Roastery Preliminary Analysis

Ian Zimmermann

Overview

This analysis focuses on the last six months, during that time there has been over ███████████████████ ████████████████████████. For marketing, around ███████████ of people signed up for the newsletter with ██.

As seen to the right, the average amount sold per day ███████████████. Attention for analysis is focused on the simple moving average over thirty days (SMA30) because it h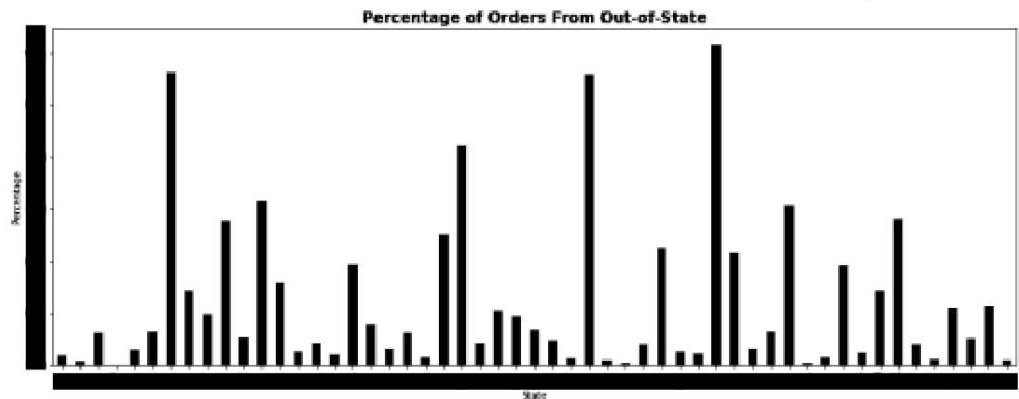elps to see the overall trend by taking a rolling average. ████████████ ████████████████████████████████ ████████████████████████████████ ████████████████████████████ ██████████████████.

Total per Day
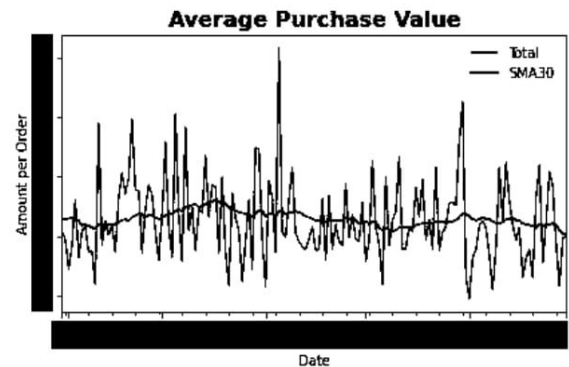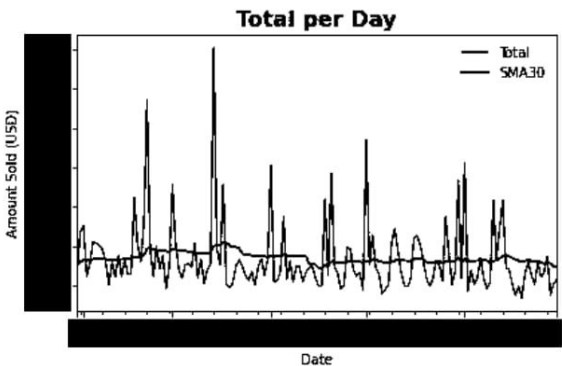
The average purchase value is ████████████ ████████████████████████████████ ████████████████████████████ ██████████████████. Within the last six months, ████████████████████████████████ ████████████████████████████ ████████████████████████████████ ██.

Average Purchase Value

Demographics

When looking at sales, your customer base is important at giving insights on things like where to market to. ██.

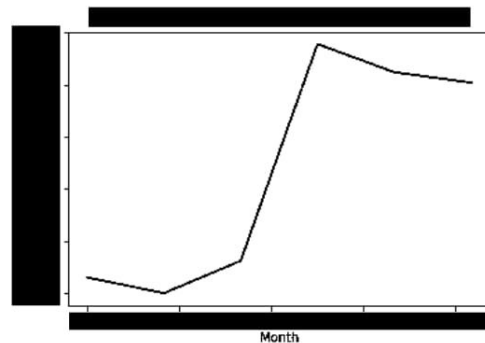### Percentage of Orders From Out-of-State

Another demographic which can be investigated is the average household income of the customers. This was calculated by using the Census Bureau's income data based on zip code. ██████████████████ ████████████████████████████████ ████████████████████████████████████ ████████████████████████████████ ████.

Distriubution of Household Income
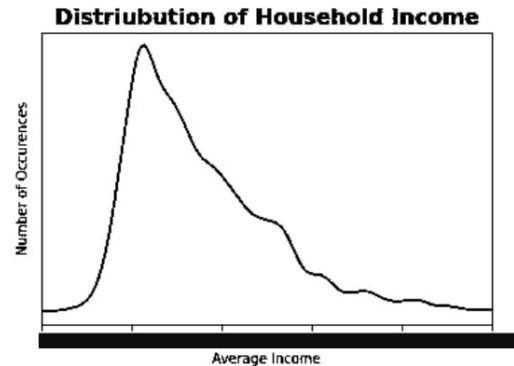
Price Increase

During ███████ the roastery increased its prices. Looking at data starting from the beginning of the calendar year, ██ ██████████████████████ ██████████████████████████████ ██████████████████████ ██████████████████ ██████████████████████ ██████████████████████ ██████████████████ ██████████████████ ██████████████.

Month

Future Analysis

There can always be further data analysis which can be done to give more insight into the company. With more data going further back, trends on the company's growth, seasonal shifts and many other trends can be investigated. Many years of data can show how the company has grown and project where it should be headed in the future. ██ ██████████████████████████████████.

The preliminary analysis focused on orders and the overarching trends on purchases. A deeper dive can be done on the specific items purchased. This can give insights on if there are certain beans which are growing in popularity, seasonal popularity in a specific item and many other correlations. Another statistic is cannibal rate of new products which is the measurement of how much sales decreased in other products when there is a new item introduced. The total amount of each coffee can also be calculated and other statistics if focused on the SKU of purchased items.

Future investigation can be done after discussion of where to focus efforts on. Long term trends can be analyzed with more data which can easily be handled.