

How Boba can boost our revenue

I Background



◆ Our Q3 sales drop 5%

◆ Best-selling products decreased by 7%

Target

II



Customer Loyalty Rate

Increase customer loyalty rate up to 8%



Revenue Growth

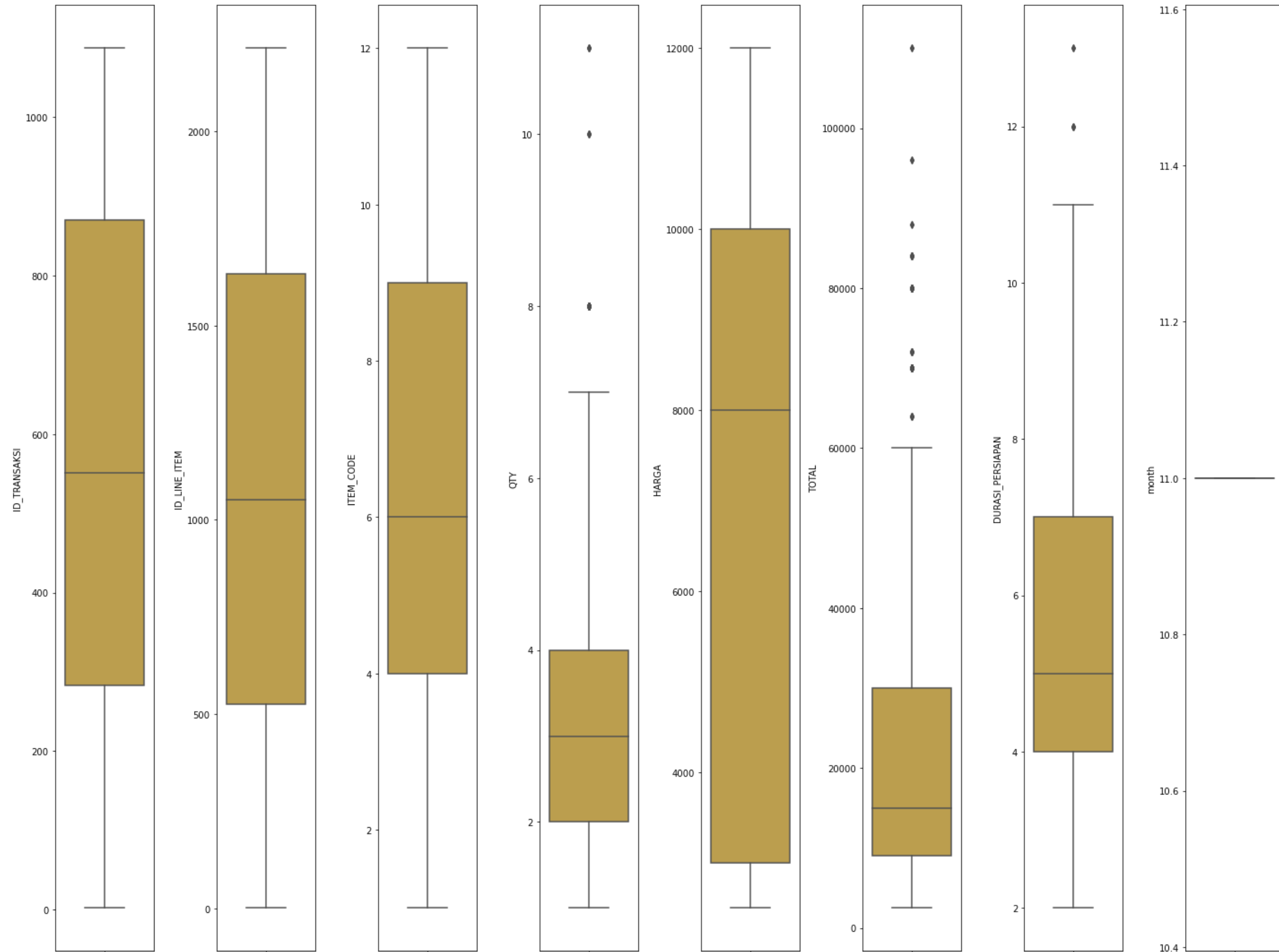
Increase revenue 10%

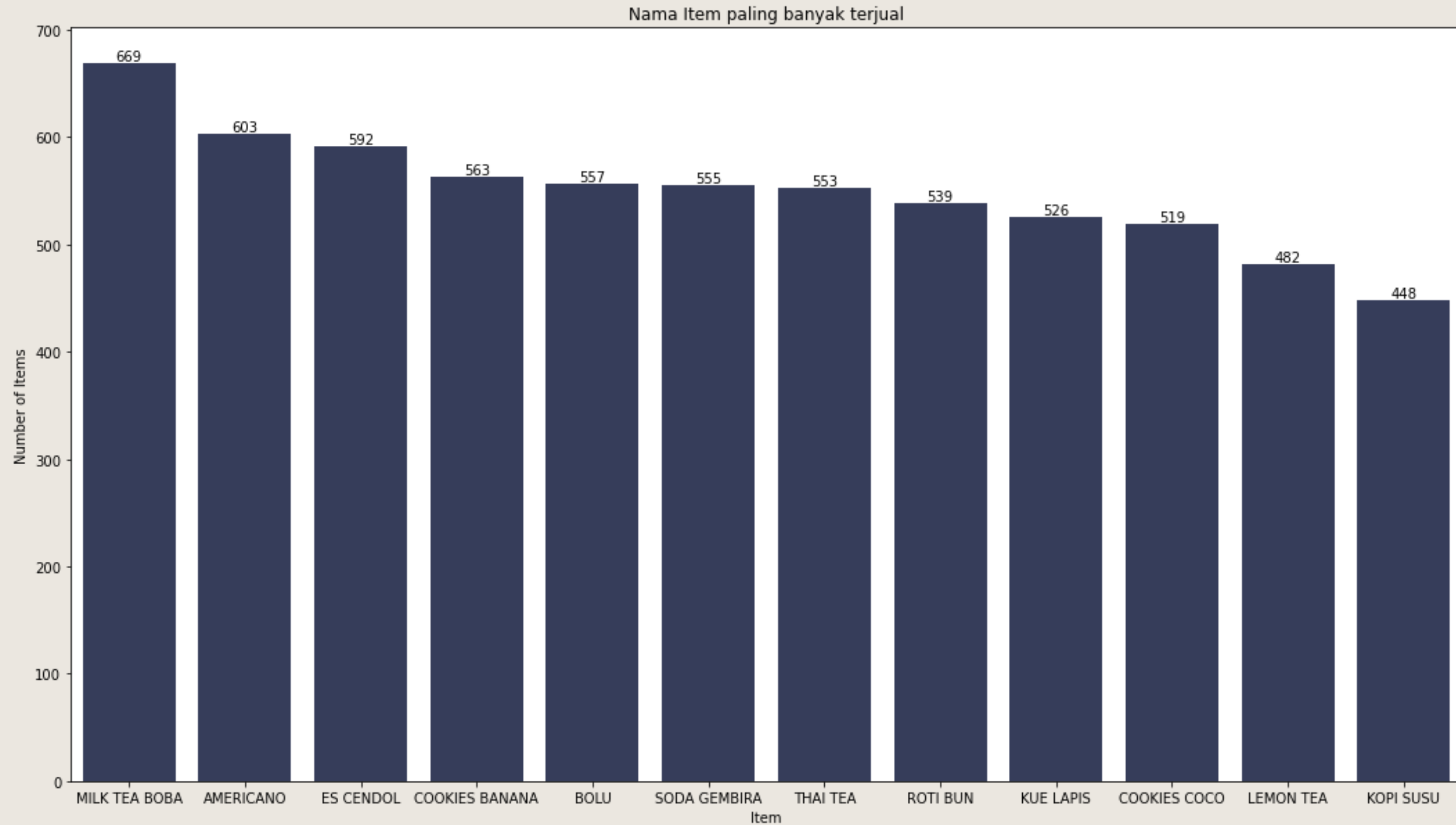


