



Start your week with a Sip!

Monday Coffee

EXPANSION ANALYSIS WITH SQL





Objective :

The business aims to expand by opening three coffee shops in India's top three major cities. Since its launch in January 2023, the company has successfully sold its products online and received an overwhelmingly positive response in several cities. As a data analyst, your task is to analyze the sales data and provide insights to recommend the top three cities for this expansion.





Easy-Medium Questions

Coffee Consumers Count

How many people in each city are estimated to consume coffee, given that 25% of the population does?

Total Revenue from Coffee Sales

What is the total revenue generated from coffee sales across all cities in last qtr of 2023

Sales Count for Each Product

How many units of each coffee product have been sold?

Average Sales Amount per City

What is the average sales amount per customer in each city?

City Population and Coffee Consumers

Provide a list of cities along with their populations and estimated coffee consumers.





Medium Questions

Top Selling Products by City

What are the top 3 selling products in each city based on sales volume?

Customer Segmentation by City

How many unique customers are there in each city who have purchased coffee products?

Impact of estimated rent on sales:

Find each city and their average sale per customer and avg rent per customer



Advanced Questions & Analysis

Monthly Sales Growth

Sales growth rate: Calculate the percentage growth (or decline) in sales over different time periods (monthly).

Market Potential Analysis

Identify top 3 city based on highest sales, return city name, total sale, total rent, total customers, estimated coffee consumer



Recommendations & Reasons

City 1: Pune

- Total revenue is highest in Pune (1.25M).
- Average rent per customer is low (294).
- Average sales per customer is also high (24.1K).

City 2: Jaipur

- Average rent per customer is Lowest (156).
- Highest Number of Customers (69).
- Average sales per customer is also high (11.6K).

City 3: Delhi

- Estimated Coffee Consumers is highest (7.7M).
- Total revenue is also good (0.75M).
- Average rent per customer is low (330).





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Thank you



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