COFFEE BEAN SALES ANALYSIS IN SAUDI ARABIA FOR THE YEAR 2023 AND 2024

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Introduction

This analysis, conducted using Tableau, explores coffee bean sales trends in Saudi Arabia for the years 2023 and 2024. The dataset, sourced from Kaggle, provides insights into key performance indicators such as sales trends, top-selling products, customer behavior, and city-wise sales distribution. By examining these factors, this analysis identifies patterns in sales performance, discount impact, and regional demand, offering valuable insights for decision-making in the coffee industry.

Detailed Analysis and Key Insights

1. Sales Performance Trends

The sales trend fluctuates throughout the year, with the highest sales recorded in **June (57,208 units)** and the lowest in **October (47,432 units).**

A notable increase in sales occurs between **February and March**, peaking in June, followed by a gradual decline.

Seasonal demand might be influencing sales patterns, potentially driven by weather conditions, festive periods, or marketing campaigns.

2. Best-Selling Coffee Products

Colombian coffee leads in **total sales** (144,776 units), followed by Costa Rican (141,078 units) and Ethiopian (134,154 units) coffee.

Colombian coffee also received the **highest discounts** (18,104 units), indicating a potential correlation between discounts and sales volume.

Despite having the lowest discounts, Brazilian coffee (102,834 units sold) still performed well, suggesting brand loyalty or a strong customer preference.

3. Customer Behavior and Discounts

A large portion of customers received discounts, as indicated in the customer discount distribution.

Discounts significantly influenced sales volume, especially for Colombian coffee.

The top five customers contributed significantly to revenue, with the highest spender (**Customer ID 2**), purchasing 14,334 units.

4. Sales Distribution by City

Hail recorded the **highest sales** (77,257 units), followed by **Jeddah** (72,048 units) and **Riyadh** (68,421 units).

The presence of key metropolitan cities like Riyadh and Jeddah in the top rankings indicates a **strong urban demand**.

Tabuk had the **lowest sales** among the top-performing cities (51,019 units), suggesting potential for growth.

5. Coffee Pricing Insights

Ethiopian coffee has the **highest average price** ($45 per unit), while Costa Rica, Guatemala, and Colombian coffee are priced slightly lower ($35–$40 per unit).

Higher-priced coffee types like Ethiopian might appeal to premium customers but could be limiting their sales volume compared to more affordable alternatives.

Recommendations

1. Optimize Discount Strategies

Discounts have a clear impact on sales, as seen with Colombian coffee. Applying targeted discounts during low-sales months (such as October) can help maintain steady demand.

2. Expand Sales in Lower-Performing Cities

Cities like Tabuk and Abha, which recorded relatively lower sales, could benefit from focused marketing campaigns or new distribution strategies to increase reach and consumer engagement.

3. Capitalize on Seasonal Peaks

Sales peak in June; businesses should leverage this by launching promotional campaigns, bundling offers, and ensuring high stock availability during this period.

4. Diversify Product Offerings

Ethiopian coffee, despite having a high price point, performs well. Introducing premium versions of other coffee types might attract high-end consumers.

5. Customer Retention Focus

The top customers significantly contribute to total revenue. Implementing loyalty programs or exclusive offers for repeat buyers could enhance customer retention.

6. Urban Market Expansion

Major cities like Jeddah and Riyadh exhibit strong demand. Expanding premium coffee availability in these locations could further boost revenue.