

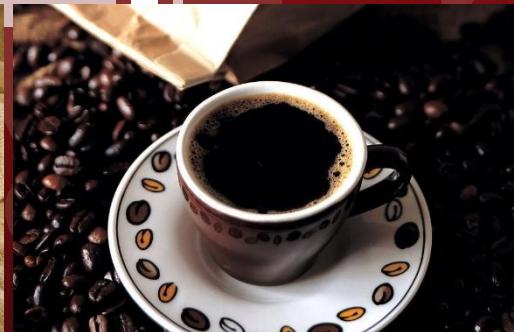
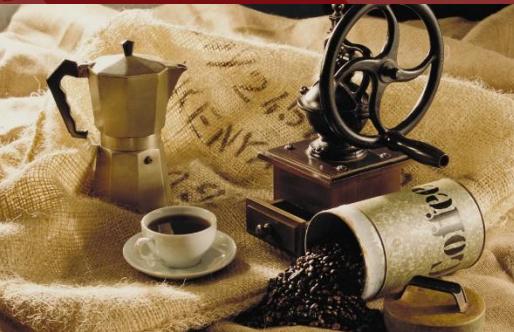


NESCAFÉ®



The image features the Nescafe logo at the top. Below it, the words "Coffee Sales Excellence" are written in a large, bold, blue font. The background is a red map of South America. In the top left corner, there is a small inset image showing a white cup of coffee on a saucer next to a pile of coffee beans.







# Why Nescafe?



NESCAFÉ®

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



Peak demand identification

Store-level profitability

Product category management

Customer loyalty improvement

Highly dynamic coffee retail environment

## Challenges:



# Key Business Problems



# Solution Highlights



Unified dashboard (118.94K sales)



Interactive filters & heatmaps



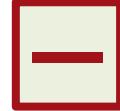
Weekday vs weekend analysis



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



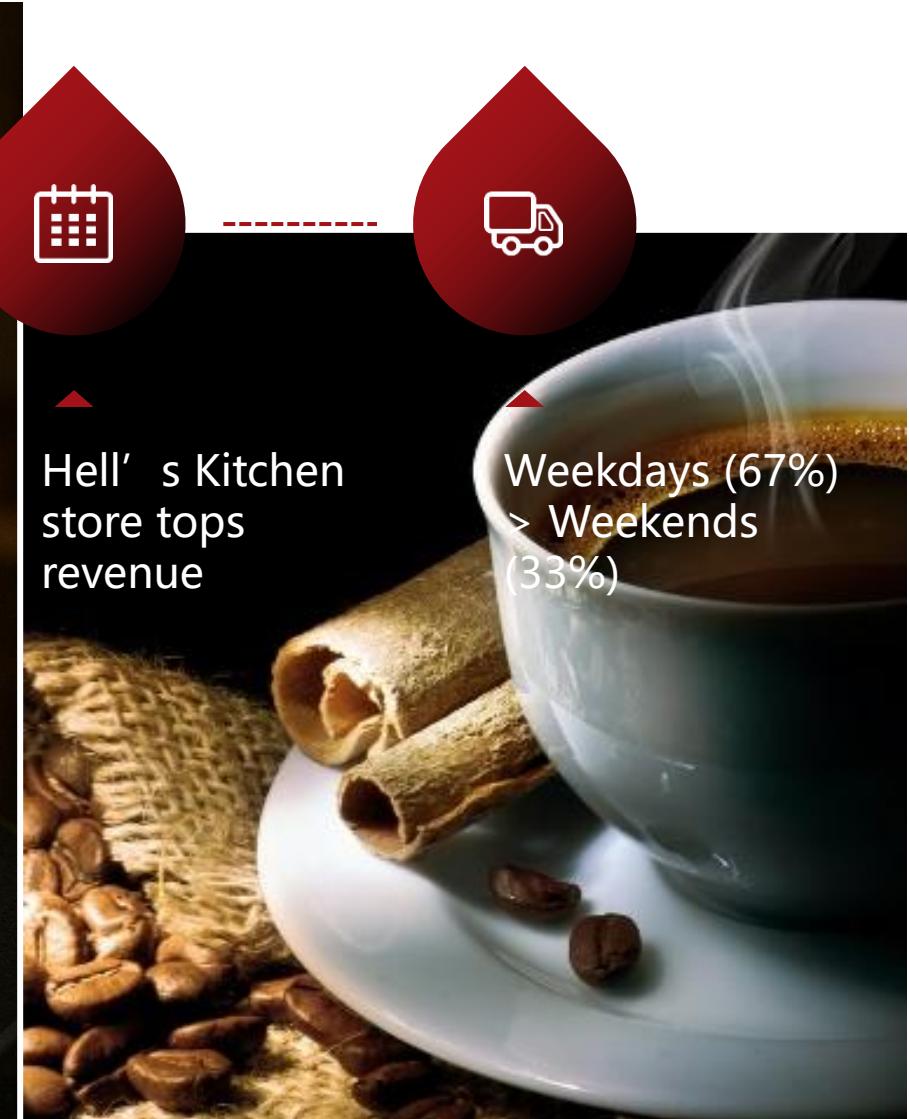
Coffee leads  
(46K), Tea (33K)



