Start your week with a Sip!

Monday Coffee

Expansion Sales Analysis with SQL

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Objective

The goal of this project is to analyze the sales data of Monday Coffee, a company that has been selling its products online since January 2023, and to recommend the top three major cities in India for opening new coffee shop locations based on consumer demand and sales performance.

Table of contents

Creating Table structures and Importing data from .csv files

```
create database monday_coffee;
use monday_coffee;
create table city(
city_id int primary key,
city_name varchar(50),
populations bigint,
estimated_rent float,
city_rank int);

select * from city;

create table customers(
customer_id int primary key,
customer_name varchar(50),
city_id int,
constraint fk_city foreign key (city_id) references city(city_id));
select * from customers;

create table products
(
product_id int primary key,
product_name varchar(35),
price float);

select * from products;

create table sales(
sale_id int primary key,
sale_date date,
product_id int,
customer_id int,
total float,
rating int,
constraint fk_products foreign key(product_id) references products(product_id),
constraint fk_customers foreign key(customer_id) references customers(customer_id));
```

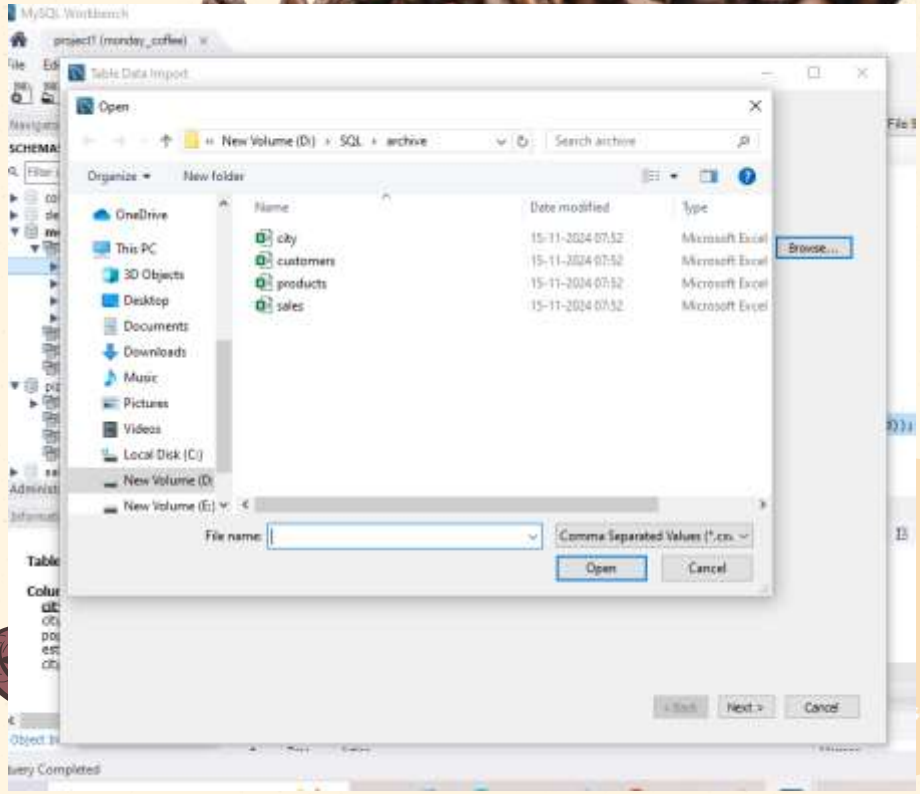


Table 1: city

city_id	city_name	populations	estimated_rent	city_rank
1	Bangalore	12300000	29700	1
2	Chennai	11100000	17100	6
3	Pune	7500000	15300	9
4	Jaipur	4000000	10800	8
5	Delhi	31000000	22500	3
6	Mumbai	20400000	31500	2
7	Hyderabad	10000000	22500	4
8	Ahmedabad	8300000	14400	5
9	Kolkata	14900000	16200	7
10	Surat	7200000	13500	10
11	Lucknow	3800000	9000	11
12	Kanpur	3100000	8100	12
13	Nagpur	2900000	7200	13
14	Indore	3300000	6300	14
NULL	NULL	NULL	NULL	NULL

