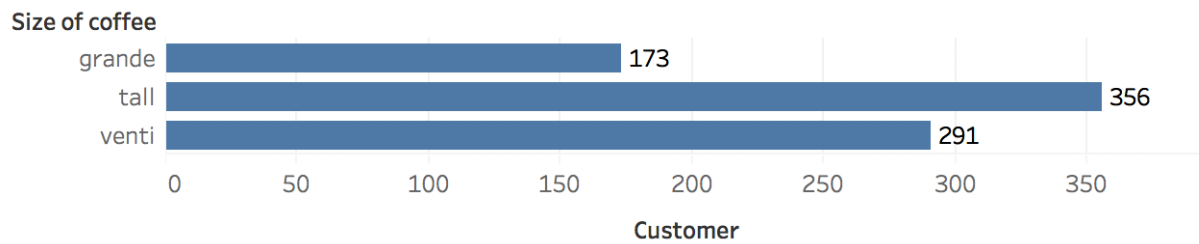


Number of customers buying different sizes of coffee



Customers staying <15mins are likely to buy tall size

Length o..

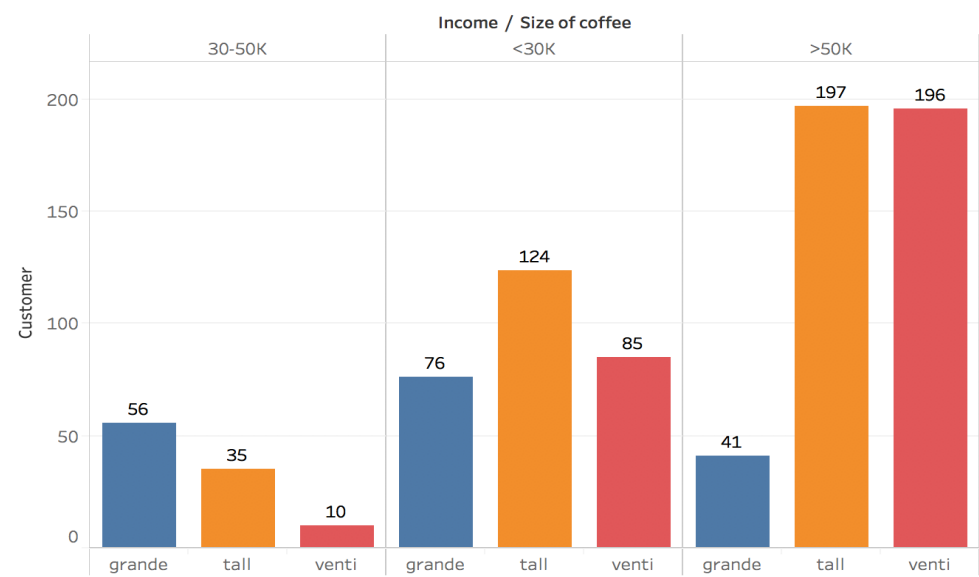
<15min



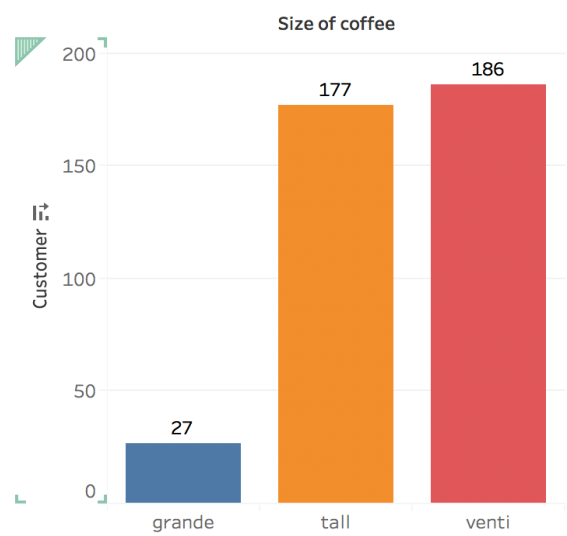
Size of coffee

- grande
- tall
- venti

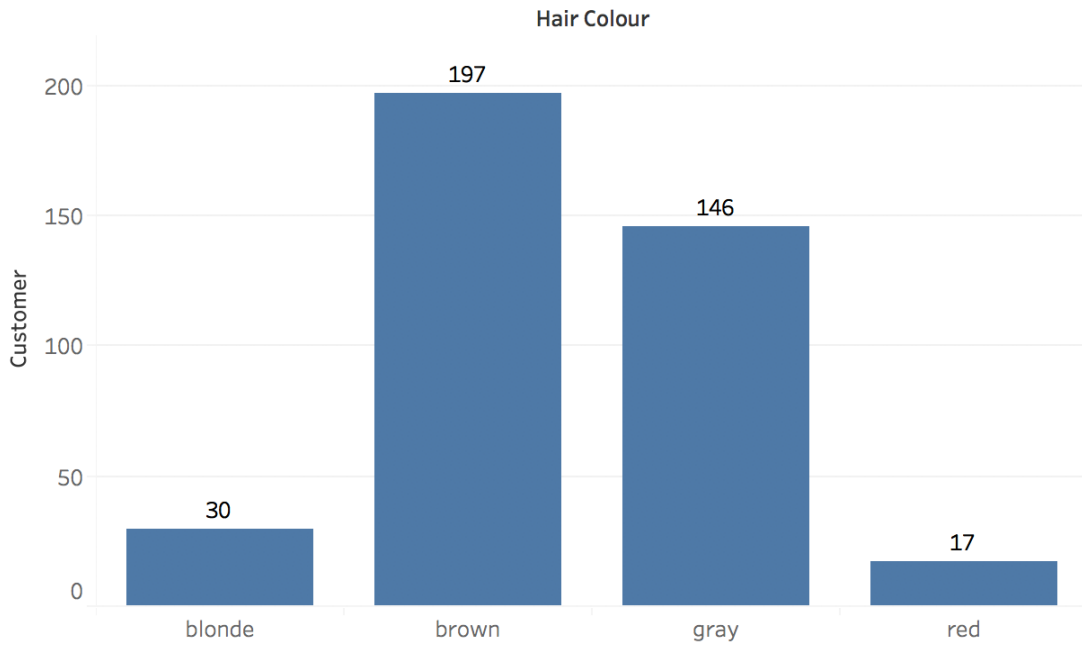
Customer Analysis - Income to size of coffee



