

BPP school of business and technology

COTS DATA ANALYTICS REPORT

PREPARED BY:

Dishant Bhardwaj

dishantbhardwaj320@gmail.com

Data analytics report (COTS)

Summary for Business Analytics Report:

The report focuses on Café On The Sea (COTS), a chain of cafes located in seaside cities across the UK, with a vision to provide a relaxing environment inspired by coastal cafes in Italy and France. COTS has successfully grown over the past 15 years, now operating 15 cafes in cities like Poole, Newquay, Southampton, Portsmouth, and Plymouth.

To support their expansion and strategic decision-making, COTS is increasing its data analytics capabilities and has hired young professionals with strong academic backgrounds and data analytics skills. As part of the induction process, the newly employed data analyst is tasked with understanding data analytics and its application in decision-making.

The data analyst's first duty involves contributing to the development of the 3-Year Strategic Plan for COTS. This plan explores growth options such as expansion abroad, new product development, and diversification into new business areas. However, before defining the strategy based on these options, it is essential to assess the current business model's performance.

The data analyst's specific role is to analyse the performance of the three best-performing coffee shops within COTS, located in Poole, Plymouth, and Newquay. These shops serve as indicators of the company's overall market position, considering competition from coffee chains like Costa, Café Nero, Pret A Manger, and Starbucks.

The report aims to provide evidence-based insights to the top management, supporting strategic decision-making and ensuring a solid foundation for future business projects. By understanding the current business performance, COTS can determine whether their existing model offers the desired expansion and growth opportunities.

Methodology

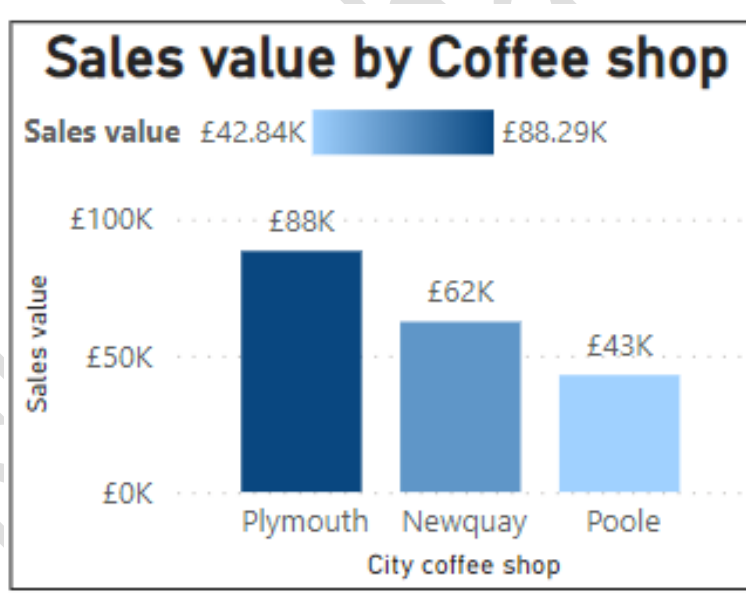
Data Analysis techniques: - There were many approaches include in analysing the data that includes

- Data segregation – This includes dividing a data set into segregated form that is done for the analysis process for some specific conclusions.
- Data preprocessing and cleaning – This is the most important step towards any data analysis process that include correcting , deleting , replacing , finding outliers and formatting data
- Statistics analysis

- Trend analysis: - Trend analysis in your business analytics report involves examining historical data to identify patterns, tendencies, and shifts over time. It helps you understand the direction and magnitude of changes in variables, such as sales, customer behaviour, or other business metrics.
- Customer segmentation - Customer segmentation in your business analytics report involves dividing customers into distinct groups based on certain criteria. This segmentation helps identify different customer profiles and preferences, enabling targeted marketing strategies and personalized customer experiences

This analysis has been done on 3 coffee shops (*Pooley, Plymouth, Newquay*) over 6 main customer segments (*Families with children, Retired, Young professional people, married young couple, tourists, Young people, Single professional people*) on year by year analysis and monthly analysis

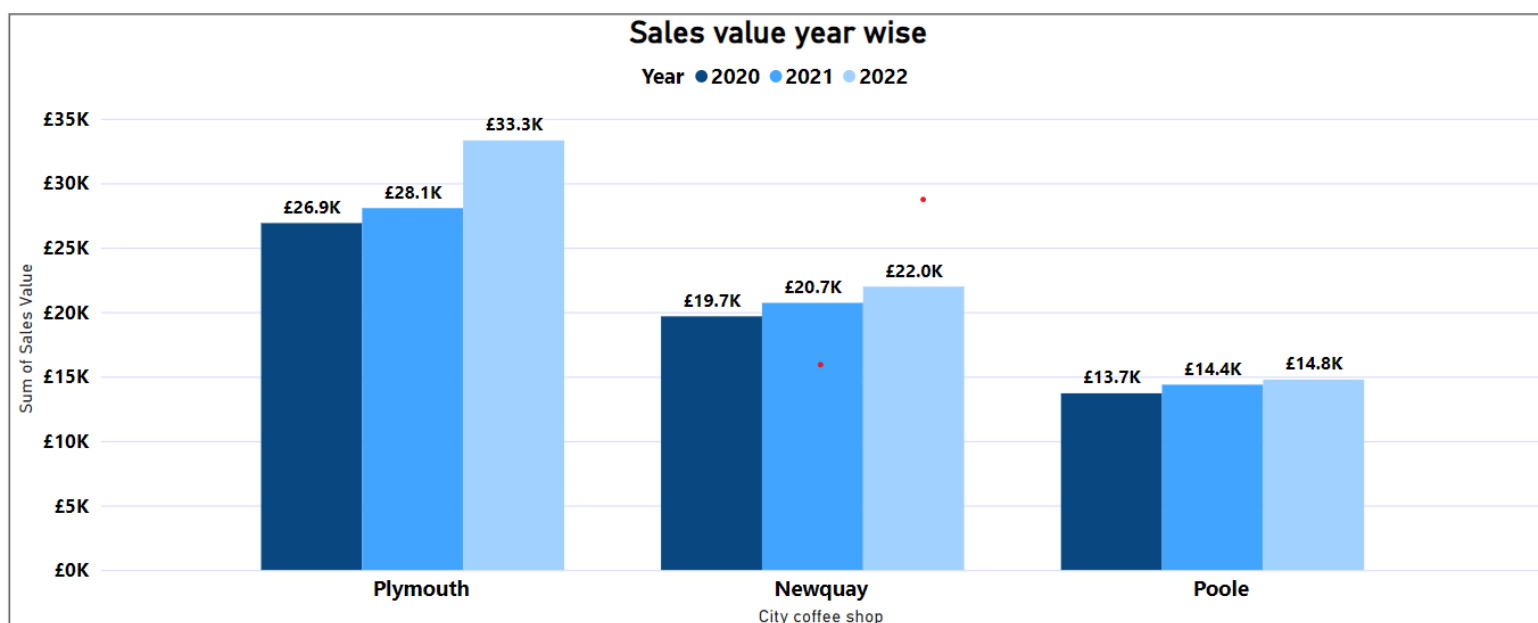
Sales Analysis



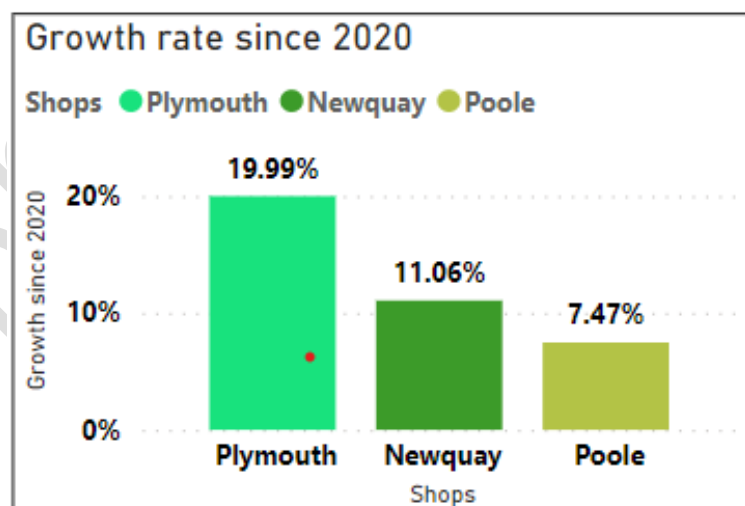
Total sales since 3 years of three coffee shops:-

Plymouth has the highest revenue generated which is £88k followed by Newquay which has £62k and Poole which has £43k. Plymouth is 108% more than Poole and 34% more than Newquay.