Table 2: customers

customer_id	customer_name	city_id
1	Aarav Agarwal	1
2	Aarav Pandey	1
3	Aditi Gupta	1
4	Aditi Joshi	1
5	Aditi Reddy	1
6	Aditi Verma	1
7	Aditya Gupta	1
8	Aditya Malhotra	1
9	Aditya Sharma	1
10	Aditya Singh	1
11	Ananya Gupta	1
12	Ananya Kumar	1
13	Ananya Malhotra	1
14	Ananya Mehta	1
15	Arjun Agarwal	1
16	Arjun Malhotra	1

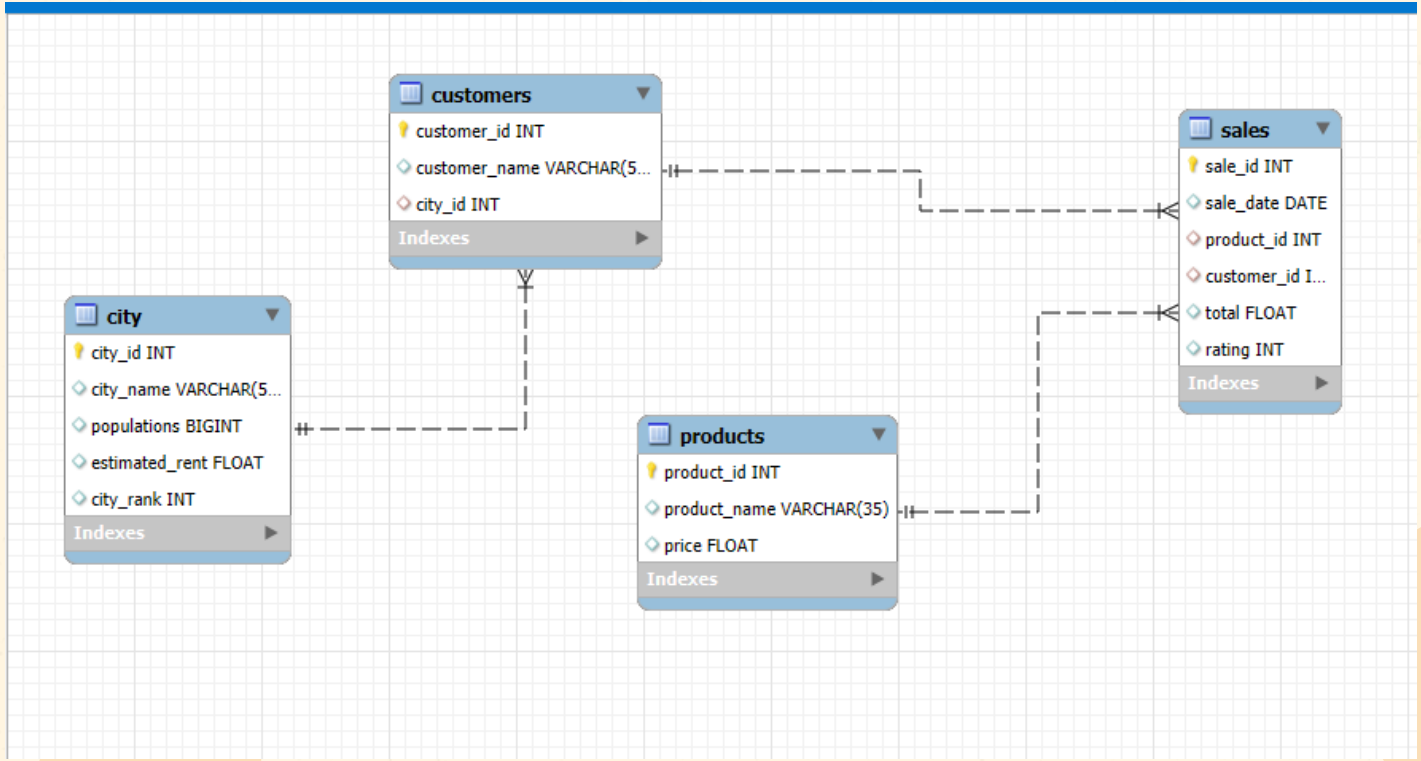
Table 3 : products

product_id	product_name	price
1	Ground Espresso Coffee (250g)	350
2	Cold Brew Coffee Pack (6 Bottles)	900
3	Instant Coffee Powder (100g)	250
4	Coffee Beans (500g)	600
5	Coffee Drip Bags (10 Bags)	450
6	French Press Coffee Set	1200
7	Specialty Coffee Subscription	1500
8	Flavored Coffee Pods (Pack of 10)	750
9	Organic Green Coffee Beans (500g)	700
10	Coffee Gift Hamper	1800
11	Cold Brew Concentrate (500ml)	550
12	Caramel Syrup (250ml)	300
13	Mocha Flavored Coffee Mix (200g)	450
14	Vanilla Coffee Syrup (250ml)	320
15	Coffee Mug (Ceramic)	350
16	Stainless Steel Tumbler	500

Table 4: sales

sale_id	sale_date	product_id	customer_id	total	rating
1	2023-01-01	2	114	900	4
2	2023-01-01	3	391	250	2
3	2023-01-01	8	168	750	3
4	2023-01-01	15	44	350	4
5	2023-01-01	17	101	600	4
6	2023-01-01	21	330	650	2
7	2023-01-01	28	462	300	3
8	2023-01-02	2	68	900	5
9	2023-01-02	3	109	250	4
10	2023-01-02	4	341	600	2
11	2023-01-02	14	305	320	3
12	2023-01-02	21	110	650	4
13	2023-01-02	22	57	400	5
14	2023-01-02	23	128	250	4
15	2023-01-02	25	363	600	4
16	2023-01-02	26	185	900	5

EER diagram


customers
customer_id INT
customer_name VARCHAR(5...
city_id INT
Indexes
sales
sale_id INT
sale_date DATE
product_id INT
customer_id I...
total FLOAT
rating INT
Indexes
city
city_id INT
city_name VARCHAR(5...
populations BIGINT