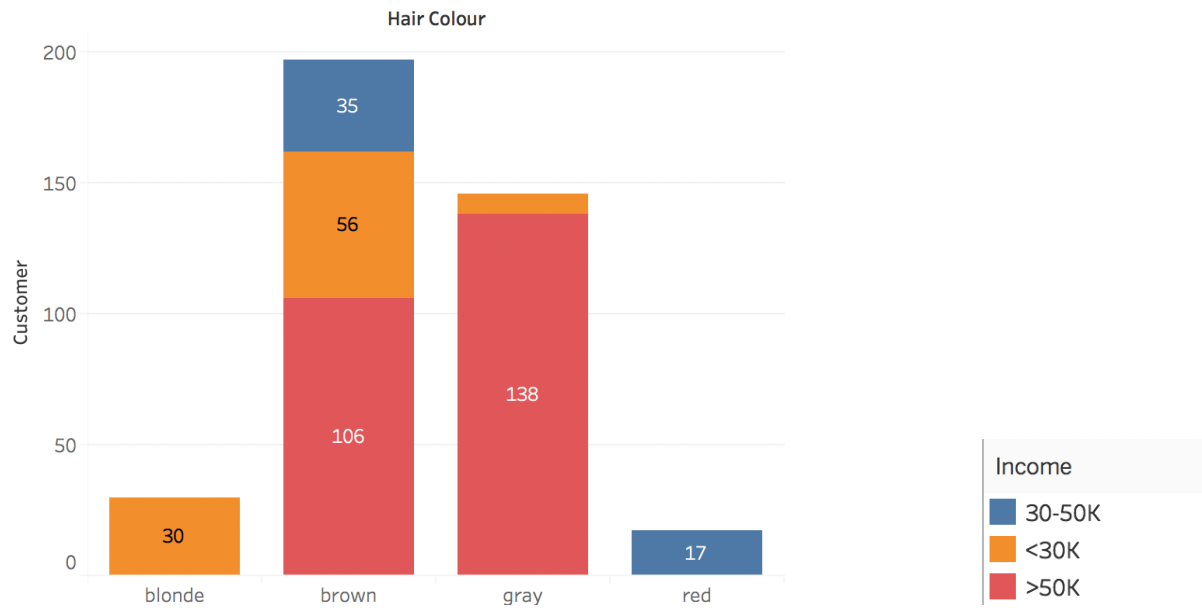
Customer Analysis - Coffee size of customers who buy pastry also



Customer Analysis - Hair colour of customers who buy pastry also



Customers with high income tend to have brown or grey hair color



Patterns Found:

1. Customers who buy pastry and coffee are mostly married.

Business Solution: Customers who visit as a couple can be asked if they would like a pastry or can also be offered an instant discount on the pastry.

2. More customers are buying tall and venti sizes.

Business Solution: Customers can be offered to upgrade size from tall to grande or grande to venti.

3. Customers who stay for less than 15 minutes are likely to buy tall size coffee.

Business Solution: Promote WIFI availability to encourage customers to stay at our coffee shop longer; in return, more coffee and pastries will be sold.

4. Customers with income more than **50k** buy **tall or venti** and customers with **30-50k** income buy **grande**.

Business Solution: Given customers with mid-range income tend to buy less coffee in general, but especially less venti sizes, we could provide a rewards program that includes benefits, especially for buying venti sizes. And customers who earn more than 50k can afford venti but are likely to buy a tall or venti. So customers who order a tall are likely to agree to upgrade to a venti upon promotion.

5. Customers who also buy pastry buy venti and tall sizes. Customers who buy grande are less likely to buy a pastry.

Business Solution: Customers who buy grande can be offered a sample or pastry for promotion or can be given an offer on the pastry if they upgrade to venti. A combo of grande+small pastry can be introduced to the menu to make grande customers buy the combo and expect that they buy the bigger pastry in future if they like it, turning them into potential large coffee and pastry buying customers.

6. More customers who buy pastry have brown and grey hair colour

Business Solution: Upon arrival, customers with brown and grey hair can be provided with suggestion to try new pastries.

7. People with income greater than 50K who buy pastries tend to have brown or grey hair color.

Business Solution: Customers with brown or grey hair are likely to buy a pastry and usually have income higher than 50K and customers with high income buy tall or venti. So, if someone walks in with brown/grey hair, he/she can be offered to buy a venti with an discount on pastry instead of tall because he/she is more likely to agree.