Overview

The Coffee Cup is an ambitious Canadian national company with registered branches across the country. Their goal is “To provide the world’s ultimate coffee shop experience with the highest-quality products, most inviting stores, friendliest staff and best value.”

The business has always aimed to reach every resident of Canada and provide them with high-quality coffee and tea. The Coffee Up has consistently worked to earn the hearts of its customers by giving them genuine, great services, employing talented employees who have a passion for providing excellent customer service, and offering a service that is unique from that of its rivals in the market.

The executive summary for the company's sales performance for 2019 can be found in the paper below, which also identifies the company's strong points and areas for improvement. The company's analysts will be better able to examine sales and profits and make wiser judgments as a result of this. We will also develop a strategy map for the business to aid it in making better decisions for the year 2020. Important details concerning the data that the company has gathered, such as the data's quality and any gaps in the data, are also highlighted in this paper.

At the end, several ideas and conclusions are offered for how to improve data collection for the 2020 sales study.

Analyzing Data

Data Answers the following –

- The dataset is sufficient to provide the necessary information regarding profit, sales, manufacturing cost, and other financial facts necessary to develop an efficient dashboard.
- The dataset contains sufficient data to display the store's location together with its stored latitude and longitude.
- The dataset can illustrate how well a company is performing in terms of sales and profitability.

List of Questions Tableau Dashboard Answers –

- Which province could make more money with improved management or more marketing?
- How the cost of the products sold and the profit of the product are related?
- Which province has the highest profit and sales?
- Which product category generates the most sales and profit?
- Which product is more well-known and makes the most money?
- Which market makes the highest revenue for the company?

- How the company's stores profits are distributed among the many provinces in which they operate?

List of Questions that Data does not answer but should –

- What are the losses that the corporation has sustained? To provide the company with a more realistic analysis report, the loss by province should have been added.
- Where is the Meta Data? The metadata is necessary to explain the strategies the business is concentrating on to obtain the information from the data.
- Is there any campaign or sale for any product at any period of time? There is no such data or column which tells the above asked information.
- How's the customer satisfaction or experience from the services/product of the company?
- Since not all stores contain data for all dates, the data is incomplete.

Assessment of the Data

- The complete outcome depends on the data's quality, which is a key factor in finding the results. If a dataset has inaccuracies, the results will be incorrect and the firm will be led in the wrong direction rather than being helped.

- The organization won't be able to identify what is wrong. The data we have for "The Coffee Cup" company could use a lot of work; it needs to be corrected for incorrect data, math errors, and missing figures, among other things. However, more than 90% of the data is accurate generally, and the remaining 10% can be improved with a few tweaks.

