry inventory.

Case Study Phases

Ask
Questions and research that will guide the company analysis

Prepare & Process
Look for data that is suitable for analysis. Then clean the data for missing values, format etc.
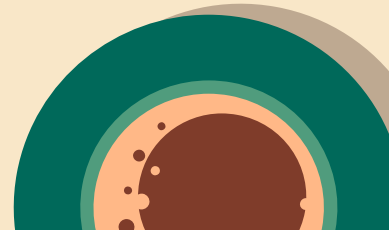
Analysis & Visualization
Analyze the data using SQL. Then visualize the findings using Tableau

Conclusion
Wrap the whole analysis with findings, insights and suggestions

04

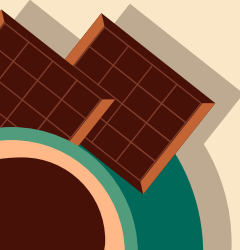# Findings & Insights

Brew Haven Data Dive

Total Sales in April

$233,635

April total sales

34%
647 9th Avenue

Neighborhood of Hell's Kitchen, NY

33%
32-20 Broadway

Neighborhood of Astoria, Long Island City

33%
100 Church Street

Close to Lower Manhattan, NY

Cafe Stores around New York

100 Church Street

Total order received was 15,994 and customer visits were 946. It accounted to total sales of $76,894.

32-20 Broadway

Total order received was 16,829 and customer visits were 801. It accounted to total sales of $77,213.

647 9th Avenue

Total order received was 17,071 and customer visits were 503. It accounted to total sales of $79,528.

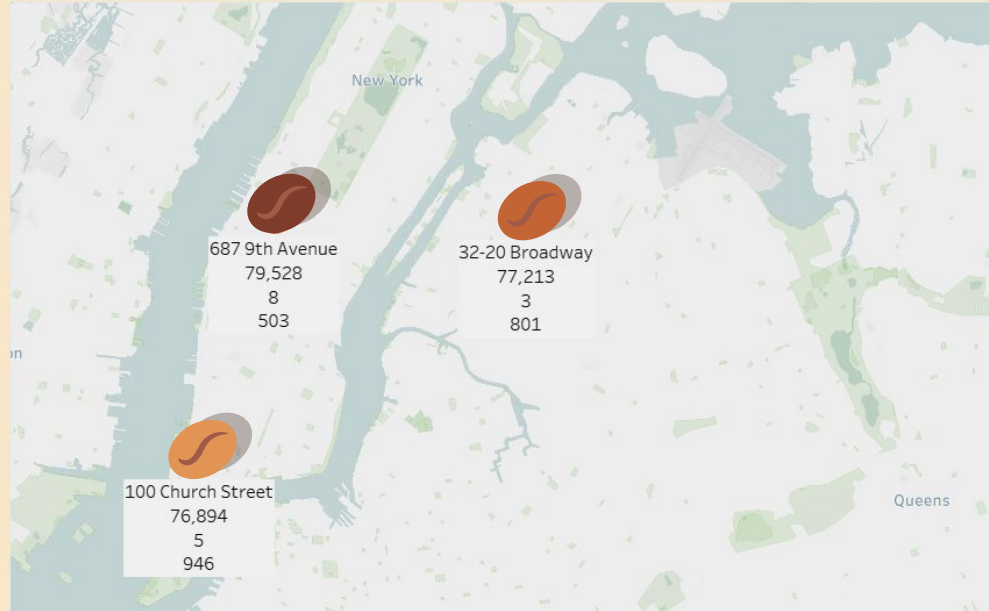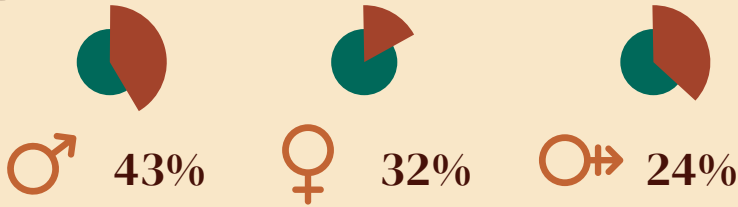### Analysing Sales and Customer Visits at Each Stores

