RoastCo – Coffee Category Insights

# 📌 Executive Summary

This analysis explored three years of POS data to help RoastCo uncover retail category performance drivers across Canada. Findings revealed strong regional and promotional patterns, enabling data-driven planning for shelf, price, and media activation.

RoastCo Organic and Decaf showed the most consistent volume across banners, with BOGO and Endcap promotions delivering the highest per-unit revenue lift. Original and Bold blends were more price-sensitive, indicating opportunity for calibrated promo depth by channel.

# 📊 What the Data Revealed

Units sold varied widely by brand and retailer. Loblaws and Metro moved higher volumes of Organic, while Sobeys excelled with Bold and Decaf in flyer-driven periods. A regression model confirmed price elasticity across key SKUs, and clustering revealed distinct retailer behaviours that call for tailored promo strategies.

# 🧭 Strategic Implications

By tailoring shelf and promo strategy by retailer cluster, RoastCo can maximise ROI and reduce promo waste. Scaling BOGO offers for Decaf and shifting pricing thresholds for Bold are short-term wins, while clustering opens long-term segmentation strategy.

# 📌 Data Enhancement Opportunities

- \*\*Store-level loyalty card data:\*\* Would allow for customer cohort tracking across promo types.  
- \*\*Competitor promo calendars:\*\* To model lift more precisely during overlapping promotions.  
- \*\*Retailer-level investment data:\*\* Could correlate margin expectations to promo compliance.