Report on Coffee Shop

Executive Summary

We exported the sales data from our data base, and we conducted some analysis on it to gain insight into some of our sales operations and study ways of enhancing our services based on a certain scope.

Scope:

- Sales

Data Specs:

Here are the table we used to conduct our analysis .

- Sales Table

Project Scope:

Sales

- Total Sales
- Total Quantity
- Time Series Analysis for Sales
- Sales by Coffee Name
- Rate Sales by Payment

Recommendations

- **Social Media Marketing:**
    - Post photos and videos of different coffee types on social media.
    - Use hashtags to increase reach.
    - Engage with customers and respond to their inquiries.

- **Promotions and Discounts:**
    - Offer special deals on new coffee types.
    - Discount prices to encourage customers to try new types.
    - Offer gifts with purchases of specific coffee types.

- **Customer Experience:**
    - Provide personalized recommendations based on customer preferences.
    - Offer information about different coffee types.
    - Provide excellent customer service.