Since this analysis was done on the basis of total revenue generated of the total time period, this could only give overall description of overall total static result in revenue.



The sales value of all three coffee shops, namely Plymouth, Newquay, and Poole, has displayed consistent growth in every subsequent year since 2020. The provided chart visually illustrates this growth trend, allowing us to observe the performance of each shop over the years. Notably, Plymouth has exhibited remarkable progress with a substantial 20% growth since 2020, making it the leading performer among the three shops. Following closely behind, Newquay experienced an impressive growth rate of 11.1%, while Poole exhibited a steady but slightly lower growth rate of 7.74% during the same period.



In particular, the year 2022 stands out as a highly productive and lucrative year for Plymouth. During this period, Plymouth's growth surpassed that of both Newquay and Poole, signifying an exceptional performance. The remarkable surge in sales in 2022 contributed significantly to Plymouth's overall growth rate since 2020, establishing it as the frontrunner among the three coffee shops.

It is essential to investigate the factors contributing to Plymouth's exceptional growth in 2022. Identifying the reasons behind this extraordinary performance will offer valuable insights for the coffee shop chain's future expansion and growth strategies. By analysing the specific drivers of success for Plymouth.

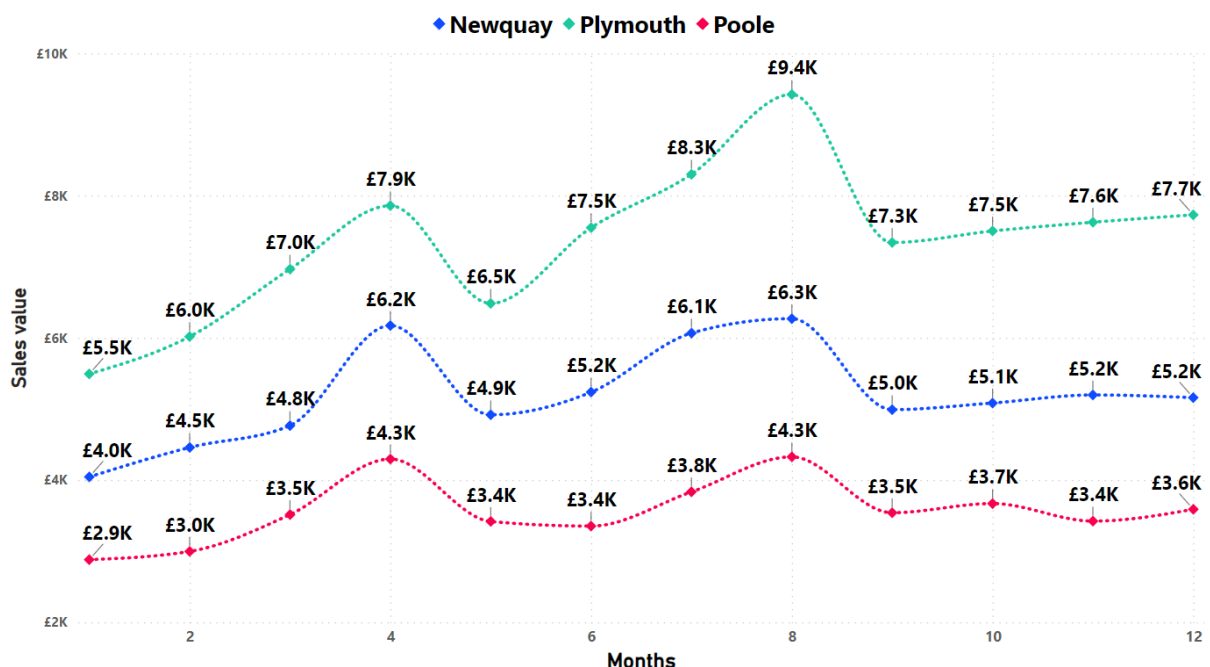
Sales volume by months					Sales value by months				
Month	2020	2021	2022	Total	Month	2020	2021	2022	Total
1	412	412	405	1229	1	£1,363	£1,382	£1,300	£4,045
2	458	430	494	1382	2	£1,502	£1,356	£1,601	£4,459
3	507	393	550	1450	3	£1,643	£1,340	£1,784	£4,767
4	628	659	649	1936	4	£2,012	£2,055	£2,107	£6,174
5	483	510	551	1544	5	£1,575	£1,574	£1,769	£4,918
6	539	568	567	1674	6	£1,731	£1,759	£1,747	£5,237
7	584	656	659	1899	7	£1,927	£2,061	£2,079	£6,067
8	564	639	714	1917	8	£1,848	£2,087	£2,335	£6,270
9	459	533	583	1575	9	£1,460	£1,700	£1,831	£4,991
10	477	548	578	1603	10	£1,504	£1,733	£1,847	£5,084
11	478	581	587	1646	11	£1,516	£1,853	£1,828	£5,197
12	502	572	541	1615	12	£1,592	£1,819	£1,748	£5,159
Total	6091	6501	6878	19470	Total	£19,673	£20,719	£21,976	£62,368

the deep dive analysis into the sales per month per year for Coffee Shop Plymouth (in 2020, 2021, and 2022) provides valuable insights into the performance of the coffee shop over these three years. The focus on monthly trends allows us to identify specific periods when the coffee shop experienced peak revenue and understand how it evolved over time.

From the data, it is evident that the months of August, June, and April consistently stand out as the most revenue-generating months for Plymouth across all three years. These months likely coincide with peak tourist seasons, local events, or other factors that boost customer footfall and sales.

In particular, looking at the year 2022, it is evident that August was an exceptionally successful month for Plymouth, with a revenue of £3,901. This revenue was significantly higher compared to August 2021 (£2,900) and even more impressive when compared to August 2020 (£2,600). In 2022, Plymouth experienced a remarkable growth rate of **29.20%** in August revenue compared to the previous year and a substantial **39.7%** growth compared to the revenue generated in August 2020.

The overall analysis of the three years indicates that 2022 was the most productive and successful year for Coffee Shop Plymouth. It generated a total revenue of £33,317 in 2022, which was **19.9%** more than the revenue generated in 2020 (£26,907). This significant growth over two years highlights the coffee shop's ability to effectively adapt its strategies, attract more customers, and capitalize on the opportunities present in the market.



