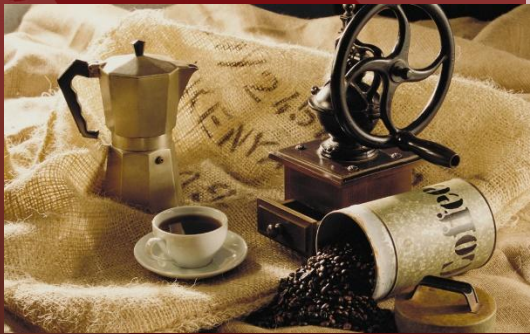




Nescafe

Coffee Sales Excellence





Why Nescafe?



Nescafe



Transforming retail through data-driven insights



Global leader in coffee innovation



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

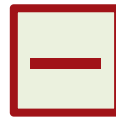


Weekday vs weekend analysis



Store & category breakdowns

Objectives



Visualize product performance



Compare store contributions



Analyze customer behavior



Enable strategic sales & marketing





Target Audience

Leadership – Monitor
growth



Category Managers –
Optimize product mix



Store Managers –
Staffing & inventory



Add +

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

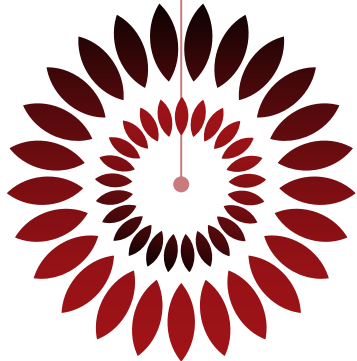


Weekdays (67%)
> Weekends
(33%)

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KPIs

Total Sales: 118.94K



Top Category: Coffee – 46K



Top Store: Hell' s Kitchen



Weekday Sales: 79.59K (67%)



Weekend Sales: 39.35K
(33%)

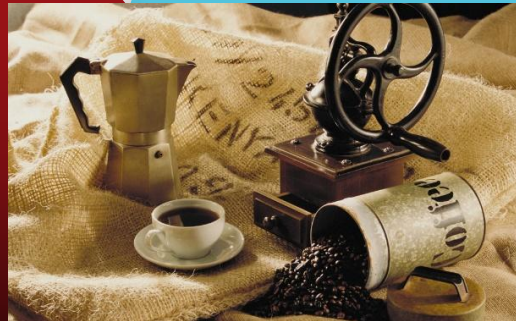




Key Visuals (Dashboard)

- 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



Expand Hell' s Kitchen
model

2



Launch weekend offers

3



Target morning
commuters

4



Invest in premium
espresso lines



Future Scope



Real-time POS integration

Mobile dashboards

Predictive analytics

Customer segmentation



Business Impact



Final Dashboard

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NESCAFÉ – Driving Coffee Sales Excellence

NESCAFÉ®

Total Sales

118.94K

Month Year

Apr 2023

Apr 2023

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
14						1	2
15	3	4	5	6	7	8	9
16	10	11	12	13	14	15	16
17	17	18	19	20	21	22	23
18	24	25	26	27	28	29	30

Sales by product_type

Barista Esp...	16K
Brewed Ch...	13K
Hot chocol...	12K
Gourmet b...	12K
Brewed her...	8K
Brewed Bla...	8K
Organic br...	7K
Premium b...	7K
Scone	6K
Drip coffee	5K

Sales by product_category

Coffee	46K
Tea	33K
Bakery	14K
Drinking C...	12K
Coffee beans	7K
Branded	2K
Loose Tea	2K
Flavours	1K
Packaged ...	1K

Hour	Mon	Tue	Wed	Thu	Fri	Sat	Sun
6	0.78K	0.73K	0.88K		0.02K	0.57K	0.02K
7	1.69K	1.52K	1.52K	1.07K	1.01K	1.74K	1.07K
8	1.60K	1.79K	1.85K	2.27K	2.08K	1.81K	2.08K
9	1.97K	1.55K	1.88K	2.10K	2.60K	1.97K	2.10K
10	1.96K	2.13K	1.79K	2.33K	2.42K	2.23K	2.33K
11	1.67K	1.16K	1.14K	0.77K	0.80K	1.33K	1.14K
12	0.86K	0.98K	0.95K	0.88K	0.71K	1.39K	1.14K
13	0.82K	0.81K	0.98K	0.75K	0.85K	1.21K	1.14K
14	1.04K	0.97K	1.00K	0.97K	0.78K	1.16K	1.14K
15	0.83K	0.84K	1.02K	1.08K	0.87K	1.32K	1.14K
16	0.96K	0.99K	1.01K	1.00K	0.67K	1.29K	1.14K
17	0.84K	1.06K	1.00K	0.89K	0.88K	1.29K	1.14K
18	0.77K	0.66K	0.82K	0.75K	0.72K	1.04K	0.82K
19	0.63K	0.61K	0.63K	0.66K	0.56K	0.91K	0.63K

Sales by store_location

Hell's Kitchen	40K
Astoria	39K
Lower Manh...	39K

Sales by transaction_date



Sales by Weekday / Weekend



Project Overview

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Thank You Nescafé,

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