Insights

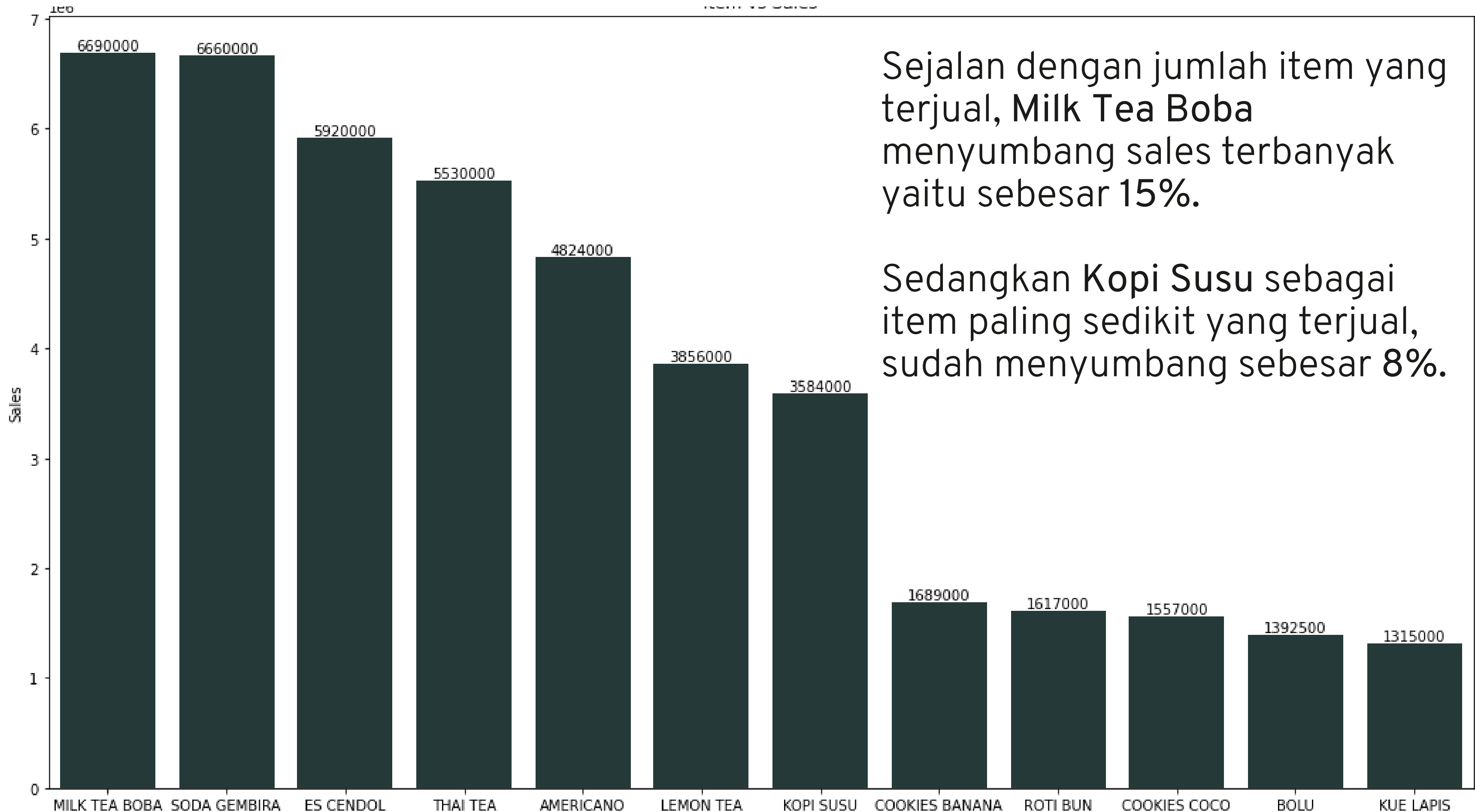
First, knowing our sales data in the last month

Ada beberapa features yang mempunyai outlier yaitu QTY, TOTAL dan DURASI_PERSIAPAN





Milk Tea Boba menjadi item favorit dengan terjual sebanyak 10%. Dan Kopi Susu menjadi item terendah yang terjual yaitu sebanyak 7%.



Business Recommendation

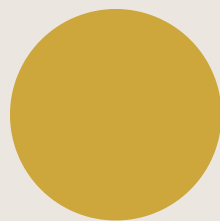
VI

✓ Kopi Susu Optimization

Menambahkan topping Boba pada item Kopi Susu

✓ Bundling Promo

Only 9k for Americano + Cookies in every Thursday-Sunday



Thank you & Stay safe!

Questions? Email ikviaulias@gmail.com