Difference in revenue collection than previous 2 years					%age change in revenue collection than previous 2 years			
Months	Newquay	Plymouth	Poole	Total	Months	Newquay	Plymouth	Poole
1	-£63	£208	£108	£253	1	-4.73%	11.47%	11.09%
2	£99	£88	£80	£267	2	6.38%	4.40%	8.47%
3	£141	-£2	£265	£404	3	8.23%	-0.09%	22.49%
4	£95	£5	£88	£188	4	4.61%	0.18%	6.25%
5	£194	£208	£97	£499	5	11.60%	9.18%	8.39%
6	£16	£337	£85	£438	6	0.92%	13.50%	7.70%
7	£152	£710	£98	£960	7	7.59%	23.63%	7.92%
8	£487	£1,287	£155	£1,929	8	23.28%	39.51%	10.18%
9	£371	£722	£71	£1,164	9	22.55%	28.48%	5.99%
10	£343	£719	-£28	£1,034	10	20.47%	27.98%	-2.33%
11	£312	£1,138	£151	£1,601	11	18.66%	42.89%	13.55%
12	£156	£636	-£106	£686	12	9.34%	23.91%	-8.78%
Total	£2,303	£6,056	£1,064	£9,423				

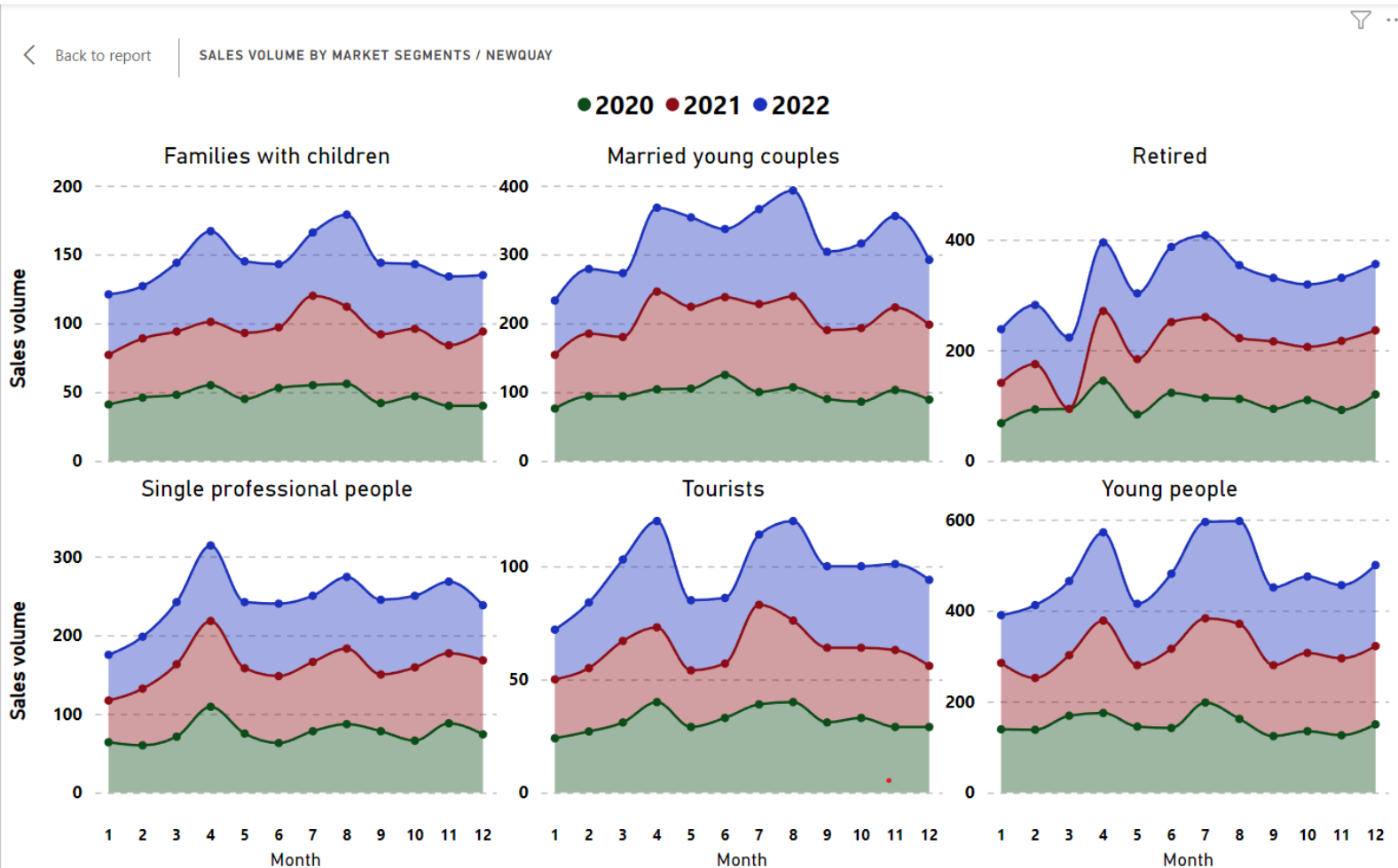
Plymouth clearly emerges as the frontrunner in terms of revenue growth during this period. The revenue increase of £6,056 from 2020 to 2022 showcases a remarkable upward trajectory in Plymouth's performance. Such a significant growth in revenue indicates that Plymouth has been able to attract and retain a larger customer base, capitalize on market opportunities, or introduce innovative offerings that resonate with its audience.

Newquay's revenue collection also experienced positive growth, albeit at a more moderate rate of £2,303. While not as dramatic as Plymouth's surge, this increase indicates Newquay's ability to adapt to changing consumer preferences and capitalize on market dynamics. Newquay's consistent positive revenue difference from July to December across the three years reflects its strength in attracting customers during the latter half of the year, potentially due to seasonal factors, events, or promotions.

Contrastingly, Poole's revenue growth appears to be more modest compared to Plymouth and Newquay. With a change in revenue collection of £1,064, Poole's growth seems comparatively restrained. Additionally, the negative revenue recorded in October (-£28) and December (-£106) in 2022 compared with 2020's revenue, suggests that Poole faced challenges in maintaining revenue levels during those months. This could be attributed to various factors such as competition, customer trends, or shifts in local market dynamics.

The contrasting revenue trends among these coffee shop branches provide valuable insights into their performance and business strategies. The exceptional growth of Plymouth showcases the potential for success through effective strategies that resonate with customers. Newquay's consistent positive revenue differences indicate its ability to adapt and attract customers during certain months, capitalizing on specific periods of high demand. On the other hand, Poole's comparatively modest growth and negative revenue deviations in 2022 signal potential areas for improvement and the need for strategies to ensure consistent revenue generation.

Newquay customer analysis and trend



The provided stacked area chart has been segmented into six individual charts, each representing a specific customer type. In each chart, the X-axis denotes months, the Y-axis represents sales value, and the legend distinguishes between the years 2020, 2021, and 2022.

Families with Children the graph exhibits a consistent and uniform trend across the months and years. The sales volume trend remains remarkably stable, with only minor fluctuations in the trend lines. Notably, the trends observed in the years 2021 and 2022 closely resemble the sales volume pattern established in 2020.

Key observations reveal that the months of April, June, and July emerge as the peak seasons for this customer segment. These months likely coincide with school vacations and the summer holiday period when families seek leisure activities to enjoy quality time together. The popularity of April, June, and July can be attributed to the warmer weather and the alignment with school breaks, providing families with the perfect opportunity to create memorable experiences with their children.

The uniformity in trend lines over the years underscores the segment's consistency in its spending behaviour. This information is invaluable for businesses catering to families with children, as it allows for strategic planning of promotions, events, and offerings that align

with their predictable consumption patterns. Understanding the significance of the peak months can guide coffee shops in optimizing their marketing strategies.

Young Married Couple: - Segment exhibits a consistent and uniform pattern across all three years: 2020, 2021, and 2022. The trend is characterized by a steady increase in sales volume from year to year. Notably, this segment demonstrates distinct preferences for certain months throughout the analysed years.

An intriguing observation is that individuals in this segment, who are presumably newly married, display a consistent inclination towards higher sales volume from April to August and during November in all three years. This trend implies that these couples are more likely to engage in leisure activities and spend quality time together during the months of April to August, as well as in November. The appeal of these months could stem from factors such as warmer weather, vacation opportunities, and holidays that encourage couples to enjoy each other's company.