estimated_rent FLOAT
city_rank INT
Indexes
products
product_id INT
product_name VARCHAR(35)
price FLOAT
Indexes

Coffee Consumers Count

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

```sql
/*How many people in each city are estimated to consume coffee, given that 25% of the population does?*/
select city_name,
ROUND((populations*0.25)/1000000,2) AS "estimated_coffee_consumption_pop_in_mil" ,
/*in millions*/
city_rank
from city
order by populations DESC;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

city_name	estimated_coffee_consumption_pop_in_mil	city_rank
Delhi	7.75	3
Mumbai	5.10	2
Kolkata	3.73	7
Bangalore	3.08	1
Chennai	2.78	6
Hyderabad	2.50	4
Ahmedabad	2.08	5
Pune	1.88	9
Surat	1.80	10
Jaipur	1.00	8
Lucknow	0.95	11
Indore	0.83	14
Kanpur	0.78	12
Nagpur	0.73	13

Total Revenue from Coffee Sales

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

```
select city.city_name,
sum(sales.total) as "revenue",
extract(Year from sales.sale_date) as "Year",
quarter(sales.sale_date) as "Quarter_of_year"
from sales
join customers
on sales.customer_id=customers.customer_id
join city
on city.city_id=customers.city_id
where extract(Year from sales.sale_date)= 2023
and
quarter(sales.sale_date)=4
group by city.city_name,
year,
Quarter_of_year
order by revenue desc;
```

city_name	revenue	Year	Quarter_of_year
Pune	434330	2023	4
Chennai	302500	2023	4
Bangalore	270780	2023	4
Jaipur	248580	2023	4
Delhi	238490	2023	4
Kanpur	71890	2023	4
Mumbai	71340	2023	4
Surat	52560	2023	4
Kolkata	51180	2023	4
Nagpur	45810	2023	4
Indore	45670	2023	4
Hyderabad	45060	2023	4
Ahmedabad	43560	2023	4
Lucknow	41550	2023	4

Sales Count for Each Product

How many units of each coffee product have been sold?