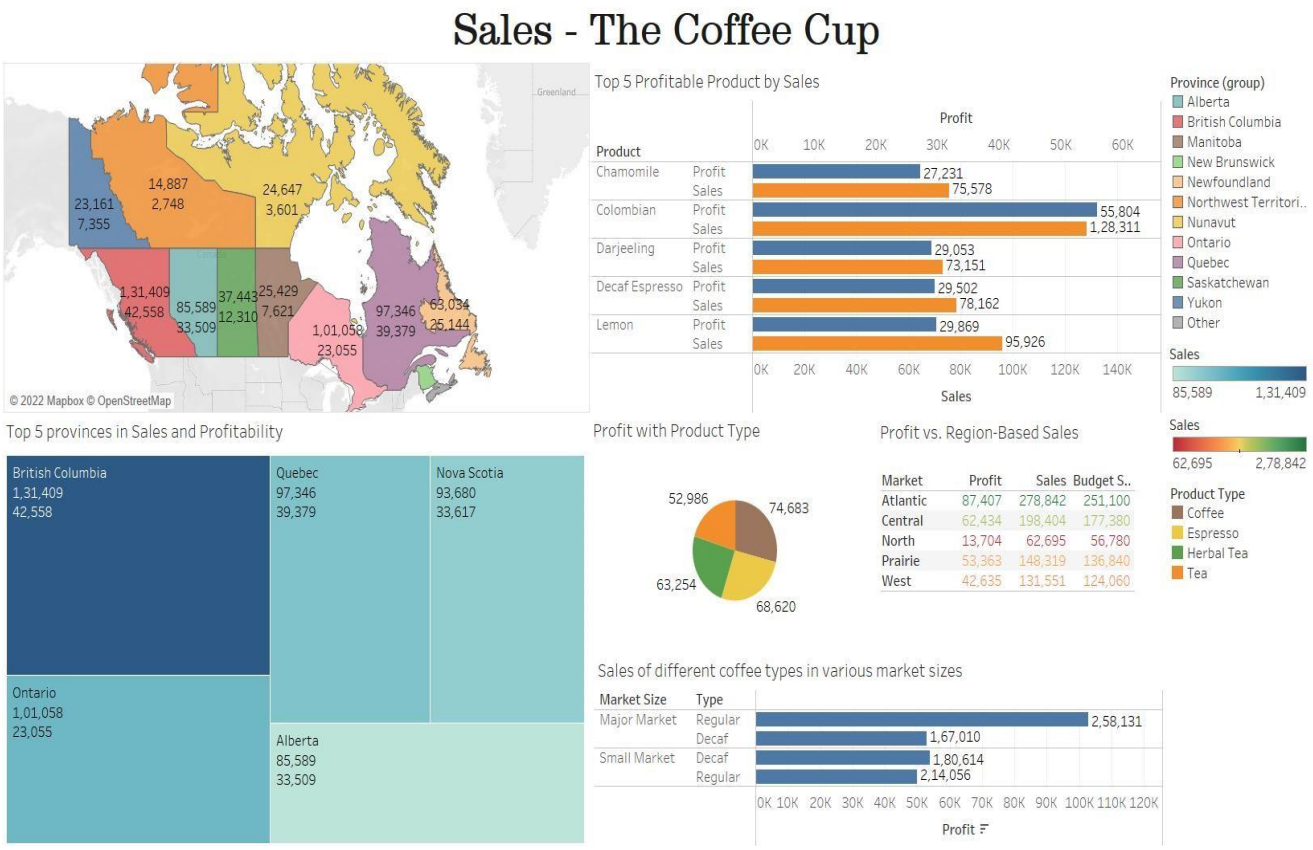
- While analyzing, we discovered some errors in the market column for the province of Alberta; for example, the data entry for the market should be for the prairie market, not the west.

- The date column has a few mistakes or outliers, such as a 2012 entry that may be a data input error; this error was fixed while building the dashboard for better results.

- With the aid of filters, we included some calculated fields into Tableau when building our dashboard. These pre-calculated columns include sum, average, minimum, and maximum values.

- Also, we corrected the product, date, and shop associated with these entries since, as was mentioned above, there is a data entry for the year 2012 and the area for Alberta as West.

Executive Dashboard



Profit vs. Region-Based Sales

Market	Profit	Sales	Budget S..
Atlantic	87,407	278,842	251,100
Central	62,434	198,404	177,380
North	13,704	62,695	56,780
Prairie	53,363	148,319	136,840
West	42,635	131,551	124,060