Hell' s Kitchen  
store tops  
revenue



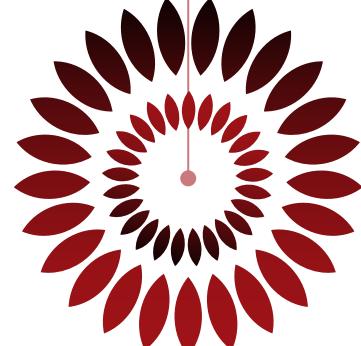
Weekdays (67%)  
> Weekends  
(33%)



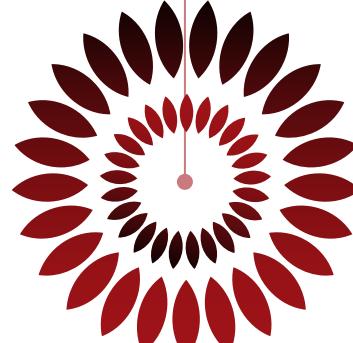


# KPIs

Total Sales: 118.94K



Top Category: Coffee – 46K



Top Store: Hell' s Kitchen



Weekday Sales: 79.59K (67%)



Weekend Sales: 39.35K (33%)

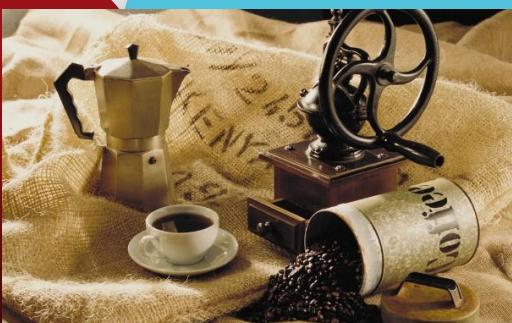


# Key Visuals (Dashboard)



- 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

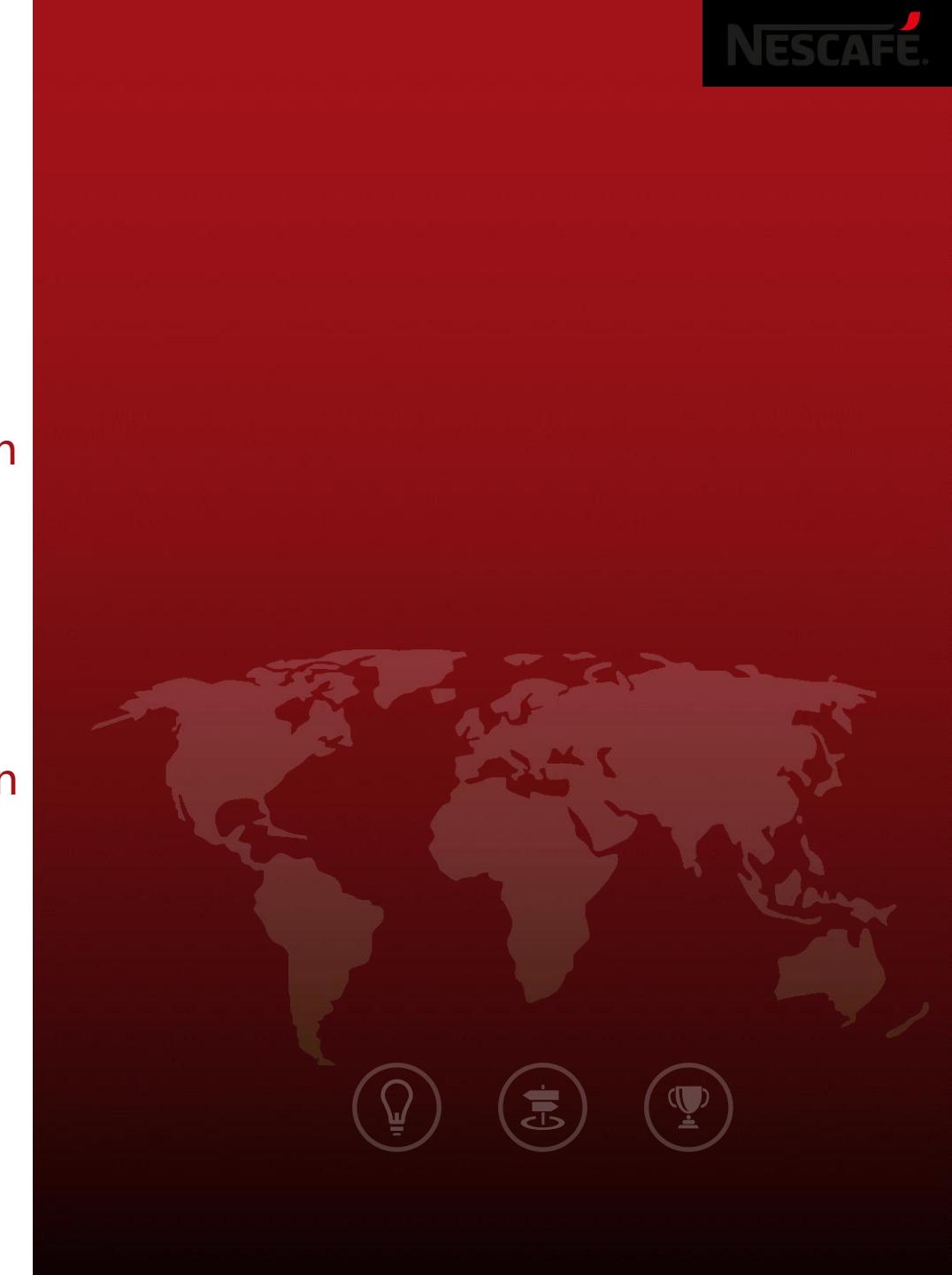


Invest in premium  
espresso lines

# Future Scope



- Real-time POS integration
- Mobile dashboards
- Predictive analytics
- Customer segmentation





# Business Impact



Better sales visibility

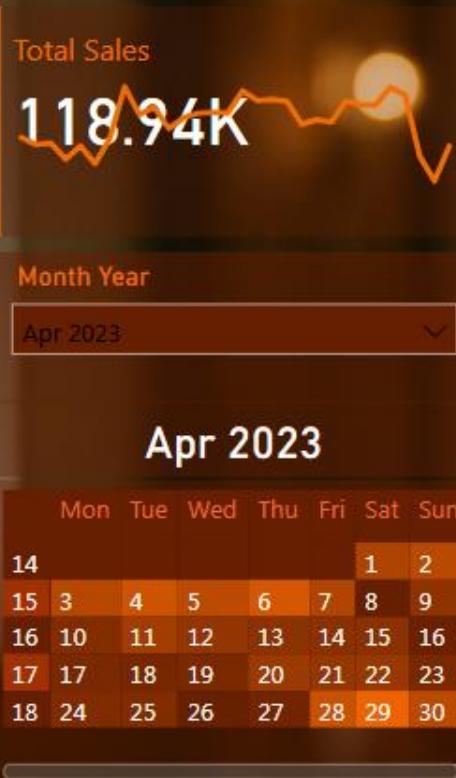
- Smarter promotions & staffing
- Improved customer engagement
- Enhanced profitability



# Final Dashboard



## NESCAFÉ – Driving Coffee Sales Excellence



### 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  |

| Ho | Mon   | Tue   | Wed   | Thu   | Fri   | Sat   | Su |