```
How many units of each coffee product have been sold?*/
select products.product_name,
count(sales.sale_id) as "Units_sold"
from sales
join products
on sales.product_id=products.product_id
group by products.product_name
order by units_sold desc;
```

product_name	Units_sold
Cold Brew Coffee Pack (6 Bottles)	1326
Ground Espresso Coffee (250g)	1271
Instant Coffee Powder (100g)	1226
Coffee Beans (500g)	1218
Tote Bag with Coffee Design	776
Vanilla Coffee Syrup (250ml)	762
Cold Brew Concentrate (500ml)	312
Organic Green Coffee Beans (500g)	307
Coffee Art Print	296
Flavored Coffee Pods (Pack of 10)	295
Coffee Drip Bags (10 Bags)	289
Insulated Travel Mug	273
Coffee Gift Hamper	270
Specialty Coffee Subscription	258
Customizable Coffee Coaster Set	258
French Press Coffee Set	257
Caramel Syrup (250ml)	96
Coffee Plant Kit (DIY)	91
Coffee Bean Storage Canister	89

Average Sales Amount per City

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

```sql
select city.city_name,
sum(sales.total) as "revenue",
count(distinct customers.customer_id) as "count_of_customers",
round(sum(sales.total)/count(distinct customers.customer_id),2) as avg_sale_per_person
from sales
join customers
on sales.customer_id=customers.customer_id
join city
on city.city_id=customers.city_id
group by city.city_name
order by revenue desc;
```

city_name	revenue	count_of_customers	avg_sale_per_person
Pune	1258290	52	24197.88
Chennai	944120	42	22479.05
Bangalore	860110	39	22054.1
Jaipur	803450	69	11644.2
Delhi	750420	68	11035.59
Mumbai	235000	27	8703.7
Kanpur	213550	35	6101.43
Surat	176540	27	6538.52
Kolkata	171460	28	6123.57
Nagpur	140050	24	5835.42
Indore	138590	21	6599.52
Ahmedabad	137690	23	5986.52
Hyderabad	131520	21	6262.86
Lucknow	109400	21	5209.52

City Population and Coffee Consumers

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

```
with city_table as
(select city_name,
round((populations * 0.25)/1000000,2) as "coffee_consumers_in_millions"
from city
),
customers_table
AS
(
select city.city_name,
count(distinct customers.customer_id)as unique_cx
from sales
join customers
on customers.customer_id=sales.customer_id
join city
on city.city_id =customers.city_id
group by city.city_name
)
select ct.city_name,
ct.coffee_consumers_in_millions,
cu.unique_cx
from city_table as ct
join
customers_table as cu
on ct.city_name=cu.city_name
```

city_name	coffee_consumers_in_millions	unique_cx
Bangalore	3.08	39
Chennai	2.78	42
Pune	1.88	52
Jaipur	1.00	69
Delhi	7.75	68
Mumbai	5.10	27
Hyderabad	2.50	21
Ahmedabad	2.08	23
Kolkata	3.73	28
Surat	1.80	27
Lucknow	0.95	21
Kanpur	0.78	35
Nagpur	0.73	24
Indore	0.83	21

Top Selling Products by City

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

