



# **COFFEE SHOP REPORTS**

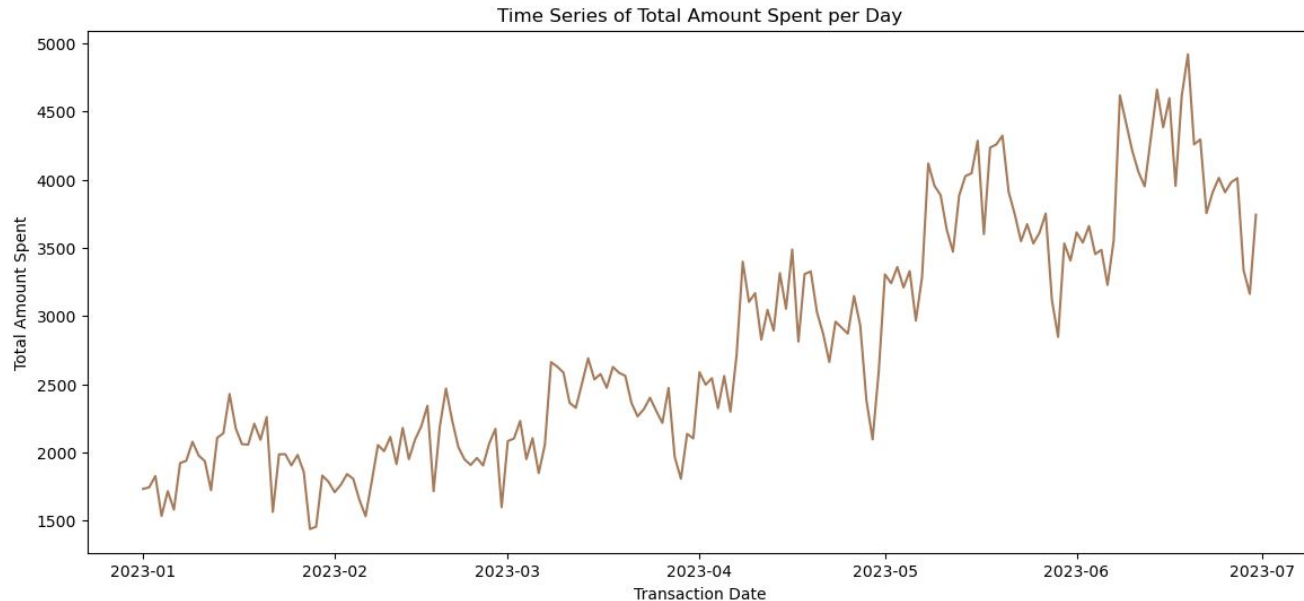
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# Questions

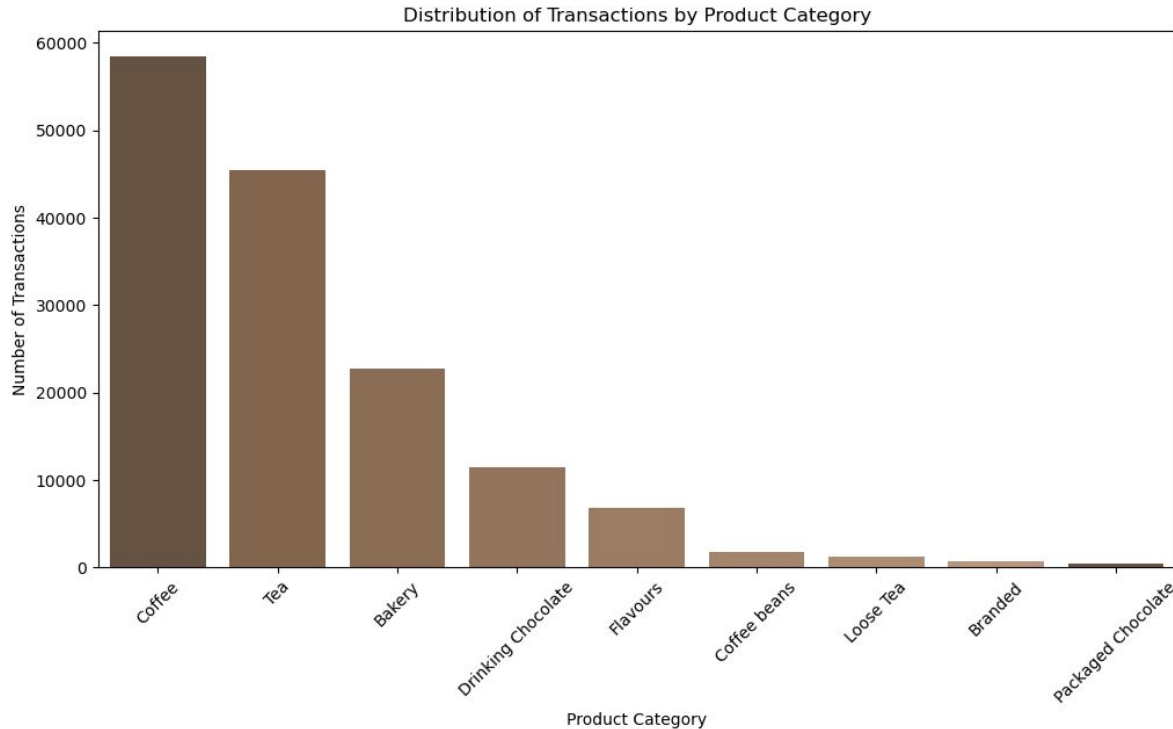
- What trends can we find using a time series graph?
  - a. When are products the lowest / highest?
  - b. Are there trends for each month?
- What can graphs tell me about the most bought products or items?
- What type of products are the most bought? What type are the least bought?  
What can the coffee shops do to improve sales with those items or save money?
- Which products cost the least? Which are the most expensive? Why?