In the exceptional case of 2020, the trend line was nearly uniform, albeit with a slight increase during the peak months. However, in both 2021 and 2022, there was a substantial surge in sales during the peak months. This surge significantly contributed to higher revenue generation for the coffee shop. The contrast between 2020 and the subsequent years suggests that external factors, such as the restrictions imposed due to the COVID-19 pandemic in 2020, might have influenced the observed sales patterns.

In conclusion, the consistent sales trend observed among "Young Married Couples" reflects a clear pattern of leisure-oriented spending during specific months. This insight enables coffee shops to design targeted marketing campaigns, introduce special promotions, and create memorable experiences that resonate with this customer segment. By capitalizing on the preferences of "Young Married Couples," coffee shops can enhance their revenue potential, foster customer loyalty, and continue to adapt to changing market dynamics.

****Retired Segment:****

The sales volume trend for the "Retired" customer segment reveals a consistent pattern across both 2021 and 2022, with 2022 showing a notable increase in sales compared to the previous year. Similarly, the sales volume trend in 2020 also mirrors this pattern. However, it's worth noting that there is a distinct dip in sales during the month of March in both 2021 and 2022. This phenomenon could be attributed to various factors, such as seasonal fluctuations, external events, or economic influences.

The segment's peak months consistently emerge as April, June, and July, showcasing a trend of increased sales during these months. Furthermore, this trend repeats itself in the month of December for each year. These patterns suggest that the "Retired" segment tends to engage more in leisure activities during these months, contributing to heightened sales volumes.

Single Professional People:

The "Single Professional People" segment demonstrates a parallel trend across all three years, featuring an upward trajectory in sales value. This pattern of continuous growth implies a sustained and predictable increase in purchasing behavior within this segment. The peak sales months for this group are April, July, August, and November, with April consistently standing out as the month with the highest sales volume.

Tourists:

The sales pattern for the "Tourists" segment remains consistent across the years, with peak sales months falling in April, July, and August. These months coincide with the summer holiday season, warm weather in England, and other favorable conditions that attract tourists. While sales in other months may be comparatively lower, the steady influx of tourists throughout the year contributes to the segment's ability to maintain continuous revenue generation.

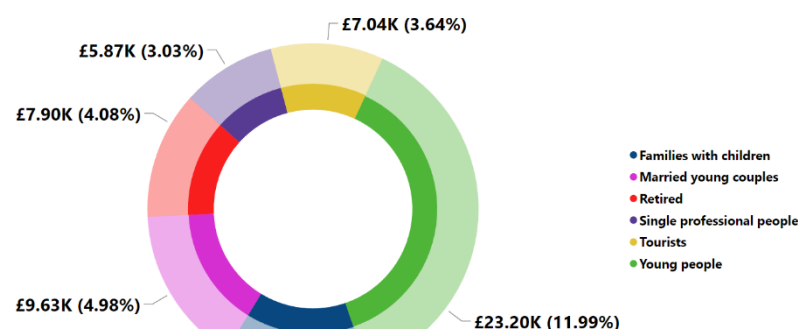
Young People:

The "Young People" segment, representing a substantial portion of the population due to a significant young population and a high number of immigrants coming for education, exhibits a consistent pattern each year. April, June, July, August, and December consistently stand out as peak sales months. These months witness a notable increase in sales, potentially due to factors like vacations, cultural celebrations, and holidays.

Conclusion:

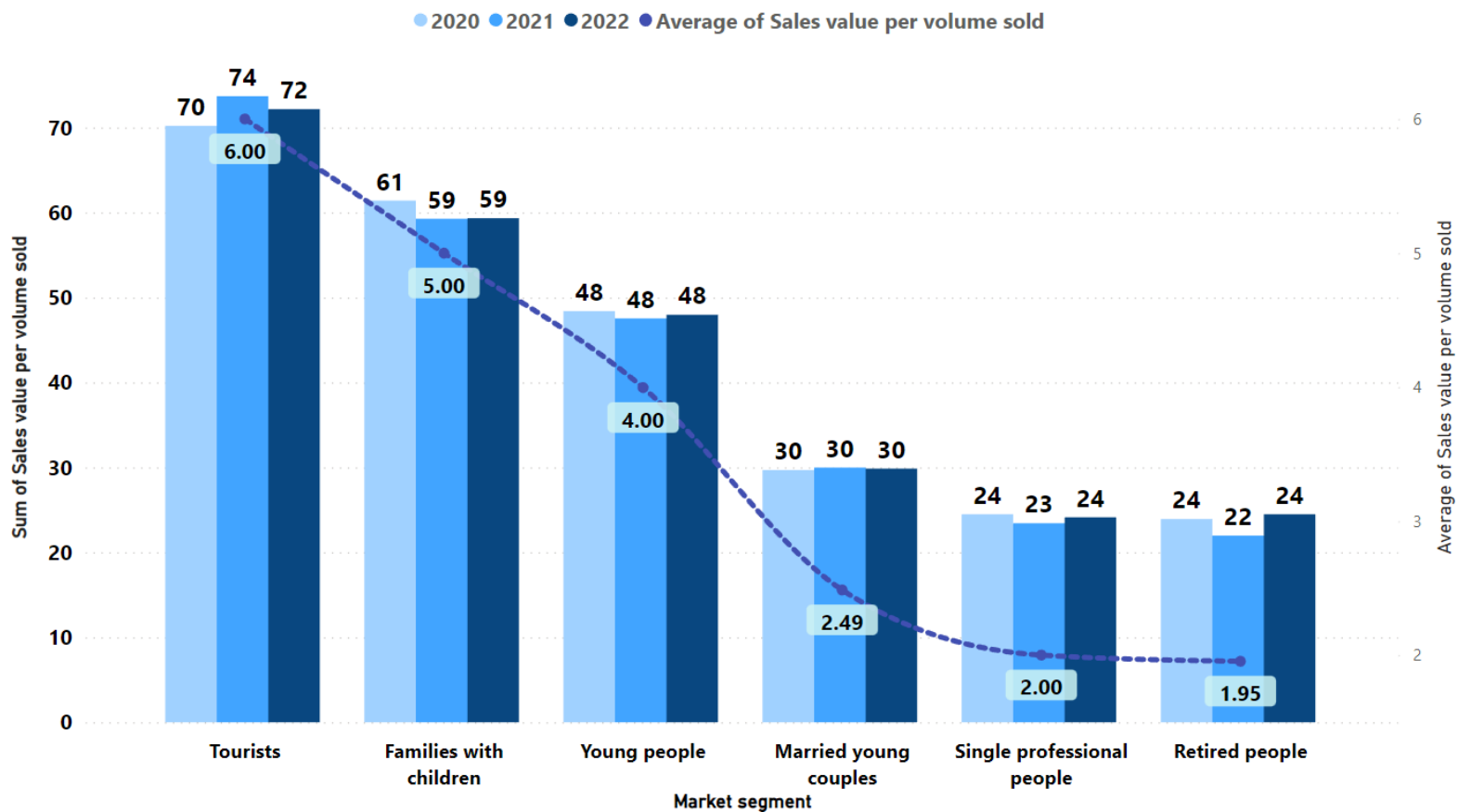
Upon analyzing revenue across different customer segments, the "Young People" segment stands out with the highest revenue of £23.29k, followed by "Married Young Couples" at £9.63k, "Families with Children" at £8.72k, "Retired" at £7.90k, "Single Professional People" at £5.87k, and "Tourists" at £21,331.

In terms of sales volume, the "Young People" segment also takes the lead with 5809 units, followed by "Married Young Couples" at 3871 units, "Retired" at 3927 units, "Single Professional People" at 2937 units, "Families with Children" at 1748 units, and "Tourists" at 417 units.