New York

687 9th Avenue
79,528
8
503

32-20 Broadway
77,213
3
801

100 Church Street
76,894
5
946

Queens

Figure 1: Analysis of store sales, orders and customers

Our Customers

Gender

♂ **43%**   ♀ **32%**   ⚦ **24%**

Age

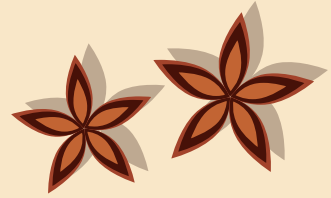| < 25	**17%**
25 - 39	**36%**
40 - 54	**23%**
55+	**24%**
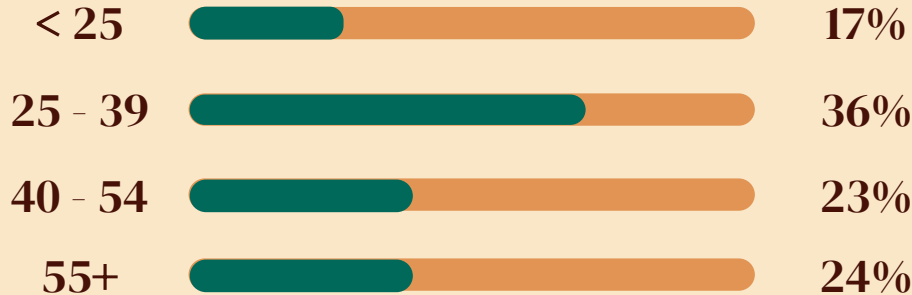
- *Females* has the *highest customer visits*.

- Age group between 25-39 that is called as *'Older Millennials'* customers has the *highest customer visits* of all.

- The stores falls in corporate location that accounts for company's *highest footfall coming from working age group* (professionals etc.).

Our **Customers**

Analysis of Customer Groups Sales and Quantity Sold
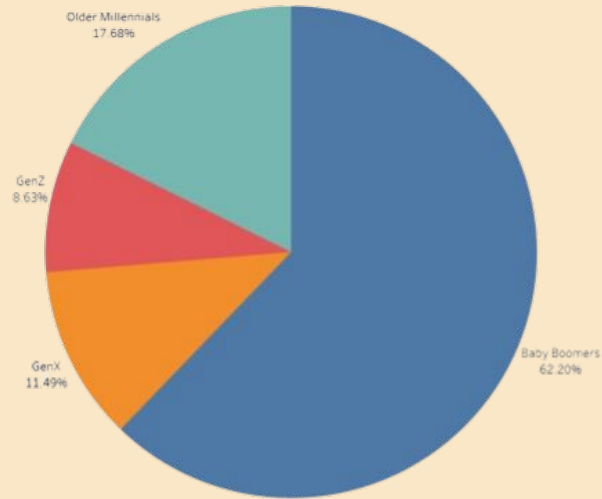

Figure 2: Most products sold group

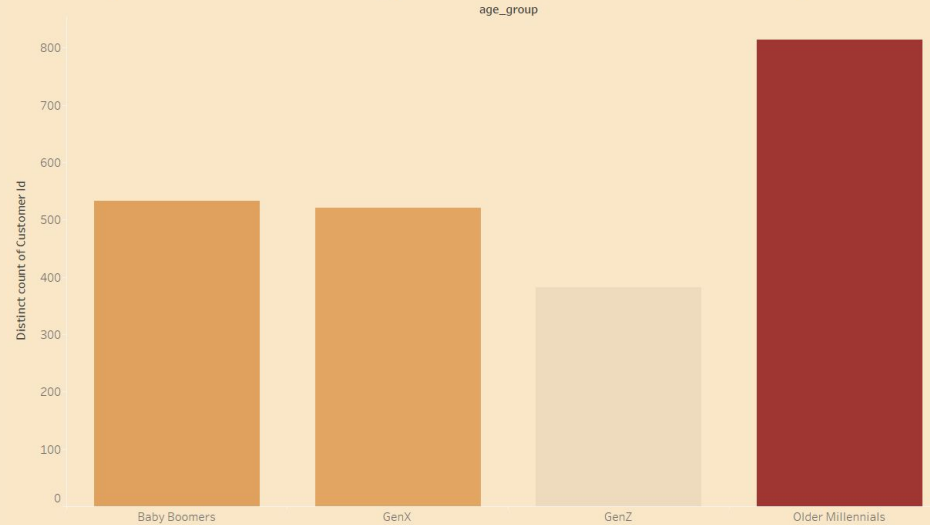## Analysis of Customer Groups with respect to their Visits in April 2019

Figure 3: Most visiting group

'Baby Boomers' turned out to be the group to whom around *62% of total quantity was sold*. Whereas in case of customer visits *'Older Millennials'* takes the lead accounting to around *36% of total customer visits*.