```sql
with top_selling_products as
(SELECT
    city_name,
    product_name,
    total_orders,
    DENSE_RANK() OVER (PARTITION BY city_name ORDER BY total_orders DESC) AS product_rank
FROM (
    SELECT
        city.city_name,
        products.product_name,
        COUNT(sales.sale_id) AS total_orders
    FROM products
    JOIN sales ON products.product_id = sales.product_id
    JOIN customers ON customers.customer_id = sales.customer_id
    JOIN city ON city.city_id = customers.city_id
    GROUP BY city.city_name, products.product_name
) AS sub)
select * from top_selling_products
where product_Rank<=3
order by city_name, product_rank;
```

city_name	product_name	total_orders	product_rank
Ahmedabad	Cold Brew Coffee Pack (6 Bottles)	40	1
Ahmedabad	Coffee Beans (500g)	35	2
Ahmedabad	Instant Coffee Powder (100g)	26	3
Bangalore	Cold Brew Coffee Pack (6 Bottles)	197	1
Bangalore	Ground Espresso Coffee (250g)	167	2
Bangalore	Instant Coffee Powder (100g)	150	3
Chennai	Cold Brew Coffee Pack (6 Bottles)	192	1
Chennai	Coffee Beans (500g)	181	2
Chennai	Instant Coffee Powder (100g)	172	3
Delhi	Ground Espresso Coffee (250g)	183	1
Delhi	Instant Coffee Powder (100g)	170	2
Delhi	Coffee Beans (500g)	161	3
Hyderabad	Instant Coffee Powder (100g)	36	1
Hyderabad	Cold Brew Coffee Pack (6 Bottles)	28	2
Hyderabad	Ground Espresso Coffee (250g)	27	3
Indore	Instant Coffee Powder (100g)	33	1
Indore	Ground Espresso Coffee (250g)	26	2
Indore	Cold Brew Coffee Pack (6 Bottles)	26	2
Jaipur	Cold Brew Coffee Pack (6 Bottles)	178	1
Jaipur	Coffee Beans (500g)	175	2
Jaipur	Instant Coffee Powder (100g)	170	3
Kanpur	Cold Brew Coffee Pack (6 Bottles)	57	1
Kanpur	Ground Espresso Coffee (250g)	55	2
Kanpur	Coffee Beans (500g)	50	3
Kolkata	Ground Espresso Coffee (250g)	45	1
Kolkata	Cold Brew Coffee Pack (6 Bottles)	44	2
Kolkata	Coffee Beans (500g)	38	3
Lucknow	Instant Coffee Powder (100g)	28	1
Lucknow	Coffee Beans (500g)	25	2
Lucknow	Ground Espresso Coffee (250g)	23	3
Lucknow	Cold Brew Coffee Pack (6 Bottles)	23	3
Mumbai	Ground Espresso Coffee (250g)	62	1
Mumbai	Instant Coffee Powder (100g)	60	2
Mumbai	Cold Brew Coffee Pack (6 Bottles)	53	3
Nagpur	Ground Espresso Coffee (250g)	39	1
Nagpur	Instant Coffee Powder (100g)	29	2

Customer Segmentation by City

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

```sql
SELECT
        city.city_name,
        products.product_name,
        count(distinct sales.customer_id) as unique_customers
    FROM products
    JOIN sales ON products.product_id = sales.product_id
    JOIN customers ON customers.customer_id = sales.customer_id
    JOIN city ON city.city_id = customers.city_id
    where products.product_name LIKE "%coffee%"
    group by city.city_name,products.product_name
    order by unique_customers desc;
```

city_name	product_name	unique_customers
Delhi	Instant Coffee Powder (100g)	64
Delhi	Ground Espresso Coffee (250g)	63
Jaipur	Coffee Beans (500g)	63
Delhi	Coffee Beans (500g)	62
Jaipur	Instant Coffee Powder (100g)	62
Delhi	Cold Brew Coffee Pack (6 Bottles)	61
Jaipur	Cold Brew Coffee Pack (6 Bottles)	61
Jaipur	Ground Espresso Coffee (250g)	61
Delhi	Tote Bag with Coffee Design	54
Jaipur	Vanilla Coffee Syrup (250ml)	54
Delhi	Vanilla Coffee Syrup (250ml)	53
Pune	Cold Brew Coffee Pack (6 Bottles)	52
Jaipur	Tote Bag with Coffee Design	51
Pune	Coffee Beans (500g)	51
Pune	Instant Coffee Powder (100g)	51
Pune	Vanilla Coffee Syrup (250ml)	51
Pune	Ground Espresso Coffee (250g)	50
Pune	Tote Bag with Coffee Design	49
Chennai	Cold Brew Coffee Pack (6 Bottles)	42
Bangalore	Coffee Bean Storage Canister	13
Chennai	Coffee Mug (Ceramic)	13
Hyderabad	Ground Espresso Coffee (250g)	13
Indore	Tote Bag with Coffee Design	13
Jaipur	Coffee Recipe Book	13
Jaipur	Reusable Coffee Cup (Eco-friendly)	13
Lucknow	Cold Brew Coffee Pack (6 Bottles)	13
Nagpur	Tote Bag with Coffee Design	13
Pune	Coffee Bean Storage Canister	13
Pune	Coffee Mug (Ceramic)	13
Pune	Coffee Plant Kit (DIY)	13
Pune	Reusable Coffee Cup (Eco-friendly)	13
Bangalore	Coffee-Themed Notebook	12
Delhi	Coffee Recipe Book	12
Kanpur	French Press Coffee Set	12
Lucknow	Tote Bag with Coffee Design	12
Mumbai	Customizable Coffee Coaster Set	12
Pune	Coffee-Themed Notebook	12
Ahmedabad	Tote Bag with Coffee Design	11

Result 3

Average Sale vs Rent

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