Volume by market segments

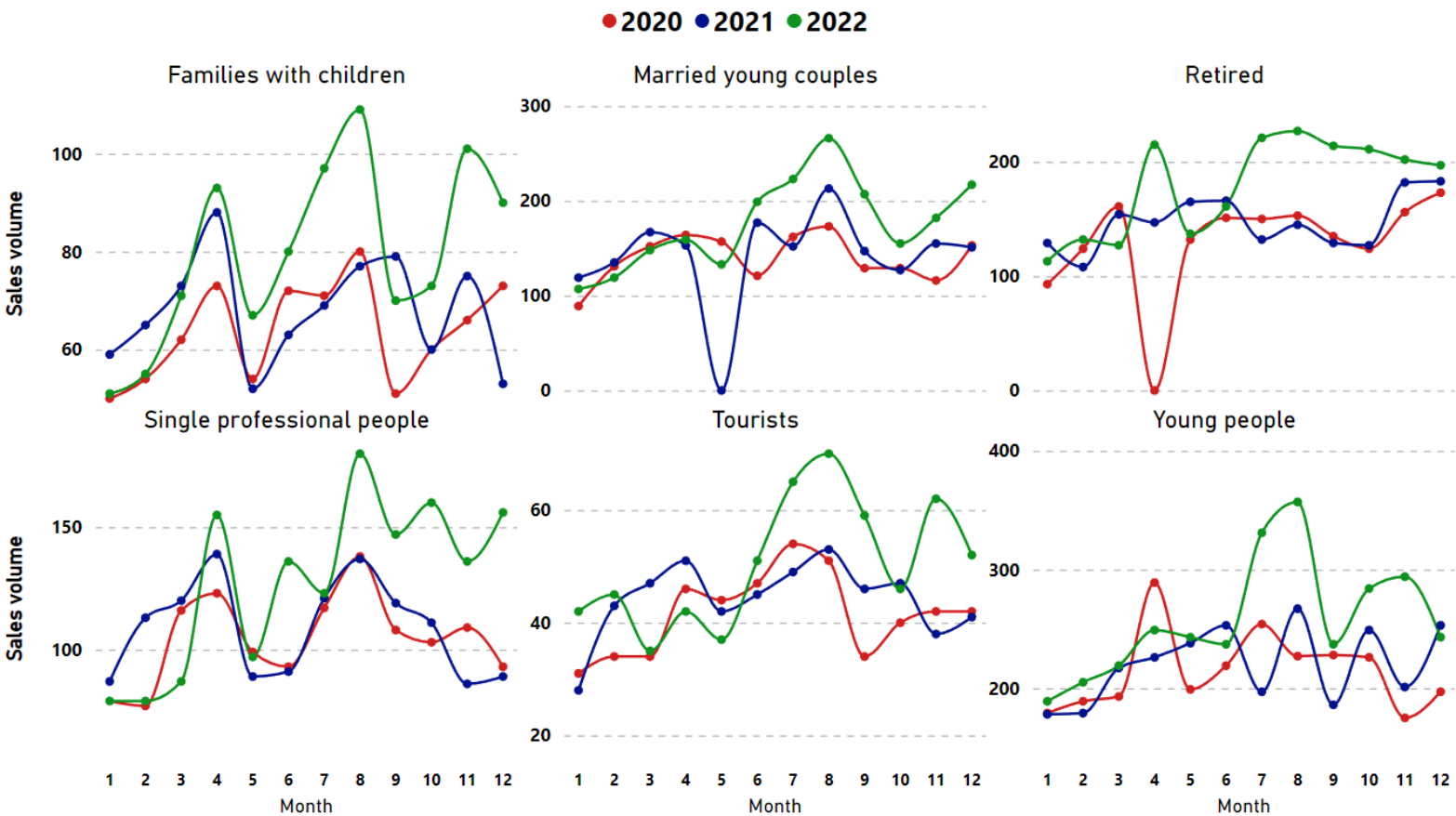
Market segment	2020	2021	2022	Total
Young people	1803	1968	2038	5809
Retired	1249	1224	1454	3927
Married young couples	1173	1325	1373	3871
Single professional people	913	1026	997	2936
Families with children	568	581	599	1748
Tourists	385	377	417	1179
Total	6091	6501	6878	19470



Although the "Tourists" segment appears to have a relatively lower sales volume, their sales value per volume sold is the highest at £6.00. This outperforms other segments, such as "Families with Children" at £5.00, "Young People" at £4.00, "Married Young Couples" at £2.49, "Retired" at £2.00, and "Single Professional People" at £1.95.

This phenomenon can be attributed to tourists' willingness to spend more on luxury during their vacations, while single professional workers, often immigrants, prioritize saving over indulgence.

Plymouth customer analysis and trend



The stacked area chart for Plymouth Coffee Shop has been meticulously divided into six distinct stacked charts, each delineating a specific customer segment. The x-axis elegantly represents the months, while the y-axis conveys the sales volume, and the legends thoughtfully denote the years (2020, 2021, 2022).

Families with Children:

The sales trend for this customer segment consistently adheres to a similar pattern across every month of each year. Notably, peak sales months for this segment include April, June, July, August, and November. An exception is observed in the trend line of 2020, where a subtle rise occurs at the end of the year. Evidently, Plymouth Coffee Shop is a favored destination for families with children during peak times, likely due to the confluence of warm weather and holiday opportunities. In light of this, a well-crafted strategy could be developed to further attract and engage customers from this group.

Married Young Couples:

This particular customer segment showcases a noteworthy surge in sales volume from June to August, possibly attributed to pleasant climatic conditions and reduced workloads. An intriguing observation arises from a sudden dip in sales during May of 2021 and 2022, likely

due to multifarious factors. Remarkably, 2020 stood out with stable sales values, although generating relatively lower revenue when compared to the subsequent years.

Retired Individuals:

The year 2020 featured a singular month with zero sales, April, while the remaining months maintained uniformity. Similarly, 2021 exhibited lower productivity with an average of approximately 147 sales, with the exception of November recording 188 sales. Progressing to 2022, improvements were evident, particularly from May to December. July and August emerged as peak months with the highest sales (221 and 247 sales, respectively). While April's productivity was lower, the decline wasn't as pronounced as in 2020 and 2021. A myriad of factors might contribute to the observed decline in April sales.

Single Professional Individuals:

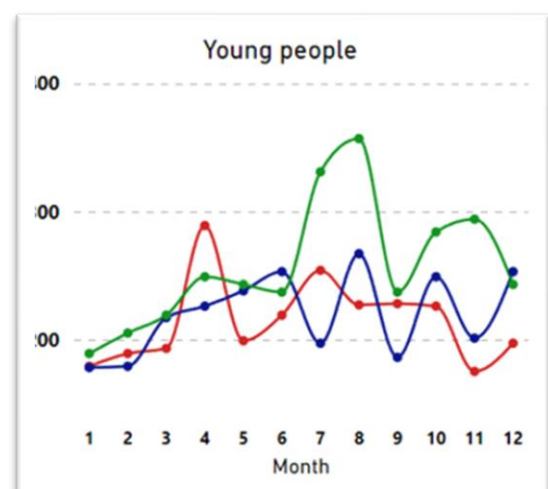
Across all three years—2020, 2021, and 2022—April and August remained peak months for this customer segment, with sales reaching 155 and 180 units, respectively. An interesting trend emerges with sales dipping in May of each year, followed by ascending sales leading to the peak in August.