Crowded Weekdays
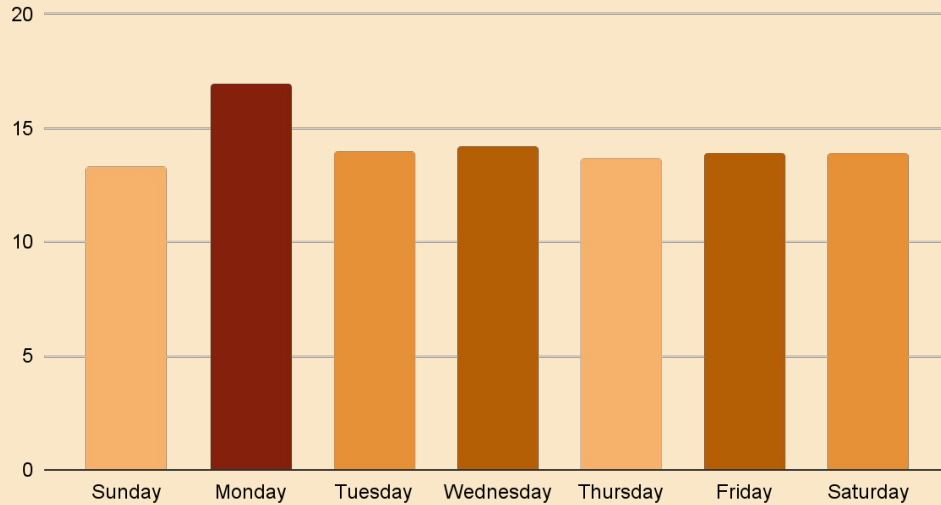
Analysis of Most Crowded Weekdays in April 2019

Figure 4: Preferred weekdays of April 2019

- *Monday* was the most crowded day of the week

- Around **17% of total customer visits** in April happened on Monday.

- It is the *most preferred* day of visits for *all the customer groups*, the highest sales day for the company.

- Monday is the first day after a long weekend. *Who doesn't want to start their week with a cup of coffee!!*

Crowded Hours of **the Day**

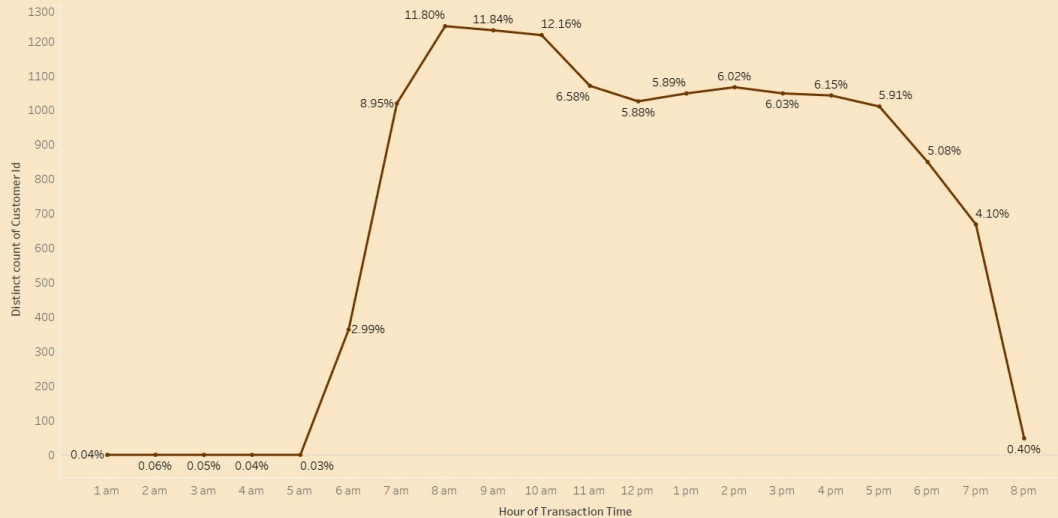**Analysis of Most Crowded Hours in April 2019**

Figure 5: Most crowded hrs in the April

- ***8-9am*** is the most crowded hour of the day.

- Around **11-12% of total customer visits** happened during the morning hours of the day.

- It is the ***most preferred*** day of visits for ***all the customer groups,*** the highest sales hours for the company.