```sql
SELECT
    city.city_name,
    SUM(sales.total) AS revenue,
    COUNT(DISTINCT customers.customer_id) AS count_of_customers,
    ROUND(SUM(sales.total) / COUNT(DISTINCT customers.customer_id), 2) AS avg_sale_per_person,
    city.estimated_rent AS rent,
    /*as for one city rent value is repeted after join, so no need of summing up, however, for sales, if one cust
    sale value to get total*/
    ROUND(city.estimated_rent / COUNT(DISTINCT customers.customer_id), 2) AS avg_rent_per_person
FROM city
JOIN customers ON city.city_id = customers.city_id
JOIN sales ON sales.customer_id = customers.customer_id
GROUP BY city.city_name, city.estimated_rent
ORDER BY avg_sale_per_person DESC;
```

city_name	revenue	count_of_customers	avg_sale_per_person	rent	avg_rent_per_person
Pune	1258290	52	24197.88	15300	294.23
Chennai	944120	42	22479.05	17100	407.14
Bangalore	860110	39	22054.1	29700	761.54
Jaipur	803450	69	11644.2	10800	156.52
Delhi	750420	68	11035.59	22500	330.88
Mumbai	235000	27	8703.7	31500	1166.67
Indore	138590	21	6599.52	6300	300
Surat	176540	27	6538.52	13500	500
Hyderabad	131520	21	6262.86	22500	1071.43
Kolkata	171460	28	6123.57	16200	578.57
Kanpur	213550	35	6101.43	8100	231.43
Ahmedabad	137690	23	5986.52	14400	626.09
Nagpur	140050	24	5835.42	7200	300
Lucknow	109400	21	5209.52	9000	428.57

Monthly Sales Growth

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

