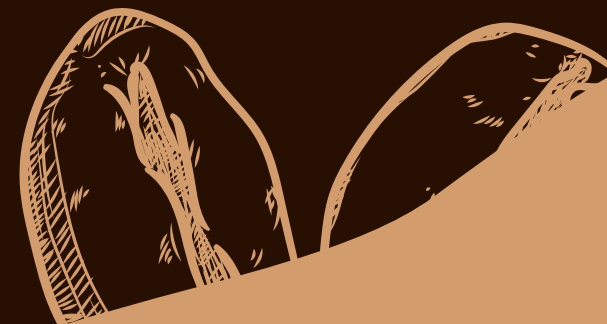
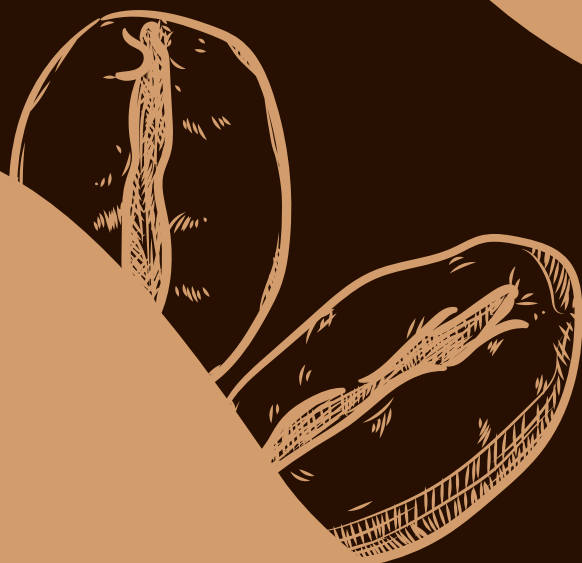




THE BREWED LEAF

Business Analytics Project
By Piyush Anilkumar Choudhary



SKU CHART

Product Name	Category	SKU tag
Espresso	Espresso Based (Hot)	EBH-101
Americano		EBH-102
Cappuccino		EBH-103
Latte		EBH-104
Mocha		EBH-105
Flat white		EBH-106
BonBon		EBH-107
Iced Espresso	Espresso Based (Iced)	EBI-201
Iced Americano		EBI-202
Spanish Iced Latte		EBI-203
Ginger Ale		EBI-204
Cran Espresso		EBI-205
Mango Espresso		EBI-206
Orange Espresso		EBI-207
Iced Mocha	Cream Based	EBI-208
Classic		CBC-301
Mocha		CBC-302
Irish		CBC-303
Peanut Butter		CBC-304
Blueberry		CBC-305
Oreo		CBC-306
Lotus Biscoff	Cold Brew Based	CBC-307
Straight up		CBB-401
Vietnamese		CBB-402
Sweetened Lime		CBB-403
Tonic		CBB-404
Redbull		CBB-405
Berries		CBB-406
Bubblegum Espresso	TBL Specials	TSC-501
Tonic		TSC-502
Cococream		TSC-503
Alphanso Cream		TSC-504
Roasted Hazelnut Mocha		TSC-505
666 Weekend		TSC-506
Red Brew		TSC-507
Nutella Latte	TBL Specials	TSC-507
Mint Cold Chocolate		TSC-507

What I did:

I approached a fairly new business that has been growing rapidly and I could only get the approximate numbers (in percentages) for the revenue generated and no. of servings of each SKU per day and I myself populated the entire spreadsheet.