|----|-------|-------|-------|-------|-------|-------|----|
| ur |       |       |       |       |       |       |    |
| 6  | 0.78K | 0.73K | 0.88K |       | 0.02K | 0.57K | 0. |
| 7  | 1.69K | 1.52K | 1.52K | 1.07K | 1.01K | 1.74K | 1. |
| 8  | 1.60K | 1.79K | 1.85K | 2.27K | 2.08K | 1.81K | 2. |
| 9  | 1.97K | 1.55K | 1.88K | 2.10K | 2.60K | 1.97K | 2. |
| 10 | 1.96K | 2.13K | 1.79K | 2.33K | 2.42K | 2.23K | 2. |
| 11 | 1.67K | 1.16K | 1.14K | 0.77K | 0.80K | 1.33K | 1. |
| 12 | 0.86K | 0.98K | 0.95K | 0.88K | 0.71K | 1.39K | 1. |
| 13 | 0.82K | 0.81K | 0.98K | 0.75K | 0.85K | 1.21K | 1. |
| 14 | 1.04K | 0.97K | 1.00K | 0.97K | 0.78K | 1.16K | 1. |
| 15 | 0.83K | 0.84K | 1.02K | 1.08K | 0.87K | 1.32K | 1. |
| 16 | 0.96K | 0.99K | 1.01K | 1.00K | 0.67K | 1.29K | 1. |
| 17 | 0.84K | 1.06K | 1.00K | 0.89K | 0.88K | 1.29K | 1. |
| 18 | 0.77K | 0.66K | 0.82K | 0.75K | 0.72K | 1.04K | 0. |
| 19 | 0.63K | 0.61K | 0.63K | 0.66K | 0.56K | 0.91K | 0. |