```sql
with monthly_sale as
(select city.city_name,
extract(year from sales.sale_date) as year,
extract(month from sales.sale_date) as month,
sum(sales.total) as total_sales
from sales
join customers
on customers.customer_id=sales.customer_id
join city
on city.city_id =customers.city_id
group by city.city_name,year,month
order by city.city_name,year,month
),
growth_ratio as (
select city_name,
year,
month,
total_sales as cr_month_sale,
lag(total_sales,1) over (partition by city_name order by year,month) as last_month_sale
from monthly_sale)
select  city_name,
month,
year,
cr_month_sale,
last_month_sale,
round(((cr_month_sale-last_month_sale)/last_month_sale)*100,2) as sale_growth_per
from growth_ratio
where last month sale IS NOT NULL;
```

city_name	month	year	cr_month_sale	last_month_sale	sale_growth_per
Ahmedabad	2	2023	4100	3750	9.33
Ahmedabad	3	2023	3050	4100	-25.61
Ahmedabad	4	2023	4040	3050	32.46
Ahmedabad	5	2023	2550	4040	-36.88
Ahmedabad	6	2023	2900	2550	13.73
Ahmedabad	7	2023	2800	2900	-3.45
Ahmedabad	8	2023	4300	2800	53.57
Ahmedabad	9	2023	8250	4300	91.86
Ahmedabad	10	2023	10950	8250	32.73
Ahmedabad	11	2023	21250	10950	94.06
Ahmedabad	12	2023	11360	21250	-46.54
Ahmedabad	1	2024	12090	11360	6.43
Ahmedabad	2	2024	10900	12090	-9.84
Ahmedabad	3	2024	14000	10900	28.44
Ahmedabad	4	2024	3950	14000	-71.79
Ahmedabad	5	2024	5250	3950	32.91
Ahmedabad	6	2024	3300	5250	-37.14
Ahmedabad	7	2024	2700	3300	-18.18

Result 7

city_name	month	year	cr_month_sale	last_month_sale	sale_growth_per
Ahmedabad	7	2024	2700	3300	-18.18
Ahmedabad	8	2024	3550	2700	31.48
Ahmedabad	9	2024	2650	3550	-25.35
Bangalore	2	2023	24750	36890	-32.91
Bangalore	3	2023	26120	24750	5.54
Bangalore	4	2023	23520	26120	-9.95
Bangalore	5	2023	37790	23520	60.67
Bangalore	6	2023	37790	37790	0
Bangalore	7	2023	33120	37790	-12.36
Bangalore	8	2023	31050	33120	-6.25
Bangalore	9	2023	71700	31050	130.92
Bangalore	10	2023	102050	71700	42.33
Bangalore	11	2023	106100	102050	3.97
Bangalore	12	2023	62630	106100	-40.97
Bangalore	1	2024	48850	62630	-22
Bangalore	2	2024	60650	48850	24.16
Bangalore	3	2024	57500	60650	-5.19

Bangalore	9	2024	23500	13450	74.72
Chennai	2	2023	34140	33340	2.4
Chennai	3	2023	30050	34140	-11.98
Chennai	4	2023	37520	30050	24.86
Chennai	5	2023	39270	37520	4.66
Chennai	6	2023	28960	39270	-26.25
Chennai	7	2023	38190	28960	31.87
Chennai	8	2023	27850	38190	-27.08
Chennai	9	2023	76500	27850	174.69
Chennai	10	2023	124650	76500	62.94
Chennai	11	2023	105700	124650	-15.2
Chennai	12	2023	72150	105700	-31.74
Chennai	1	2024	50100	72150	-30.56
Chennai	2	2024	63500	50100	26.75
Chennai	3	2024	75950	63500	19.61
Chennai	4	2024	16500	75950	-78.28
Chennai	5	2024	16090	16500	-2.07

city_name	month	year	cr_month_sale	last_month_sale	sale_growth_per
Chennai	8	2024	20400	18500	10.27
Chennai	9	2024	23000	20400	12.75
Chennai	10	2024	350	23000	-98.48
Delhi	2	2023	16120	15680	2.81
Delhi	3	2023	25000	16120	55.09
Delhi	4	2023	23230	25000	-7.08
Delhi	5	2023	17190	23230	-26
Delhi	6	2023	20790	17190	20.94
Delhi	7	2023	22790	20790	9.62
Delhi	8	2023	17100	22790	-24.97
Delhi	9	2023	56200	17100	228.65
Delhi	10	2023	85150	56200	51.51
Delhi	11	2023	67650	85150	-20.55
Delhi	12	2023	85690	67650	26.67
Delhi	1	2024	49880	85690	-41.79
Delhi	2	2024	60400	49880	21.09
Delhi	3	2024	77800	60400	28.81

Market Potential Analysis

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