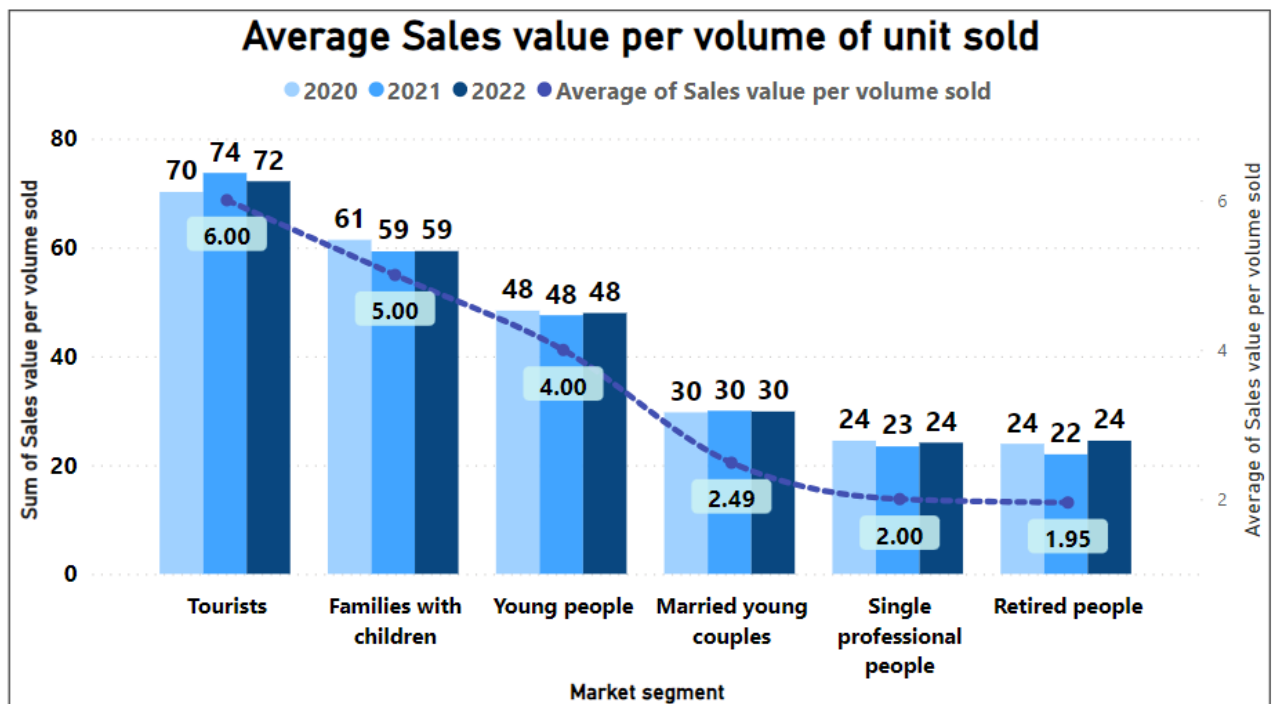
Tourists:

The sales volume trend across all three years follows a similar trajectory. While 2021 experienced growth, 2022 saw a more substantial increase. Peak months for this segment include June, July, and August, with other months reflecting moderate sales volumes. The inclination from July to August may be attributed to factors like warm weather, a conducive environment, and relaxation opportunities.

Young People:

Uniform trends characterized 2020 and 2021, with no distinctive peak or sales decline. The sales rate remained consistent across each month of both years. A subtle variation was observed in 2022, with increased sales during June, July, and August.





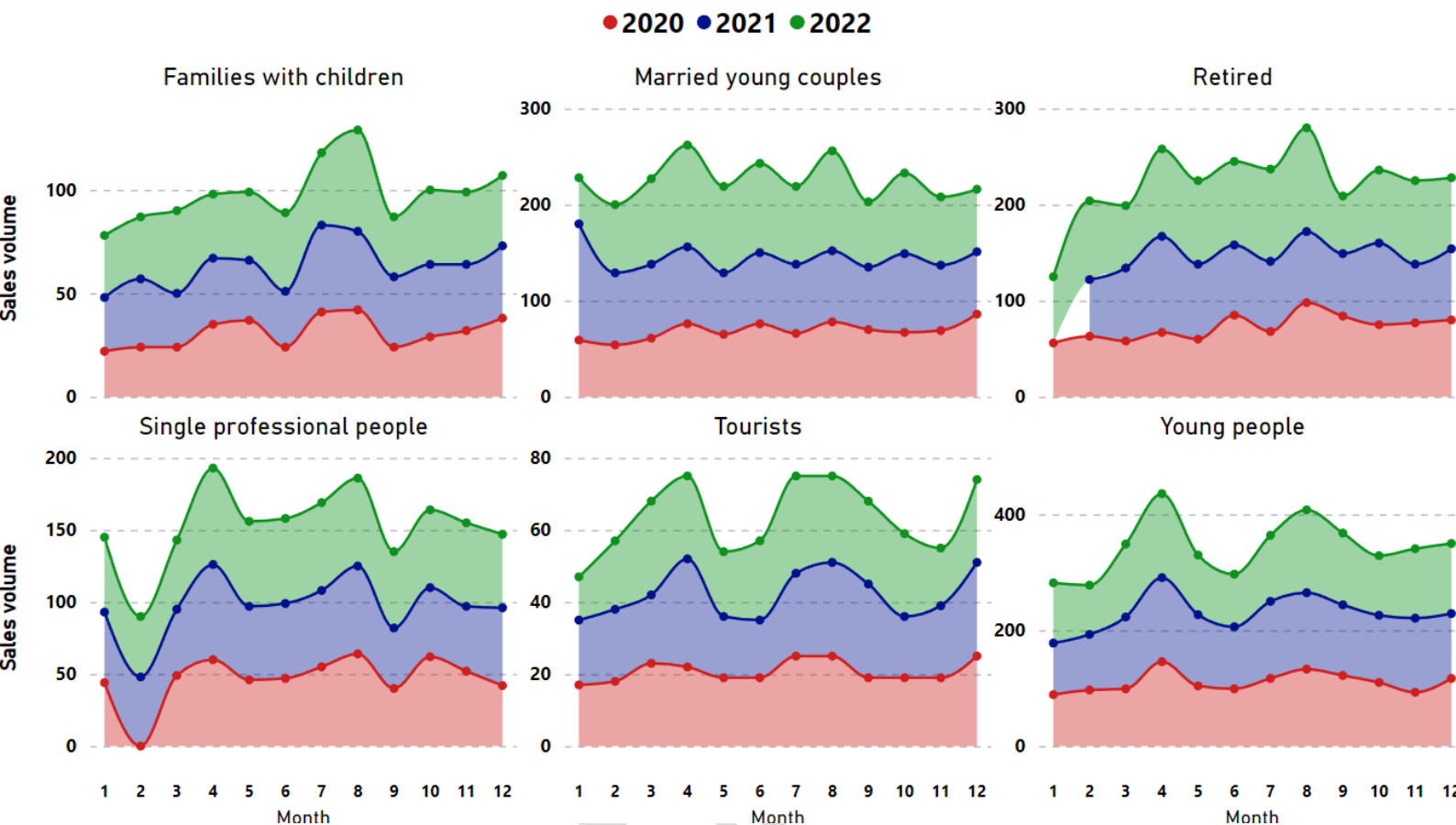
Conclusion:

The predominant revenue contributor is the "Young People" segment, capturing 37.81% of the total market share at Plymouth Coffee Shop. Likewise, this segment dominated sales volume, accounting for approximately 8307 units out of a total of 27533. Significantly, 2022 emerged as the most productive year when compared to 2020 and 2021, with total volume sold reaching 10458, 8752, and 8323 units, respectively. Of particular interest is the "Tourist" segment, which exhibited the lowest sales volume of 1635 units out of 27533. Despite this, their average sales per unit reached an impressive £5.96, the highest among all segments. These insights offer valuable strategic guidance, enabling Plymouth Coffee Shop to make informed decisions, craft targeted marketing strategies, and enhance customer engagement in a dynamically evolving market landscape.