- As the stores are in residential and corporate locality, *it's a common stop for early risers, walkers, professional heading to office etc.*
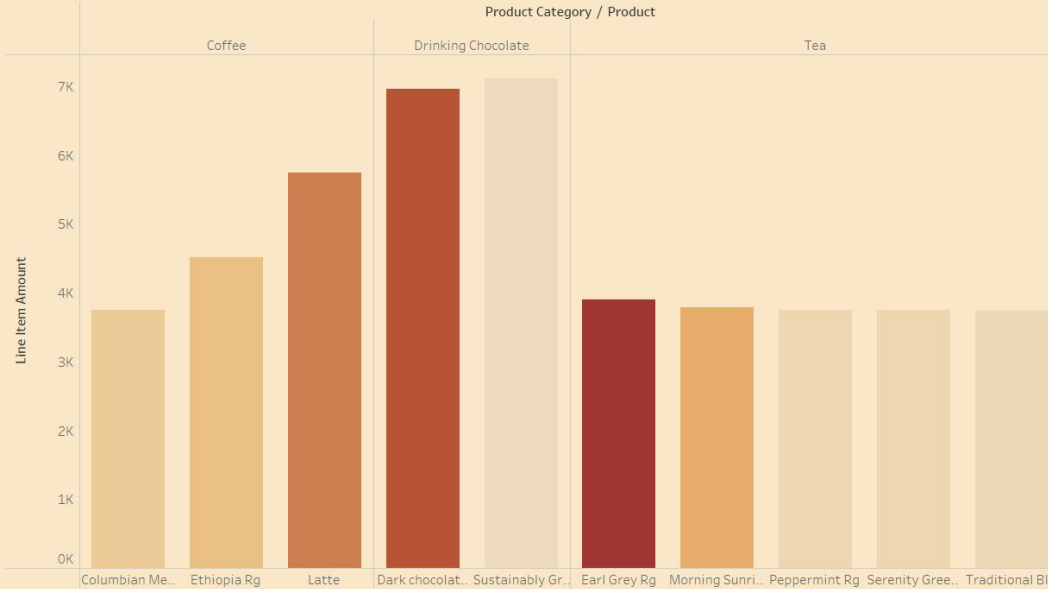
Top Product Sales

Analysing Top 10 Products Sold

Figure 6: Top 10 most sold products

Earl Grey Rg

8%

This is the most popular product from Tea category. Preferred choice of 'Baby Boomers' 20% of times.

Dark Chocolate Lg

15%

This is the most popular product from Drinking Chocolate category. Preferred choice of 'GenX' 21% of times. Though its sales is 0.3% less than SGO**.

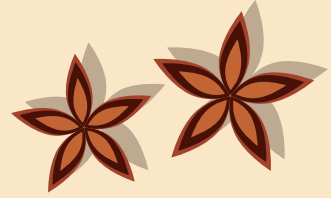## Latte

12%

This is the most popular product from Coffee category. Preferred choice of 'Older Millennials' preferred choice 20% of times.

**Sustainably grown organic that more sales, but less quantity sold than Dark Chocolate. The bars colors are based on total quantity sold per product.

Product **Category**
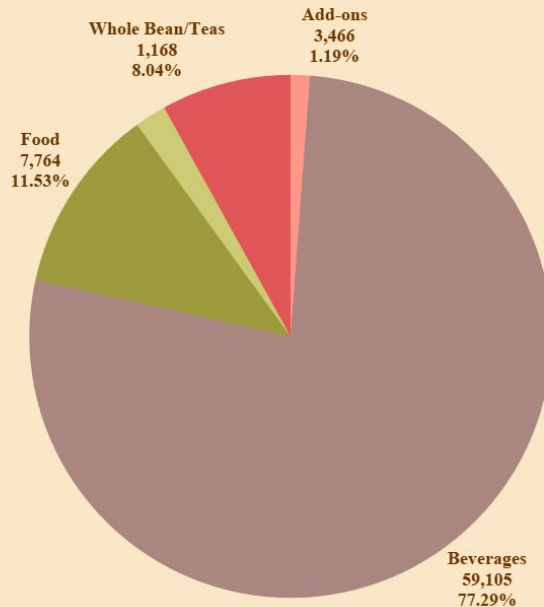
Analysing %age Product Sales and Quantity Sold

Figure 7: Product sales and quantity sold

- Around **77% of total sales** came from **Beverages** product category.

- We sold **59,105 beverages** in April, that is around 8**2% of total quantity** of product sold.

- Main business comes from beverages, so the company has to *focus on enhancing the experience of that category continuously*.