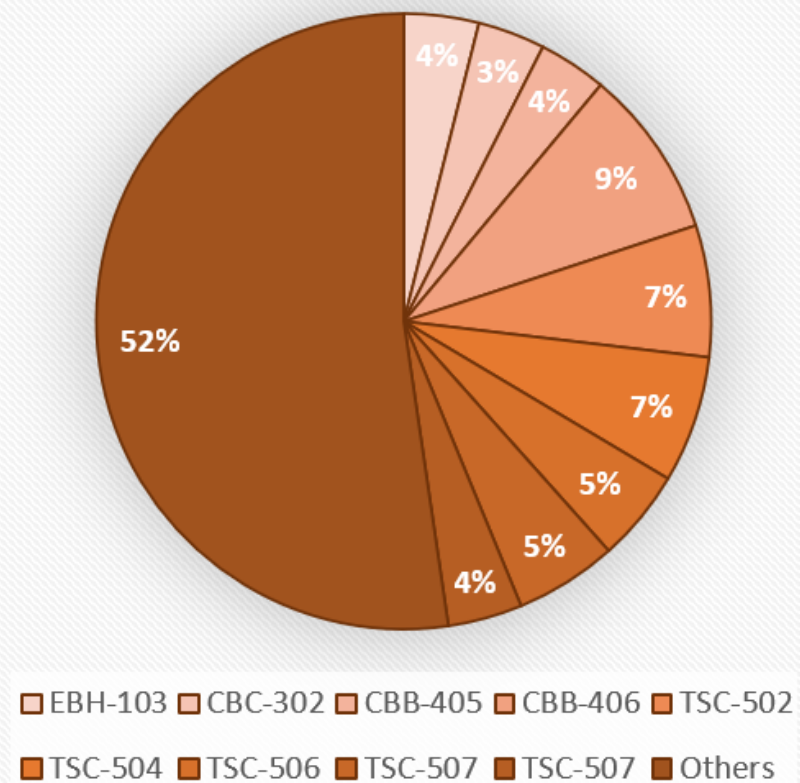
Then I carried out operations on the formulated data to picturize their consistent growth.

The entire business is only 4 months old and this project really helped me understand how seasons affect the sales of various types of coffees.



PRODUCT AND CATEGORY TRENDS

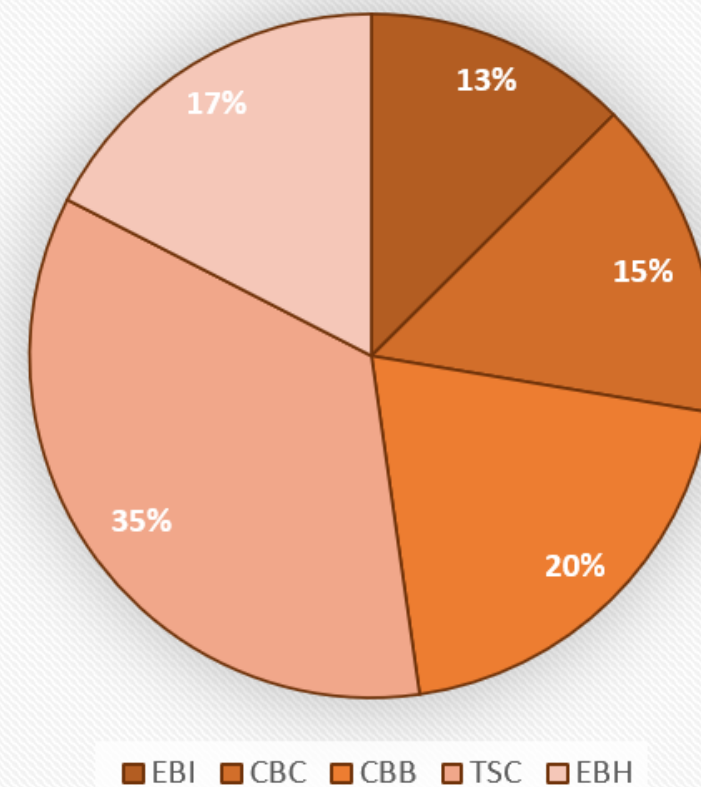
Best Sellers



Inferences:

- 1) 25% of the total SKUs provide nearly 50% of the total revenue.
- 2) The top 3 best sellers are Berries, Coco cream and Roasted Hazelnut Mocha resp.
- 3) Overall this cafe's sales are not too oddly distributed throughout the 5 categories.