# Total Amount Spent Overtime + Trend

- There is a **noticeable fluctuation** in spending, with the lowest spending occurring around **Late January and early February** and the **highest in June**.
- The graph shows an **overall upward trend** in spending on coffee, peaking in June before starting to decline.

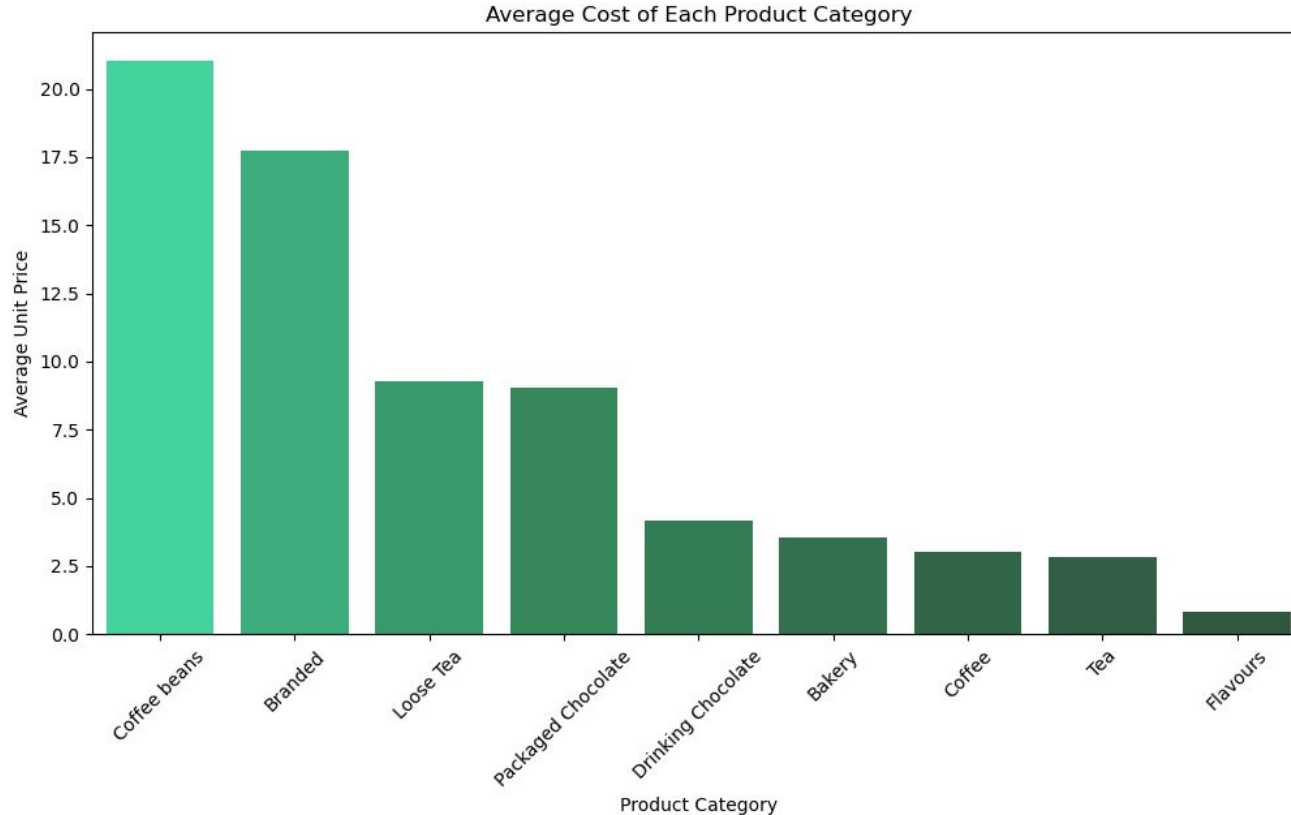


# Categories of products and popularity



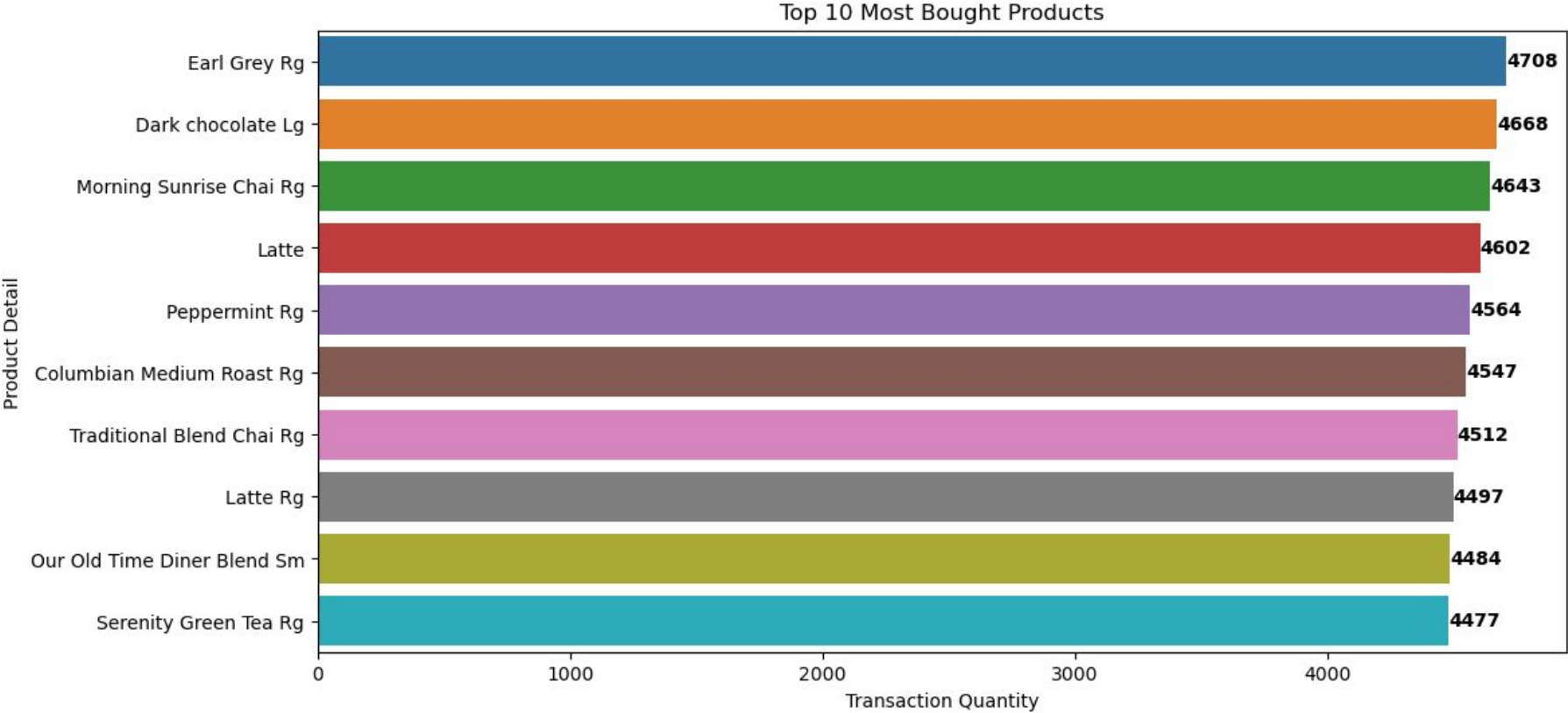
- **Coffee** is the most popular category with the highest number of transactions, nearly reaching **60,000**.
- **Tea** follows as the second most popular category with over **40,000 transactions**.
- **Drinking Chocolate** and **Flavours** have fewer transactions compared to the top three categories.
- **Coffee Beans, Loose Tea, Branded, and Packaged Chocolate** have the least number of transactions, indicating they are less frequently purchased compared to other categories.

