Nescafe

Coffee Sales Excellence

Why Nescafe?

Nescafe

01 Transforming retail through data-driven insights

02 Global leader in coffee innovation

03 Trusted by millions worldwide

Project Overview

BI Solution:
Tableau / Power BI

Covers products, stores customer demand

Real-time visibility into sales operations

Project Context

Challenges:

- Peak demand identification
- Store-level profitability
- Product category management
- Customer loyalty improvement
- Highly dynamic coffee retail environment

Key Business Problems

Solution Highlights

- Unified dashboard (118.94K sales)
- Interactive filters & heatmaps
- Weekday vs weekend analysis
- Store & category breakdowns

Objectives

一 Visualize product performance

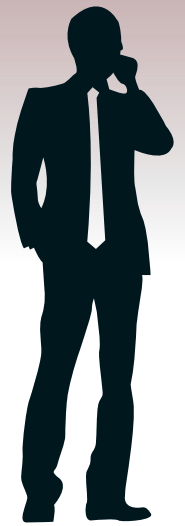
二 Compare store contributions

三 Analyze customer behavior

四 Enable strategic sales & marketing

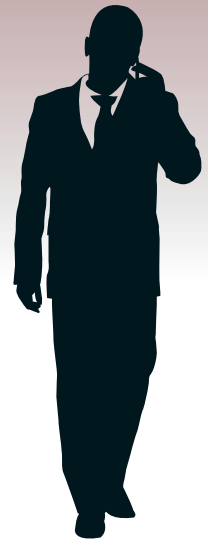
Target Audience

Leadership – Monitor growth



Category Managers – Optimize product mix

Store Managers – Staffing & inventory



Marketing Teams – Campaign targeting

Key Considerations

118.94K sales analyzed

Peak demand: 7–11 AM & evenings

Coffee leads (46K), Tea (33K)

Hell’ s Kitchen store tops revenue

Weekdays (67%) > Weekends (33%)

KPIs

Total Sales: 118.94K

Top Category: Coffee – 46K

Top Store: Hell’ s Kitchen

Weekday Sales: 79.59K (67%)

Weekend Sales: 39.35K (33%)

Key Visuals (Dashboard)

- Product type sales
- Category breakdown
- Store performance
- Hourly heatmap
- Weekday vs Weekend

Workflow / Project Lifecycle

Workflow

- Data Collection (POS, Excel/CSV)
- Cleaning (null removal, standardization)
- Data Modeling (star schema)
- Dashboard Design (BI storytelling)
- Deployment (secure access)

Tools & Tech Used

01 STEP

- Power BI / Tableau – Dashboards
- Secure Access – Deployment

02 STEP

- Excel / CSV – Data source
- POS Integration – Store reporting

Key Insights

- Coffee dominates – focus on premium brews
- Hell’ s Kitchen = top performer
- Strongest sales: Morning hours
- Weekdays > Weekends

Strategic Recommendations

1	2	3	4
Expand Hell’ s Kitchen model	Launch weekend offers	Target morning commuters	Invest in premium espresso lines

Future Scope

Real-time POS integration

Mobile dashboards

Predictive analytics

Customer segmentation

Business Impact

- Better sales visibility
- Smarter promotions & staffing
- Improved customer engagement
- Enhanced profitability

Final Dashboard

Project Overview

Thank You Nescafé,

for adding warmth, energy, and inspiration to every moment.