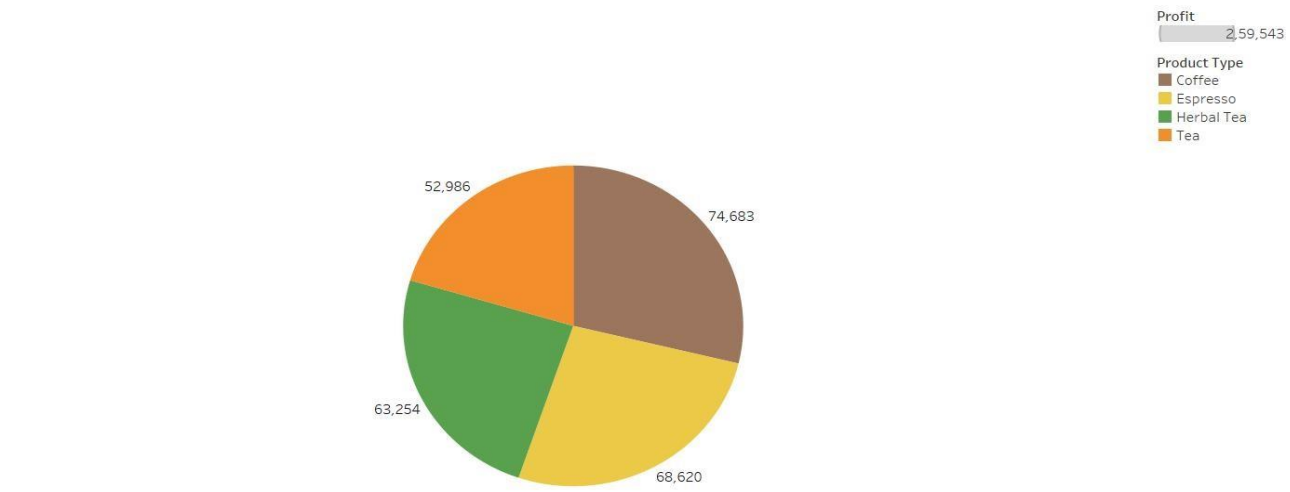
Sales

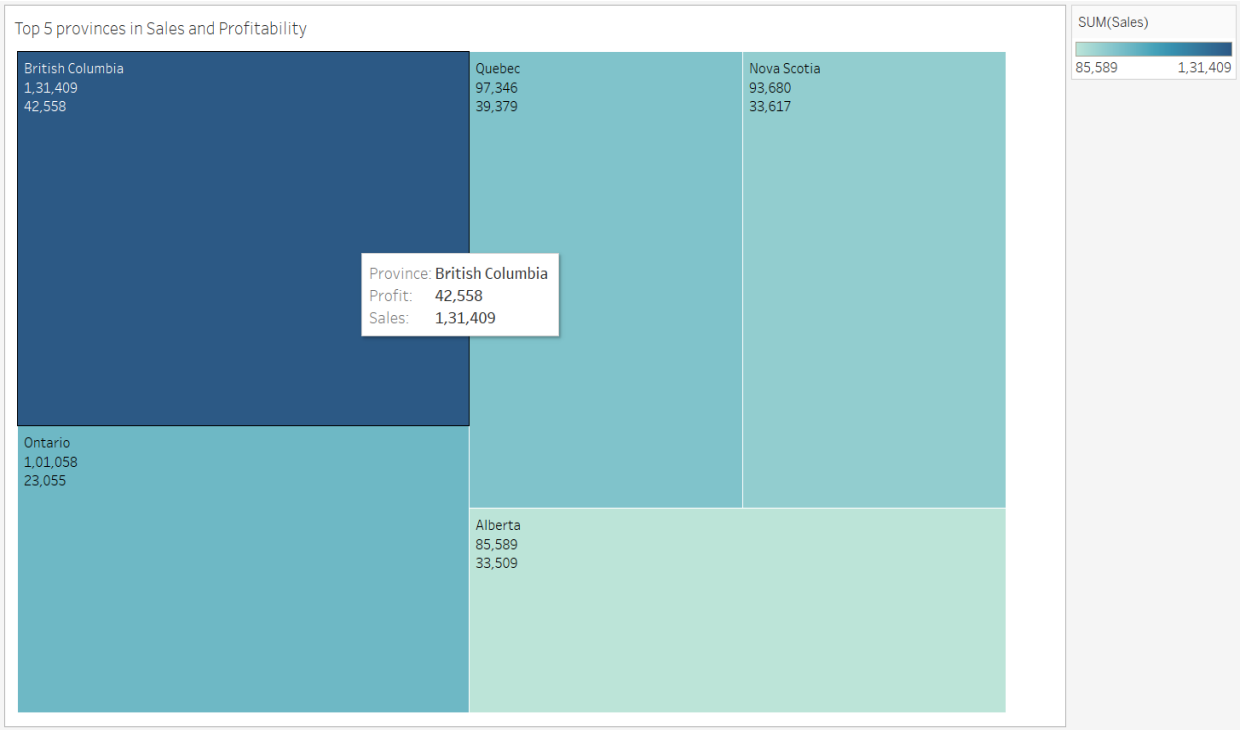
62,695 2,78,842

Profit, Sales and Budget Sales broken down by Market. Color shows Sales.