# Average cost of each product category

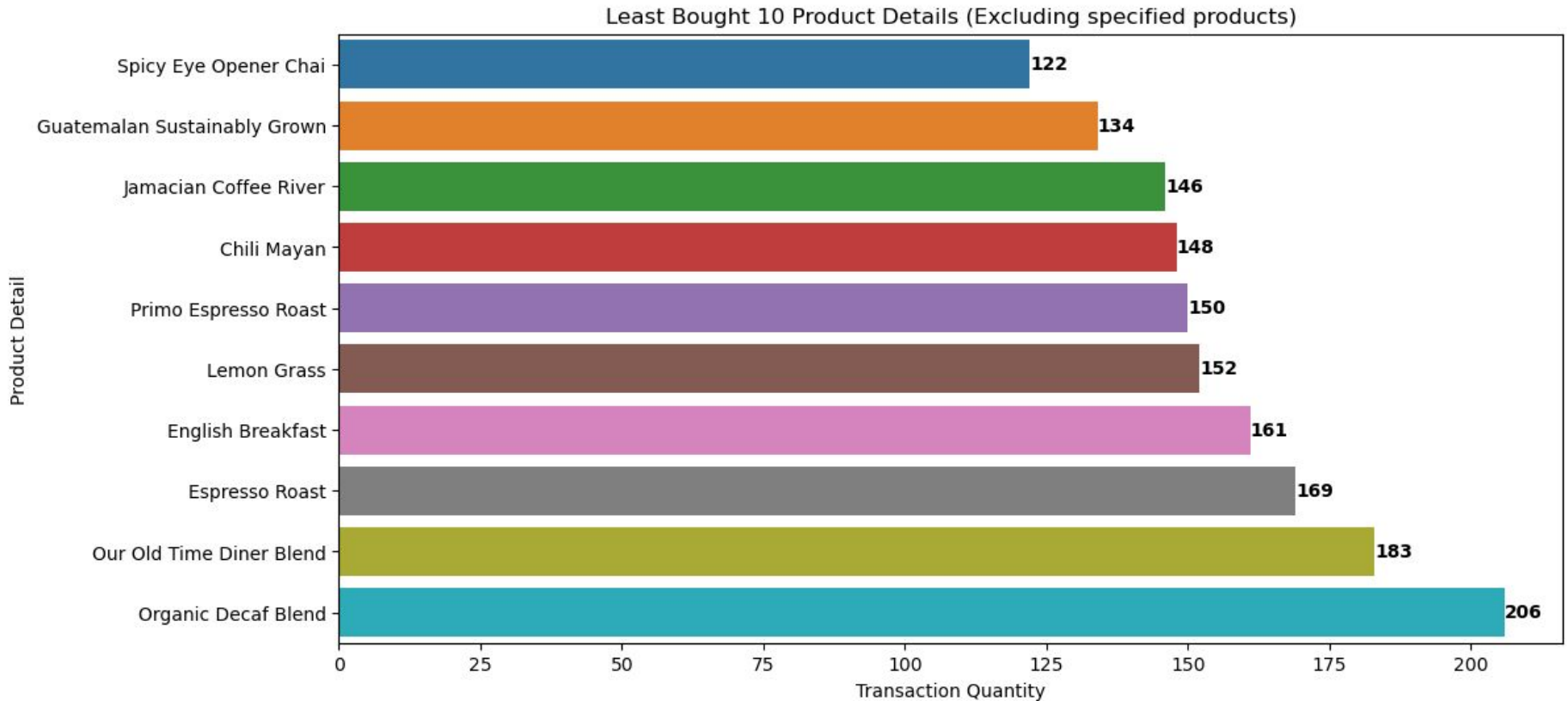


- **Coffee Beans** have the highest average cost, nearly **\$20** per unit, indicating they are the most premium product in terms of price.
- The average costs for **Coffee Tea Bags**, and **Flavours** are the lowest among all categories, indicating these are the most economical choices for consumers.

# Most bought products with count



# Least bought products with count



# Summary of most and least bought products

- The **most bought products** were Earl Grey Tea, Dark Hot Chocolate, Morning Sunrise Chai, and Lattes.
- The **least bought products** were Guatemalan Sustainably Grown Beans, Chili Mayan Drinking Chocolate, Primo Espresso Beans, and Espresso Roast beans.
- Coffee Beans are the least bought product type in the store.



# Conclusions

- Sales are the **lowest** at **January** and increases steadily before **dipping again in July**, this is usual for most coffee shops. The beginning of each month sees a drop of sales.
- **Packaged chocolate** seems to be the **least bought** product category.
  - a. Some things coffee shops do is use their packaged chocolates to make chocolate based drinks. This can be a way to increase use of products and sales.
- **Espresso Beans** are clearly **not performing well** in terms of individual products, **promotional campaigns** for specific beans or **getting rid of the products** could save a lot of money for the coffee shops.
- Coffee and Tea are the least expensive products, HOWEVER since they are bought multiple times, the cost adds up. Beans are more expensive, BUT you get more uses out of the product.