CCD- Coffee Chain Business Case

Scaler

Topic: Excel

Context
CCD is losing money and it wants to find out why. You are asked to take a look at the data and see if you can pinpoint some reasons.

Dataset [link](#)

This dataset has the following tables:

1. Coffee chain - It contains information about the coffee chain product
2. Product types - It contains information about the product types

Coffee chain has the following features:

Feature	Description
Store_id	The id of the store
COGS	Cost of Goods Sales. The cost of goods sold (COGS) is the sum of all direct costs associated with making a product. It appears on an income statement and typically includes money spent on raw materials and labour. It does not include costs associated with marketing, sales or distribution.
Date	Sale date
Market Size	Store size
Market	Store's Region
Marketing	Expenses in Marketing
Product Line	Type of product lines
Product Type	Product Category
Product	Product Description;
Profit	Profits in Dollars
Sales	Values Acquired in Sales
State	Store's State
Target COGS	Target Cost of Goods Sales
Target Profit	Target Profits in Dollars
Target Sales	Target Values Acquired in Sales

Product types has the following features:

Feature	Description
Products	Product Description
Product Type	Product Category