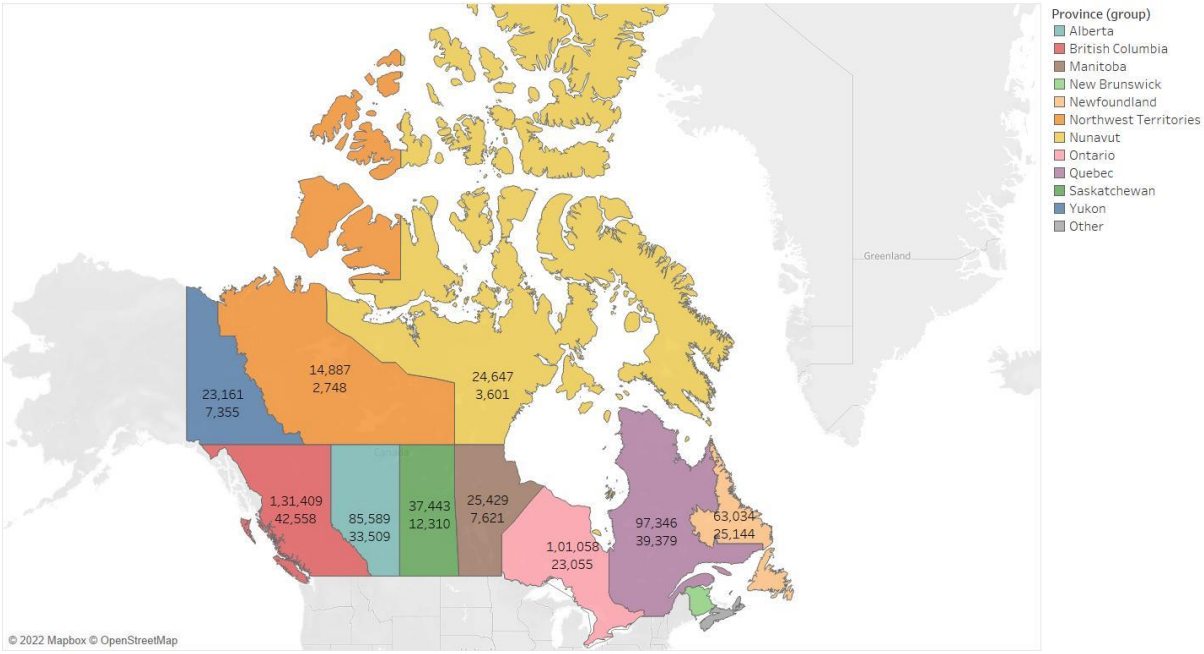
Top 5 Profitable Product by Sales

Profit with Product Type





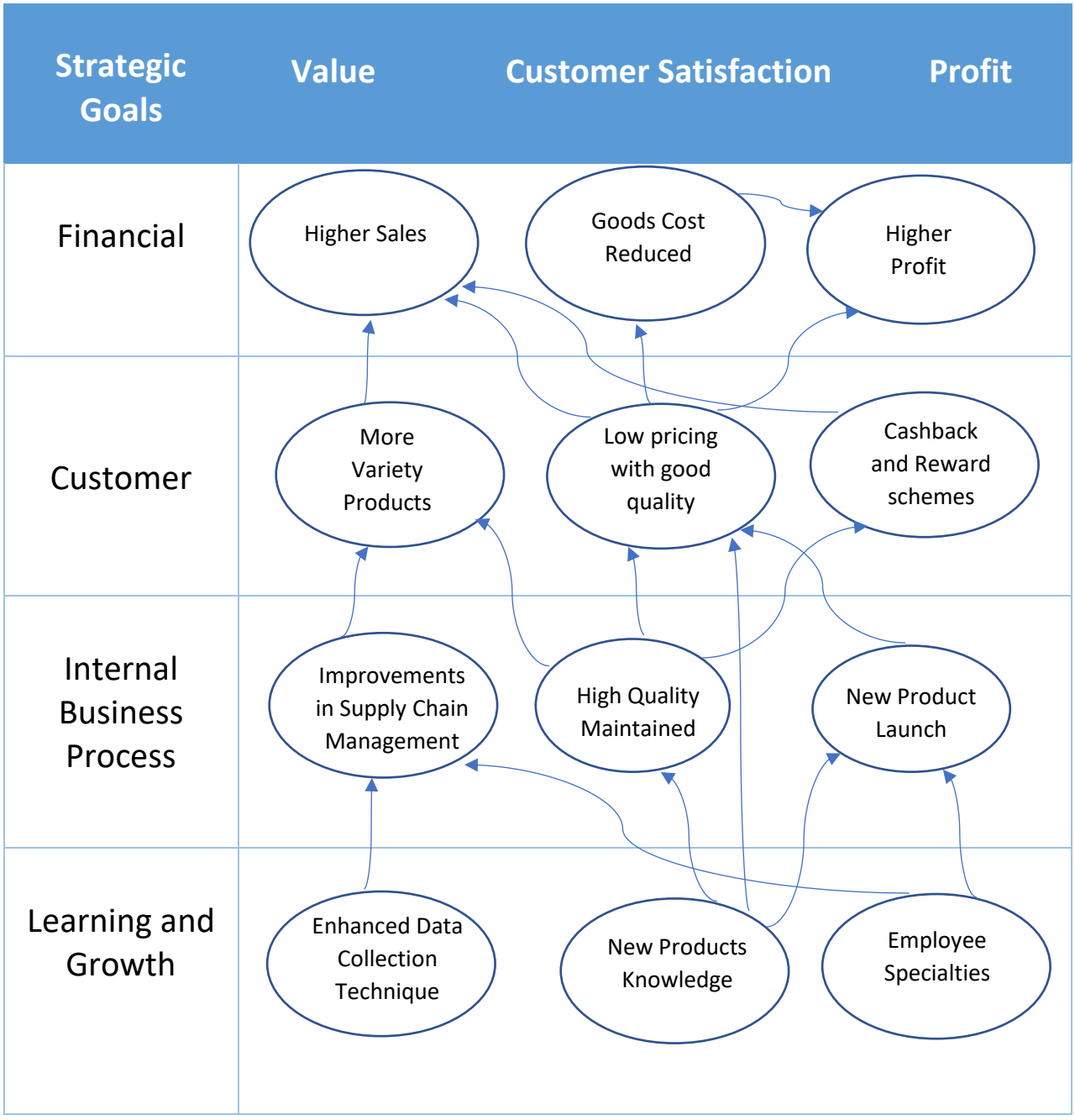
Province wise Sale and Profit



The Executive Dashboard for the 2019 statistics, along with explanations of how to read it:

- In the above Dashboard, there are 6 charts where each chart helps to understand the sales and profit of the company “The Coffee Cup”.
- The Graph “Profit vs Region-Based Sales” is indicating the different markets with their profit and sales number, where Atlantic Market hit the maximum profit out of others with a Budget sale of 251,100.
- The Graph with “Sales of different Coffee types in various market sizes” is indicating the profit with Type in Market Size. The Major Market with Regular Type shows the highest profit.
- The “Profit with Product Type” graph is showing the product type with profit where Coffee is the Product Type which is showing the highest profit of 74,683.
- The Graph with “Top 5 Profitable Product by Sales” is indicating top five product with their profit and sales figure where Columbian has the highest profit with sales i.e., 1,28,311 and 55,804 respectively.
- Lastly “The Map View” and “Top 5 Provinces in Sales and Profitability” graphs is showing province wise profit and sales figures. In “The Map View” all the province data is visible and other Graph is showing the most profitable Province of all where British Columbia has the highest sales.

Strategy Map



Recommendation and Conclusion

- After examining the data, we can concentrate on a few areas to boost business profits and attract clients.

- Firstly, the business should offer a variety of products because consumers today do not want to focus solely on one type of item.

- This will help the business build its brand and expand its customer base.

- Even though British Columbia has the greatest sales in Canada, the province with the most residents is Ontario. As a result, businesses should concentrate on other provinces where they may expand rapidly.

- The Coffee Cup Corporation receives the lowest profit margin from Ontario; thus, the company must also monitor the behavior of stores to determine why the margin is too low.