### Sales by store\_location

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

### Sales by transaction\_date



weekend  
39.35K

**118.94K**

Total Sales

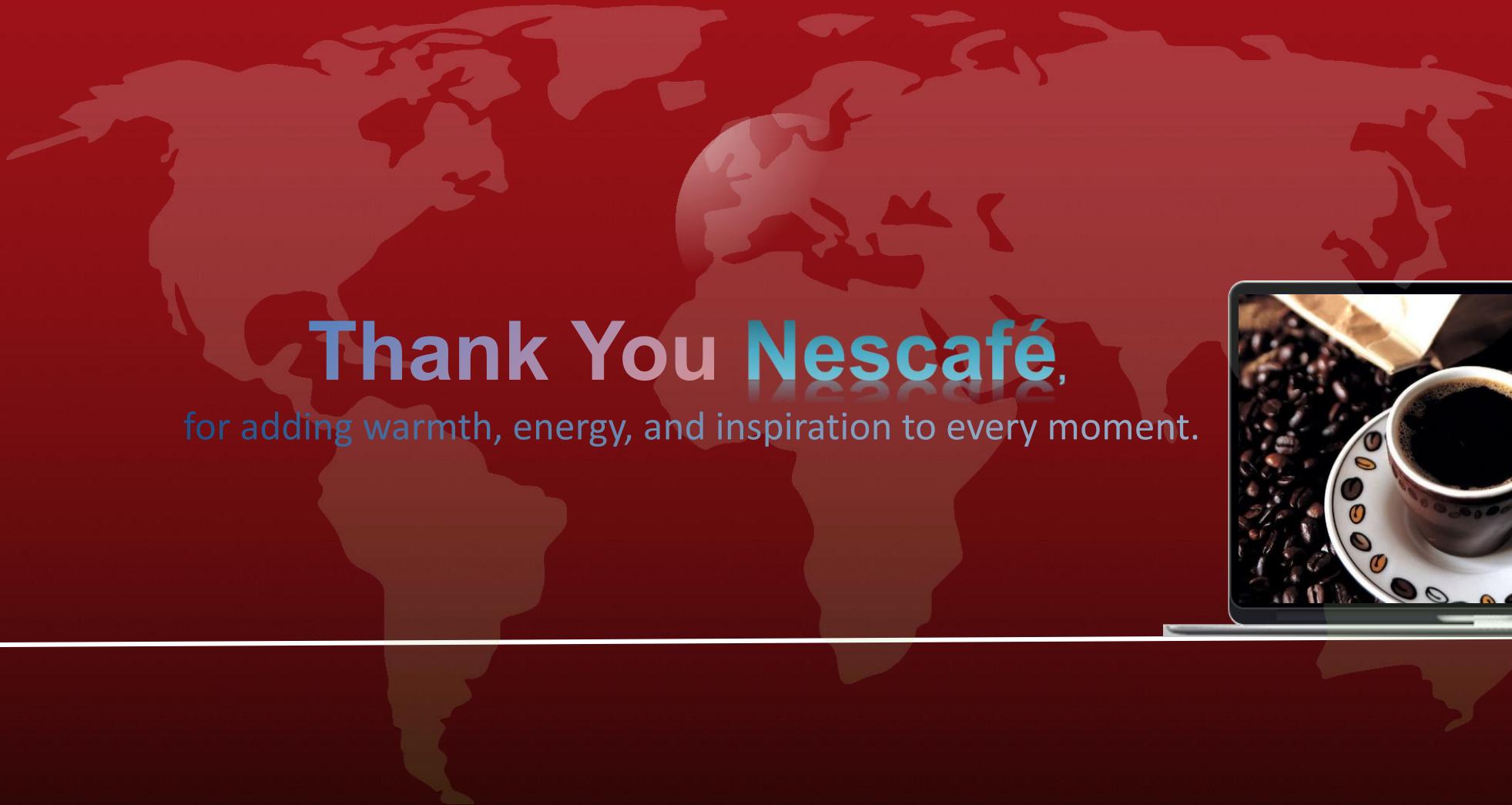
Weekday 79.59K



# Project Overview

NESCAFÉ





Thank You Nescafé,  
for adding warmth, energy, and inspiration to every moment.

