Coffee Sales Dashboard - Insight Report

Key Insights:

1. Top-Selling Coffee Type:

   - Arabica is the most preferred coffee type, making it a key product to prioritize in inventory and marketing efforts.

2. Popular Coffee Size:

   - The 2.5 kg size is the most commonly sold, indicating a preference for bulk purchases.

3. Sales by Country:

   - Top 3 Countries by sales:

     1. USA: The largest market for coffee sales.

     2. Ireland: Second-highest sales.

     3. United Kingdom: Third in sales volume.

   - Geographical Preferences by Roast Type:

     - USA: Prefers Light Roast.

     - Ireland: Prefers Dark Roast.

     - United Kingdom: Prefers Medium Roast.

4. Top 5 Customers:

- The most valuable customers based on sales:

  - Allis Wilmore

  - Brenn Dundredge

  - Terri Farra

  - Nealson Cuttler

  - Don Flintiff

5. Loyalty Card Insights:

  - Ireland has the highest number of loyalty card holders, showcasing strong customer retention.

  - USA and UK have fewer loyalty card holders, highlighting an opportunity to increase customer loyalty in these markets.

Actionable Recommendations:

1. Product Focus:

  - Ensure ample inventory for Arabica and 2.5 kg size products to meet high demand.

  - Tailor promotional campaigns for these popular items.

2. Regional Marketing Strategies:

  - USA: Promote Light Roast coffee with targeted campaigns.

- Ireland: Focus on Dark Roast offerings.

- United Kingdom: Highlight Medium Roast preferences in marketing efforts.

3. Customer Retention:

   - Introduce loyalty programs or incentives in the USA and UK to increase the adoption of loyalty cards.

   - Conduct surveys or outreach campaigns to understand barriers to loyalty card adoption.

4. Customer Engagement:

   - Acknowledge and reward top customers like Allis Wilmore and others with personalized offers or exclusive deals to boost retention.

5. Market Expansion:

   - Leverage the success in Ireland to explore adjacent markets with similar preferences for Dark Roast coffee.

Conclusion:

The Coffee Sales Dashboard provides valuable insights into customer preferences and sales trends. By focusing on popular products, tailoring regional strategies, and enhancing customer loyalty, businesses can optimize sales and profitability effectively.