```sql
/*Find each city and their average sale per customer and avg rent per customer*/
SELECT
    city.city_name,
    SUM(sales.total) AS revenue,
    COUNT(DISTINCT customers.customer_id) AS count_of_customers,
    ROUND(SUM(sales.total) / COUNT(DISTINCT customers.customer_id), 2) AS avg_sale_per_person,
    round((city.populations *0.25)/1000000,2) AS estimated_coffee_consumers_million,
    city.estimated_rent AS rent,
    /*as for one city rent value is repeted after join, so no need of summing up, however, for sales, if one customer b
    sale value to get total*/
    ROUND(city.estimated_rent / COUNT(DISTINCT customers.customer_id), 2) AS avg_rent_per_person
FROM city
JOIN customers ON city.city_id = customers.city_id
JOIN sales ON sales.customer_id = customers.customer_id
GROUP BY city.city_name, city.estimated_rent,estimated_coffee_consumers_million
ORDER BY revenue DESC
limit 3;
```

city_name	revenue	count_of_customers	avg_sale_per_person	estimated_coffee_consumers_million	rent	avg_rent_per_person
Pune	1258290	52	24197.88	1.88	15300	294.23
Chennai	944120	42	22479.05	2.78	17100	407.14
Bangalore	860110	39	22054.1	3.08	29700	761.54

city_name	revenue	count_of_customers	avg_sale_per_person	estimated_coffee_consumers_million	rent	avg_rent_per_person
Pune	1258290	52	24197.88	1.88	15300	294.23
Chennai	944120	42	22479.05	2.78	17100	407.14
Bangalore	860110	39	22054.1	3.08	29700	761.54
Jaipur	803450	69	11644.2	1.00	10800	156.52
Delhi	750420	68	11035.59	7.75	22500	330.88
Mumbai	235000	27	8703.7	5.10	31500	1166.67
Kanpur	213550	35	6101.43	0.78	8100	231.43
Surat	176540	27	6538.52	1.80	13500	500
Kolkata	171460	28	6123.57	3.73	16200	578.57
Nagpur	140050	24	5835.42	0.73	7200	300
Indore	138590	21	6599.52	0.83	6300	300
Ahmedabad	137690	23	5986.52	2.08	14400	626.09
Hyderabad	131520	21	6262.86	2.50	22500	1071.43
Lucknow	109400	21	5209.52	0.95	9000	428.57

Result 8

Recommendations

(The recommended top three cities for new store openings)

City 1: Pune

1.Average rent per customer(**294.23**) is very **low** making it a cost-effective city for store operations

2.Highest total revenue(**1258920**): indicating strong sales performance and a thriving coffee culture

3.Average sales per customer is also **high**, suggesting that customers are making substantial purchases

4.Pune emerges as the **most promising city** for launching a new store.

5.This combination of high demand and low overheads makes Pune an excellent investment.

Recommendations

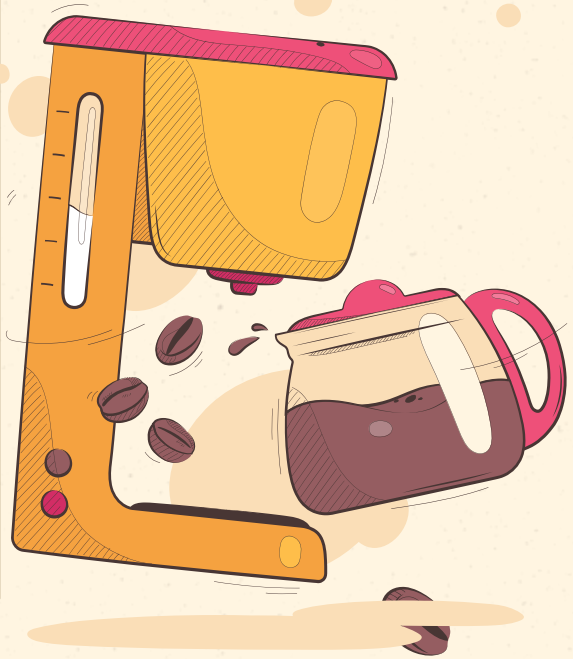
City 2: Delhi

1.Highest estimated coffee consumers at 7.7 million. , driven by a large and young urban population.

2.With **68 unique customers**, Delhi also ranks high in terms of reach Average rent per customer is 330 (still under 500)

3.Even with its scale, the **average rent per customer remains moderate at 330**, which is still manageable and within an acceptable threshold for sustainable operations. Delhi offers both volume and visibility.

4.As the capital and one of India's most populous cities, Delhi shows **exceptional market potential**



Recommendations

City 3: Jaipur

1.Jaipur stands out with the **highest number of unique customers (69)**, reflecting a loyal and active customer base.

2.The **average rent per customer is among the lowest**, only **₹156**, which provides a strong cost advantage.

3. Furthermore, the **average sales per customer is solid at ₹11.6k**, indicating good spending habits.

4.Jaipur combines customer loyalty with cost-effectiveness, making it an attractive candidate for a physical store location.

**Chennai also offers a better balance of high potential of growth and affordable rent in terms of financials.

Thankyou.

-Divyanshi Nigam