- **Merchandise is one with the lowest** sales and quantity sold product.

Our Staffs
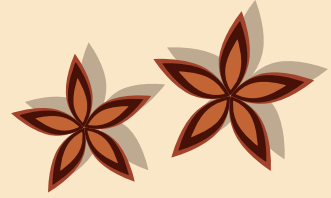
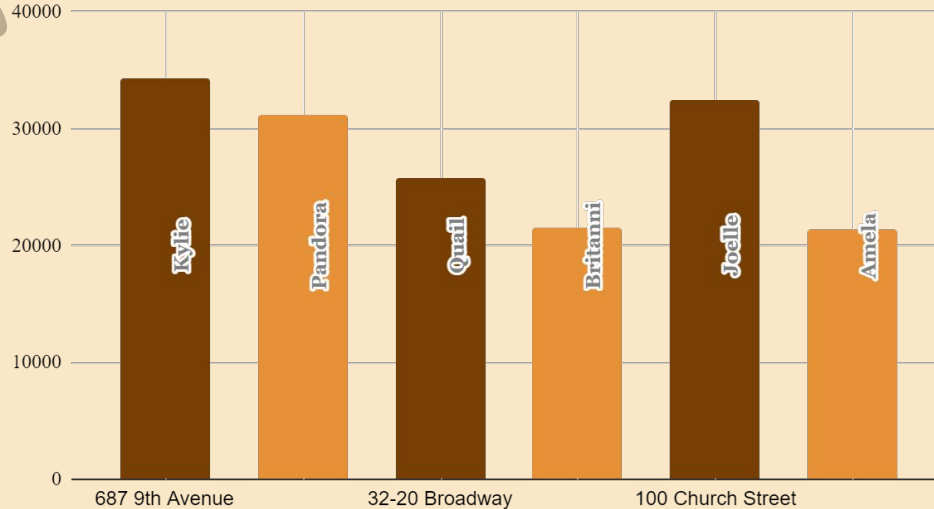**Analysis of Staff Performance based on Qty Sold in each Store**

Figure 8: Staff Performance

- At 9th Avenue store, *Kylie and Pandora* were the star performer, selling between *21-24% of total quantity sold to more than 22% customers.*

- At Broadway store, *Quail and Britanni* were the star performer, selling between *15-18% of total quantity sold to more than 15% customers.*

- At Church Street store, *Joelie and Amela* were the star performer, selling between *20-22% of total quantity sold to more than 20% customers.*

Summary

- The crowded hours, days and customer visits tells that the shops are located somewhere *near corporate and residential area*.

- *'Baby Boomers'* usually buys high cost products or more quantity of products, that means they are *either spending alone time or visiting in groups* (friends or family).

- That means the *stores have a relaxed and comforting environment*, as well as attentive and friendly staff.

- The product analysis tells about the choices of different customer groups, *'GenZ' are health-conscious* people, *'Older Millennials' love their freshening up tea/coffee, 'Baby Boomers' are explorers* whereas *'GenX' are eco-friendly* people. These analyses should *guide the new product ideas* and promotion in upcoming months.

05

Conclusion

Brew Haven Data Dive

April Performance

The company accounted for total sales of *$233,635.95 and 272 new customers*. Although the number of *new customers has dropped by 66%* this month, *company sales were high due to the repeated visits of their old customers*. In total, *2248 customers visited* the stores with a *maximum of 6-8 order quantities* in April 2019. The *100 Church Street store* had the *highest number of customer visits*, accounting for *42% of total customer* (different customers) visits at the stores in the month. *Overall all the stores did well for this month with the difference in their sales ranging between 1-2%*.

Recommendations

1. **Improve the promotion of new products.** Sell free samples/testers to your frequent customers and ask for their reviews and recommendations.

2. **'Older Millennials' should be offered work cards/ coupons,** which will give them offers on their purchases. As they have the highest footfall.

3. **Increase staffs at 100 Church Street store, on Mondays and 8-10AM,** as they reported the highest footfall. Which is expected to increase based on the analysis. *Can have morning and Mondays special offers.*

4. **Registration of customers,** as a large portion of the company's sales come from them. Thus, it is important to keep track of these customer visits and preferences.

For more Details

- Brew Heaven Case Study Document

- Brew Heaven Analysis on BigQuery

- Visualization on Google Sheets

- Visualization on Tableau (Customer, Sales, Product and Staff)

- Coffee Shop Dataset

Thank You !!

My Portfolio