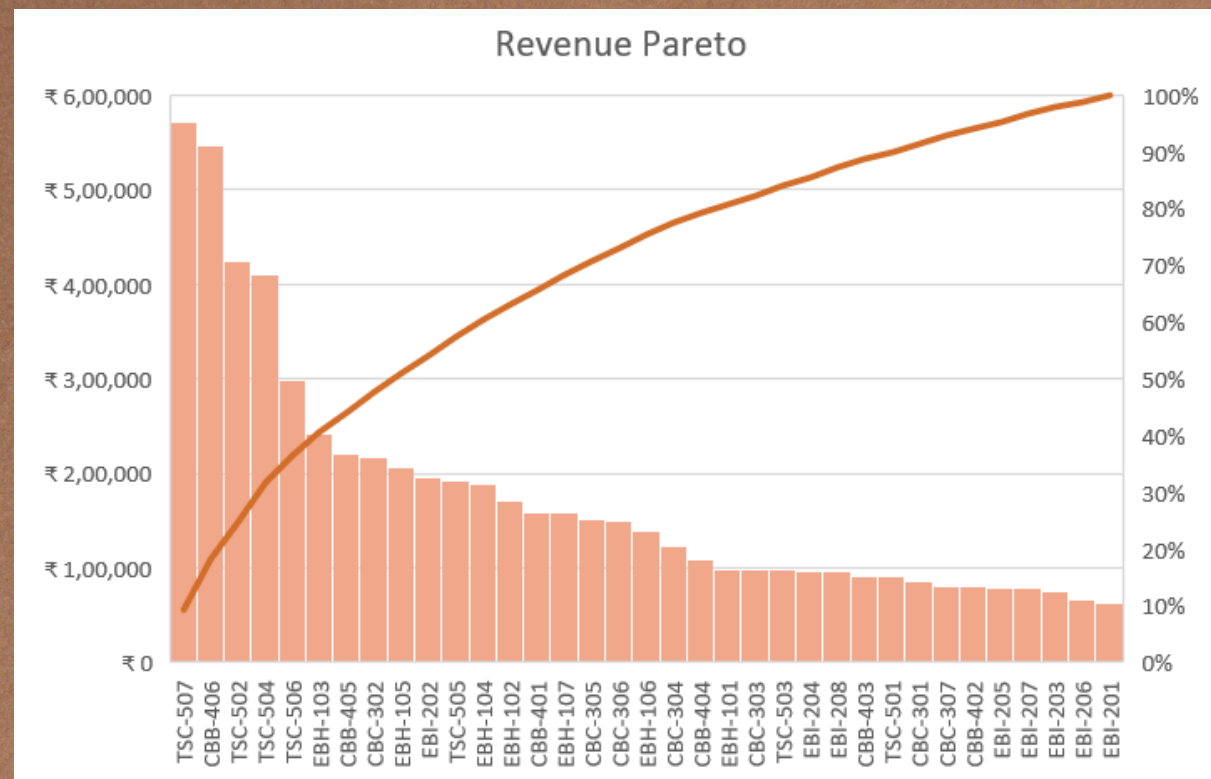
Category Trends



Inference:

Nearly 35% of the total revenue comes from the Specials category, followed by the cold brew based category at 20%, then the Hot Espresso category at 17%, then the cream based category at 15% and finally the Iced Espresso category at 13% of the total revenue.

PARETO ANALYSIS



Inference:

The formulated data clearly validates the pareto theory, indicating that nearly 80% of the revenue comes for the top 20% of the total SKUs.

THE MOST CONSISTENT ONES

It is obvious that people will prefer colder drinks in summers and the hot brews in winters but there have been some SKUs in this business that have performed shockingly well, regardless of the season.

The top 5 most consistent ones are:

1) Berries (CBB-406)

This SKU had an avg 14 orders per day in winters and 17 in summers

2) Roasted Hazelnut Mocha (TSC-504)

This SKU had an avg 15 orders per day in winters and 13 in summers

3) Cococream (TSC-502)

This SKU had an avg 15 orders per day in winters and 10 in summers

4) Nutella Latte (TSC-507)

This SKU had an avg 12 orders per day in winters and 7 in summers

5) Cappucino (EBH-103)

This SKU had an avg 11 orders per day in winters and 7 in summers

PROFITS

The cost of sustaining the business accounts for 10% of the total revenue.

They reinvest roughly 60% of the total revenue back into the business to keep on renovating the menu and getting elements that keep the customers coming back for more.

Pure profits are somewhere between 25-30% of the total revenue.

RECOMMENDATIONS

They have faced little to none stock out scenarios but can ofcourse improve on the way they manage their inventory to minimize wasted resources.

They should think about opening more stores to cover a wider region as this current cafe isn't fit to accommodate more than 25 people at once and given the rate at which people are being drawn towards this cafe, they might face an issue of under-accommodation in the near future.

