Maven Analytics Sales Data Insight

Revenue	Profit	Profit Margin	Units Sold
$4.25M	**$3.16M**	**74.39%**	**141K**

Monthly Sales YOY

Year — 2017 — 2018 — 2019

Profit By Product Category

Product Category: Coffee, Tea, Drinking Chocolate, Bakery, Coffee beans, Branded

Profit axis: $0.0M, $0.5M, $1.0M

Monthly Profit YOY

Year — 2017 — 2018 — 2019

Top 5 Profitable Products

Products: Sustainably Grown ..., Dark chocolate Lg, Latte Rg, Cappuccino Lg, Morning Sunrise Ch...

Profit axis: $0K, $50K, $100K

Moving Average By Month

Revenue — Moving Average

Revenue / Revenue (Moving Average) by Month

$0.6M, $0.37M, $0.50M, $8.0K, $0.39M, $0.34M, $0.32M, $0.36M, $0.33M, $4.6K, $0.33M, $5.8K, $0.32M, $5.0K, $0.34M, $0.34M, $0.30M, $0.2M, $0.4M

$10K, $5K

January, February, March, April, May, June, July, August, Septem..., October, November, December

Month

% Contribution in Sales By Gender

Gender: Not Specified · F · M

16.22%
21.45%
62.33%
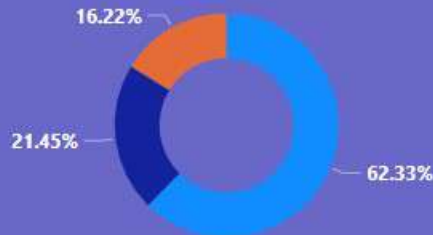
% Contribution In Sales By Store

Store: 8 · 3 · 5

33.15%
33.44%
33.41%

Revenue Forecast

Revenue by Year

$10K, $5K, $0K
$2.5K, $2.0K, $6.4K, $6.8K, $6.7K, $8.9K, $6.4K, $3.7K

2017, 2018, 2019, 2020

Year
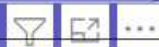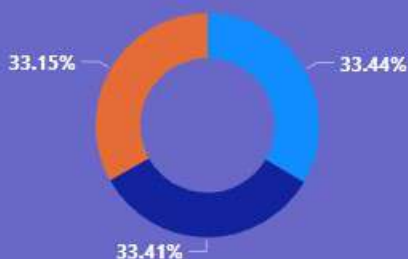
Store Revenue By Product Category

product_category	Store 3 sales	Store 5 sales	Store 8 sales
Bakery	$1,48,900.25	$1,53,905.94	$1,48,535.50
Branded	$33,614.00	$39,372.00	$10,798.00
Coffee	$5,50,179.40	$5,47,112.35	$5,54,569.40
Coffee beans	$64,966.40	$70,061.60	$1,05,386.95
Drinking Chocolate	$1,59,450.50	$1,38,228.00	$1,42,264.00
Flavours	$10,912.00	$22,988.00	$17,160.00
Loose Tea	$19,457.90	$21,738.00	$27,256.00
Packaged Chocolate	$6,405.10	$9,504.74	$9,674.32
Tea	$4,13,335.05	$3,87,879.15	$3,89,100.70
Total	$14,07,220.60	$13,90,789.78	$14,04,744.87

Profit By Product Category

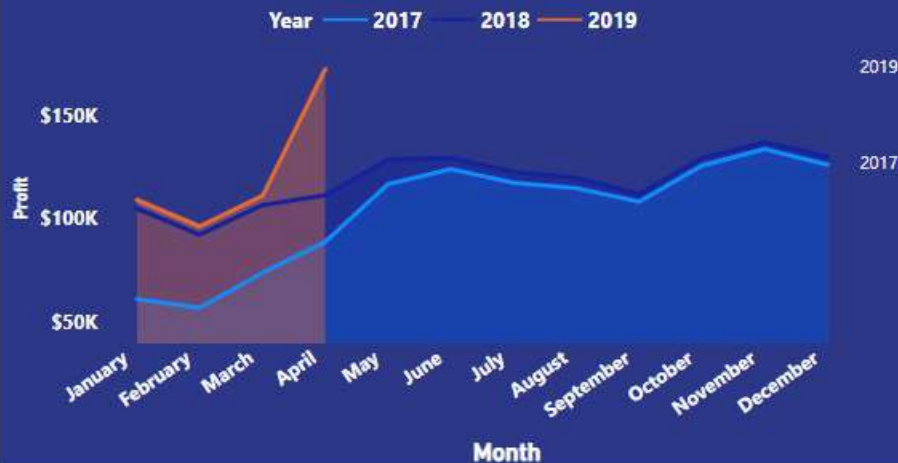| Product Category	Profit
Coffee	
Tea	
Drinking Chocolate	
Bakery	
Coffee beans	
Branded	
Loose Tea	
Flavours	
Packaged Chocolate	

X-axis: $0.0M, $0.5M, $1.0M (Profit)
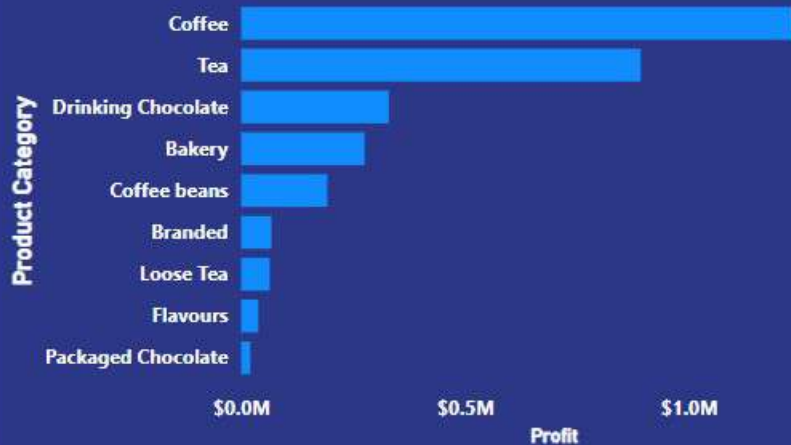
Across all the categories, Coffee is by far the most profitable one and has been on top mainly because of the varieties it offers across all the stores and is mostly liked by most of the customers.

Monthly Profit YOY

Year — 2017 — 2018 — 2019

Y-axis (Profit): $50K, $100K, $150K

X-axis (Month): January, February, March, April, May, June, July, August, September, October, November, December

Right axis labels: 2019, 2017

Year 2018 has been a year of consistent sales across all the stores and is due to higher demand from customers, especially coffee related products.

Average Profit Across All Stores By Product Group

We have seen earlier that out of all the product category, Coffee was the most profitable one, but actually if we dig deeper, than the profits were mostly coming out of as a beverages, having different flavors. In total, beverages stands tall as the highest profitable across all the product groups.

%Revenue By Each Store

Store ● 8 ● 3 ● 5

33.15%
33.44%
33.41%

Out of the three stores, store number 8 has the highest revenue, but overall all the stores are pretty close to each other in terms of revenue generation. The stores are located in the main downtown areas and has corporate offices surrounding them, may be it is benefiting the stores along with the taste they provide in their menu.