Volume by market segments				
Market segment	2020	2021	2022	Total
Young people	2575	2644	3088	8307
Married young couples	1676	1696	2115	5487
Retired	1552	1767	2157	5476
Single professional people	1255	1302	1535	4092
Families with children	766	813	957	2536
Tourists	499	530	606	1635
Total	8323	8752	10458	27533

Sales by market segments					Sales value by market segration	
Market segment	2020	2021	2022	Total	Market segment	Sales value
Young people	£10,400	£10,616	£12,369	£33,385	Young people	37.81%
Married young couples	£4,132	£4,198	£5,186	£13,516	Married young couples	15.31%
Families with children	£3,781	£4,018	£4,695	£12,494	Families with children	14.15%
Retired	£3,113	£3,479	£4,370	£10,962	Retired	12.42%
Tourists	£2,935	£3,155	£3,612	£9,702	Tourists	10.99%
Single professional people	£2,546	£2,603	£3,085	£8,234	Single professional people	9.33%
Total	£26,907	£28,069	£33,317	£88,293	Total	100.00%

Poole customer analysis and trend



Poole's Consistent Trend Line and Customer Segments Analysis:

Poole Coffee Shop exhibits a remarkable consistency in its sales volume trend across all six customer segment charts. This indicates that Poole's performance has remained steady, following a similar trajectory in 2020, 2021, and 2022, albeit with slightly higher sales volumes in the latter years.

Families with Children:

In the realm of customer segmentation, families with children present a compelling sales pattern that warrants strategic attention. Notably, August consistently emerges as the standout peak month for this segment, showcasing the highest sales volume across all three years (2020, 2021, and 2022). This trend aligns with the synergy of several factors, such as warmer weather, school holidays, and the extended vacation period, which collectively encourage families to seek out enjoyable outings. While August stands as a clear pinnacle, the months beyond reveal a steady stream of average sales figures. However, there lies an opportunity to not only leverage August's success but also to extend the appeal of the coffee shop across the entire year.

Married Young Couples:

In the realm of customer segmentation, married young couples present a nuanced pattern that calls for careful observation. This segment showcases a consistent trend of alternating between months of elevated sales and months of moderate activity, without any distinct exceptional peaks or troughs across the span of each year (2020, 2021, and 2022).

This alternating pattern, while lacking in pronounced spikes or dips, sheds light on the diverse factors influencing the dining choices of married young couples. Rather than being swayed by specific seasonal trends, this group seems to base their visits on a combination of personal schedules, work commitments, and other external variables.

Retired Individuals: In the landscape of customer segmentation, retired individuals exhibit a recurring pattern that warrants insightful examination. This group showcases a consistent trend of alternating between months of heightened sales and periods of more moderate activity, without any notable exceptional peaks or troughs across the expanse of each year (2020, 2021, and 2022).

This alternating sales pattern hints at the interplay of diverse influences on the dining preferences of retired individuals. Similar to the married young couples, this segment seems to base their visits on a blend of personal routines, social commitments, and external dynamics, rather than being swayed by specific seasonal trends.

By recognizing and responding to the alternating pattern of engagement within this segment, Poole Coffee Shop can establish itself as a welcoming hub for retired individuals seeking enriching experiences throughout the year. Crafting offerings that cater to their evolving routines and aspirations ensures enduring engagement and solidifies their allegiance to the coffee shop's distinctive offerings.

Retired Individuals:

In the landscape of customer segmentation, retired individuals exhibit a recurring pattern that warrants insightful examination. This group showcases a consistent trend of alternating between months of heightened sales and periods of more moderate activity, without any notable exceptional peaks or troughs across the expanse of each year (2020, 2021, and 2022).

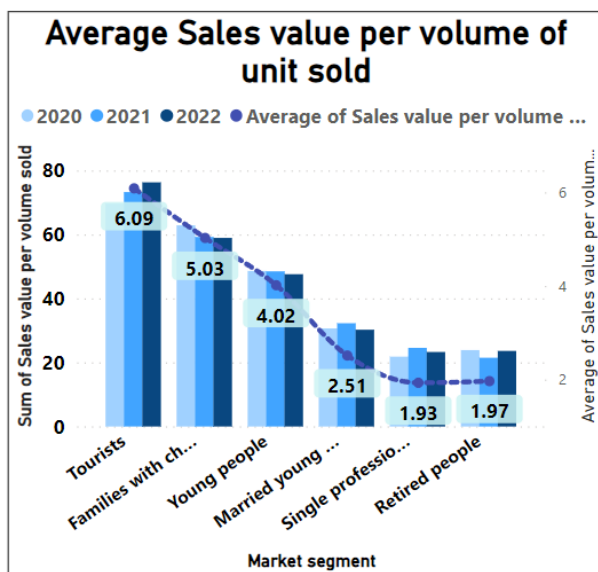
This alternating sales pattern hints at the interplay of diverse influences on the dining preferences of retired individuals. Similar to the married young couples, this segment seems to base their visits on a blend of personal routines, social commitments, and external dynamics, rather than being swayed by specific seasonal trends.

Tourists :

Poole emerges as a consistent tourist attraction throughout the year, with exceptions during the months of May, June, October, and November, when sales values dip to their lowest

points. April and August, however, consistently stand out as peak months in each year, followed by December. Factors such as enticing offers, warm hospitality, and Poole's appealing geographical location likely contribute to these high sales values during peak months.

Young People : This segment commands the highest sales volume across all categories. Poole seems to be particularly attractive to young people throughout the year, except for the months of May, June, and October, when sales values dip. As with other segments, April and August consistently emerge as peak months. Poole's ability to offer attractive deals, coupled with reasonable pricing tailored to young patrons, and its strategic geographic location, contribute to the high sales values among young customers.



Sales by market segments

Market segment	2020	2021	2022	Total
Young people	£5,370	£5,754	£5,471	£16,595
Married young couples	£2,112	£2,285	£2,444	£6,841
Families with children	£1,935	£1,924	£2,055	£5,914
Retired	£1,739	£1,593	£1,911	£5,243
Tourists	£1,435	£1,557	£1,597	£4,589
Single professional people	£1,112	£1,260	£1,289	£3,661
Total	£13,703	£14,373	£14,767	£42,843

Sales value by market segregation

Market segment	Sales value	Sales value
Young people	£16,595	38.73%
Married young couples	£6,841	15.97%
Families with children	£5,914	13.80%
Retired	£5,243	12.24%
Tourists	£4,589	10.71%
Single professional people	£3,661	8.55%
Total	£42,843	100.00%

Volume by market segments

Market segment	2020	2021	2022	Total
Young people	1326	1427	1379	4132
Married young couples	827	917	970	2714
Retired	871	818	982	2671
Single professional people	561	615	665	1841
Families with children	372	389	420	1181
Tourists	250	258	256	764
Total	4207	4424	4672	13303

Sales Volume by market segregation

Market segment	Sales volume	%
Young people	4132	31.06%
Married young couples	2714	20.40%
Retired	2671	20.08%
Single professional people	1841	13.84%
Families with children	1181	8.88%
Tourists	764	5.74%
Total	13303	100.00%

Dominance of the Young Population:

An unequivocal trend emerges when we dissect the sales data across customer segments: the young population group emerges as the undeniable powerhouse, consistently generating the highest sales value across all three years. This group commands a staggering 38.73% share of the total revenue generated over this period, solidifying its position as the most productive among all customer groups.

The rationale behind this phenomenon stems from the sheer size of the young population in Poole. Comprising high school and university students, along with young individuals not yet in professional careers, this demographic enjoys considerable representation. Additionally, the influx of immigrants arriving for educational pursuits further bolsters this segment. Given the budget-conscious nature of students, the appeal of reasonable prices resonates strongly. Their higher consumption propensity translates to substantial sales volumes, which, in turn, culminate in impressive revenue figures.

