

# **Data Analysis**

## **Walmart Coffee Sales**

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# 1 Tools Used

## 1.1 Microsoft Excel

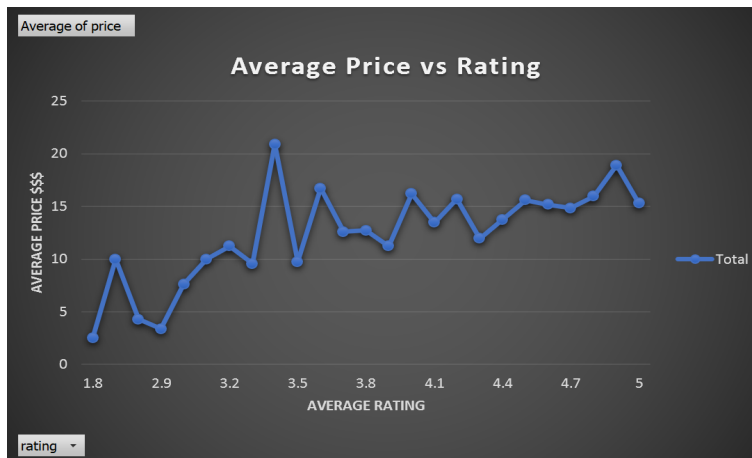
1. Pivot Tables
2. Functions used: IFS, AND
3. Database Cleanup and remove duplicates
4. Dashboards with slicers and visualizations.
5. The workbook can be found in the references table. [1]

## 1.2 Kaggle

- Kaggle Database: Walmart Coffee Listings from 500 Stores [2]

# 2 Answering questions from the data

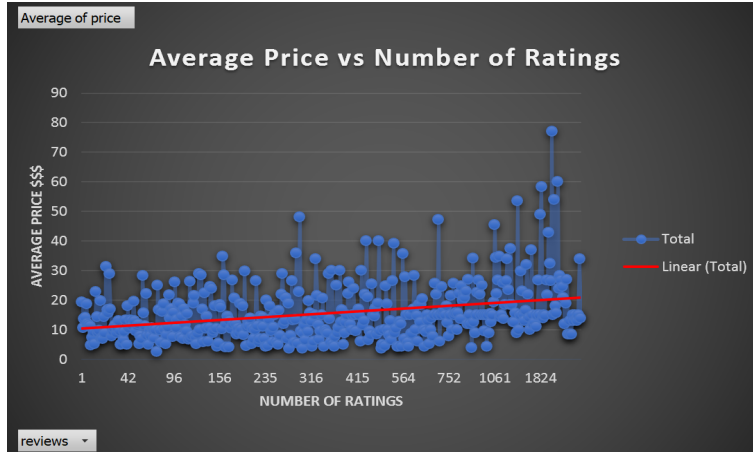
## 2.1 How are Rating correlated with price?



### 2.1.1 Insights

As the price of coffee increases its reputation with the public goes up. The highest rated Coffee's hold around \$15 per unit.

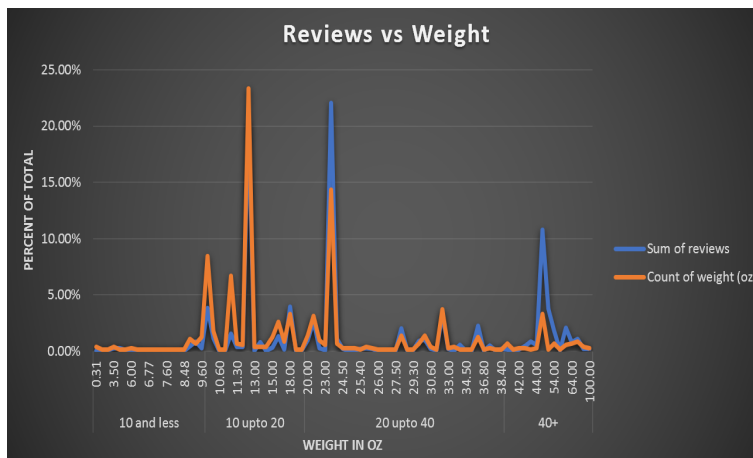
## 2.2 How are Review Counts correlated with Price?



### 2.2.1 Insights

Price also roughly correlates with the number of ratings a Coffee will receive. The most popular brands sitting again around \$15 per unit.

## 2.3 How does the size of coffee effect its sales numbers?



### 2.3.1 Insights

When reviewing the graph there is no correlation between the size of a product and the number of reviews it gets.

There is only strong correlation between the number of items at a weight range and the number of reviews the weight range receives.

The only spike at 50 oz comes from the heavy hitter Folgers classic roast.

## 2.4 What price range should we be pushing more, which ones do we lay back on?



### 2.4.1 Insights

When reviewing the graph above we should be pushing the \$10 to \$20 range more, as it both takes a larger share of our market, and reviews for most items in that list are well above 4/5 stars.

## 2.5 What is our ideal coffee (size/type/price)? What type of coffee is selling best.



### 2.5.1 Insights

With a full scope of the market, I believe the best products sit right around \$15, With some of those best most popular items being.

- Folgers classic roast 48 oz
- 1850 Dark Roast Black Gold 24 Count
- Starbucks Medium roast coffee 2x Caffeine, k-cup 100% arabica, 12 ct
- Gavalia mocha latte k-cup espresso coffee pods
- 1850 Pioneer Blend Medium roast 24 Count

## References

- [1] [https://github.com/jerrydavid124/DBAProject1\\_CoffeeSales](https://github.com/jerrydavid124/DBAProject1_CoffeeSales)
- [2] Zub Dmitriy (2022) <https://www.kaggle.com/dimitryzub/walmart-coffee-listings-from-500-stores>