Unlocking Potential: Revitalizing the Retired Segment

In contrast, the retired segment demonstrates a relatively low sales value per sales volume at approximately £1.97 per product. Although it claims the third-highest sales volume, it lags behind in fourth place concerning sales value. Delving into the motivations of this group, we find that retirees often seek a peaceful and leisurely atmosphere. To capitalize on this, the coffee shop can envisage a thematic approach tailored specifically for retirees. Such an environment would cater to their desire for tranquility, creating an ambiance that entices them to spend more time and thus potentially increasing their average sales value per sales volume.

Tourists: A Precious Resource with Untapped Potential

The tourist segment occupies a unique position, contributing the least to both sales volume and sales value, with a total of 764 sales, equivalent to 5.67% of the overall sales volume. Remarkably, despite its modest sales volume, this segment generates revenue amounting to £3,661, equating to an impressive £6.09 per volume sold. This places it at the pinnacle of sales value per sales volume among all segments. Capitalizing on this inherent high value, the coffee shop can strategize to enhance the tourist experience, potentially through tailored offerings, exclusive promotions, and thematic engagements that resonate with the essence of Poole's attractions.

In conclusion, the resounding supremacy of the young population is a testament to both their size and spending habits. To further bolster sales value, the coffee shop has the opportunity to curate a serene haven for retirees and unlock the latent potential within the tourist segment. By strategically addressing the unique attributes of each customer group, Poole's Coffee Shop can cultivate an environment that caters to diverse preferences and establishes a lasting presence within the local and visitor communities.

Strategies for Maximizing Revenue in Each Customer Segment's Peak Month

Each customer segment presents a unique set of preferences and behaviours. Tailoring strategies to cater to these distinct characteristics can substantially boost revenue during the peak month of each respective coffee shop. Let's delve into strategies for each segment:

Families with Children:

Recognizing that August consistently attracts families, the coffee shop can introduce family-friendly promotions during this month. Consider offering special kid-friendly menu items, interactive play areas, and thematic decorations that engage both parents and children. Additionally, organizing family-oriented events or workshops can create a sense of community and draw in more families seeking memorable experiences.

Married Young Couples:

For the months of June to August, when this segment's sales peak, the coffee shop can design romantic packages for couples. Offering exclusive couple-themed menu items, intimate seating arrangements, and evening entertainment can set the perfect ambiance for couples seeking quality time together. Promotions such as couple's discounts or date night packages can further entice this segment to choose the coffee shop as their preferred destination.

Retired Individuals:

Capitalizing on the alternating high months, the coffee shop can craft an environment that caters to retirees seeking tranquillity and leisure. Creating a serene and cozy atmosphere with comfortable seating, soothing music, and leisurely activities like book clubs or board games can attract retirees looking for a peaceful retreat. Tailored discounts for seniors during these months can also enhance their incentive to visit.

Single Professional Individuals:

During peak months like April and August, the coffee shop can target single professionals with promotions that cater to their busy schedules. Introducing "quick bite" lunch options or "on-the-go" breakfast combos can attract this segment seeking convenient yet satisfying meals. Furthermore, hosting networking events, workshops, or meetups during these months can draw in single professionals looking to connect with peers.

Tourists:

To tap into the potential of tourists during their peak months, the coffee shop can offer curated local experiences. Promote regional specialties, collaborate with local artisans for unique souvenirs, and provide informational guides about the area. Tourist-friendly packages that include a meal and local attraction discounts can enhance their overall experience and encourage them to spend more time in the coffee shop.

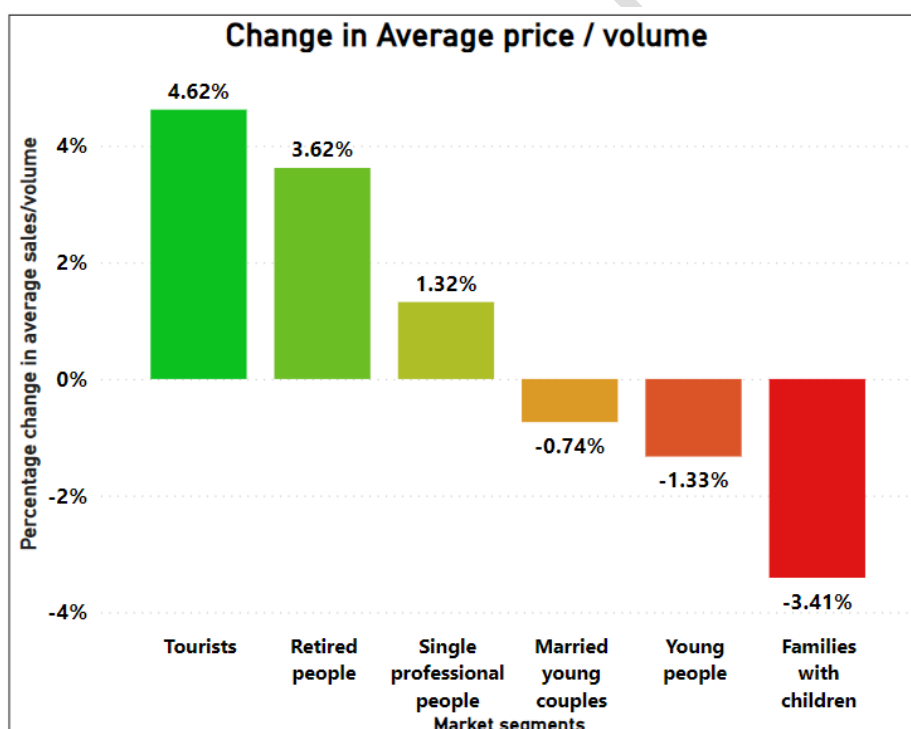
Young People:

Given their significant presence throughout the year, the coffee shop can optimize its offerings for this demographic's peak months, such as April and August. Launching innovative drinks or snacks that align with current trends or pop culture references can create buzz and attract young people seeking Instagram-worthy experiences. Hosting open mic nights, themed parties, or live music events can also align with their desire for vibrant social experiences.

Change in average value per volume sold from 2020 to 2022

Market segments	Families with children	Married young couples	Retired people	Single professional people	Tourists	Young people
2020	5.10	2.50	1.94	1.96	5.84	4.04
2021	4.94	2.42	1.92	2.00	6.07	4.00
2022	4.93	2.48	2.01	1.99	6.12	3.99

The provided table offers valuable insights into the changes in the average value per volume sold within different customer segments. Notably, the Tourist department stands out with an impressive growth rate of **4.62%** in their average value per volume, signifying a commendable performance. Following closely are the Retired individuals, exhibiting a growth rate of **3.62%**, and Single Professional individuals with a growth rate of **1.32%**. These positive trends highlight the effectiveness of their purchasing behaviours and the strategies tailored to cater to their preferences.



Conversely, there have been declines in the average value per volume for certain segments. Families with Children have experienced a decrease of **-3.41%** since 2020, reflecting potential shifts in their preferences or economic factors impacting their spending patterns. Similarly, the Young People segment witnessed a decrease of **-1.33%**, and the Married Couples segment experienced a decline of **-0.74%**.

This analysis underscores the critical role that pricing strategies play within the broader marketing framework. It is essential to recognize that a continued reduction in product values over time can potentially lead to financial losses, especially in the face of the high inflation rate prevalent in England. While sales volume remains a key focus, equal emphasis should be placed on consistently enhancing the average value per volume every year. By doing so, businesses can not only mitigate the adverse effects of inflation but also proactively ensure a sustainable and profitable business model.

To thrive in an ever-changing economic landscape, coffee shops should prioritize strategies that not only attract customers but also offer products at a value that justifies their price point. By continuously innovating and refining their offerings, coffee shops can maintain a competitive edge while effectively navigating the challenges posed by inflation and shifting customer preferences. This balanced approach will enable them to provide quality products while ensuring healthy profit margins and long-term success.

Dishant Bhardwaj