

Coffee Sales Performance Analysis

Purpose of Analysis

This report provides an in-depth analysis of coffee sales performance to uncover key insights related to revenue generation, transaction volume, product popularity, and sales trends. By addressing critical business questions, the analysis aims to offer actionable recommendations to enhance operational efficiency, optimize inventory, and drive strategic decision-making.

Key Questions

1. Which store location generates the most revenue?
2. What is the transaction volume by store location?
3. Which products are the most popular based on quantity sold?
4. How does revenue vary across product categories?
5. What are the monthly trends in revenue generation?

Key Findings

1. Revenue Performance

- **Astoria** leads all store locations with a revenue of **\$53,018.87**, showcasing its dominance as a top-performing location.
- **Hell's Kitchen** and **Lower Manhattan** follow closely, indicating consistent competitive performance across these locations.

2. Transaction Volume

- **Astoria** also recorded the highest number of transactions at **11,419**, reinforcing its position as the most active location.

3. Top Products

- **Morning Sunrise Chai Rg** is the most popular product, with **1,030 units sold**, reflecting high customer demand for this item.

4. Product Categories

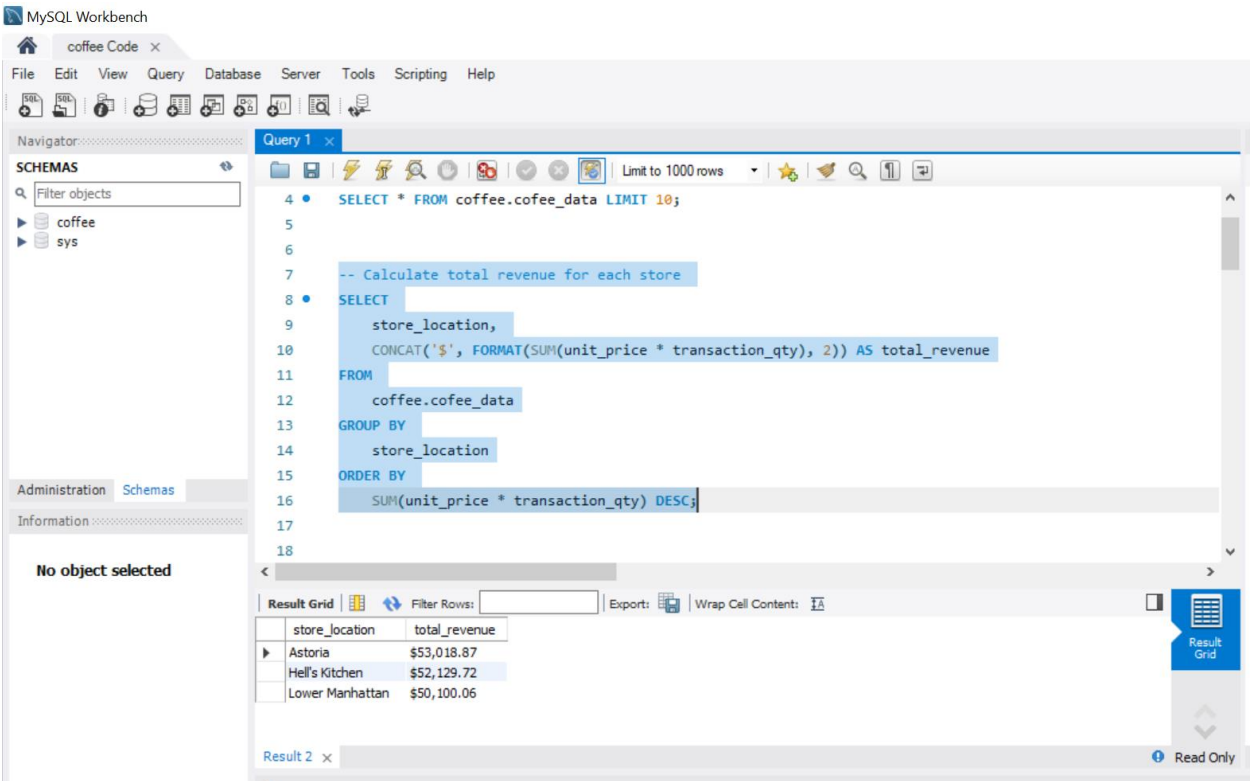
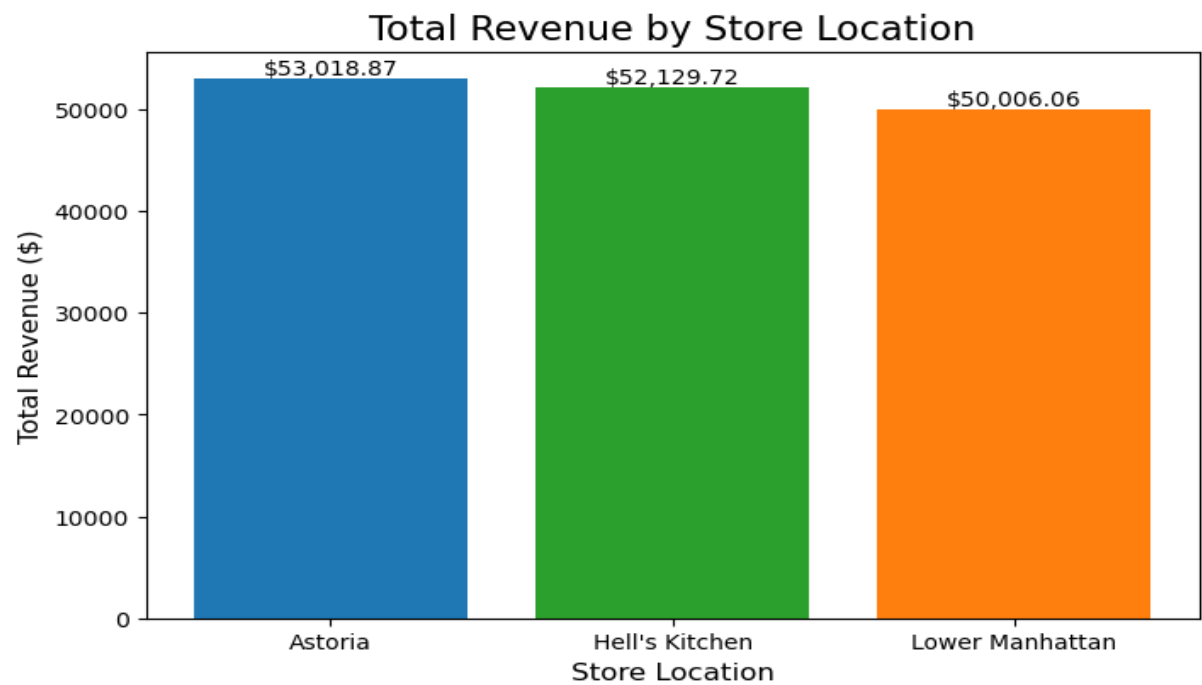
- **Coffee** is the leading product category, contributing **\$59,258.75** to overall revenue, followed by **Tea** and **Bakery** items.

5. Monthly Trends

- **January** recorded the highest revenue at \$23,279, while April had the lowest at \$8,954.

Analysis and Recommendations

1. Revenue by Store Location



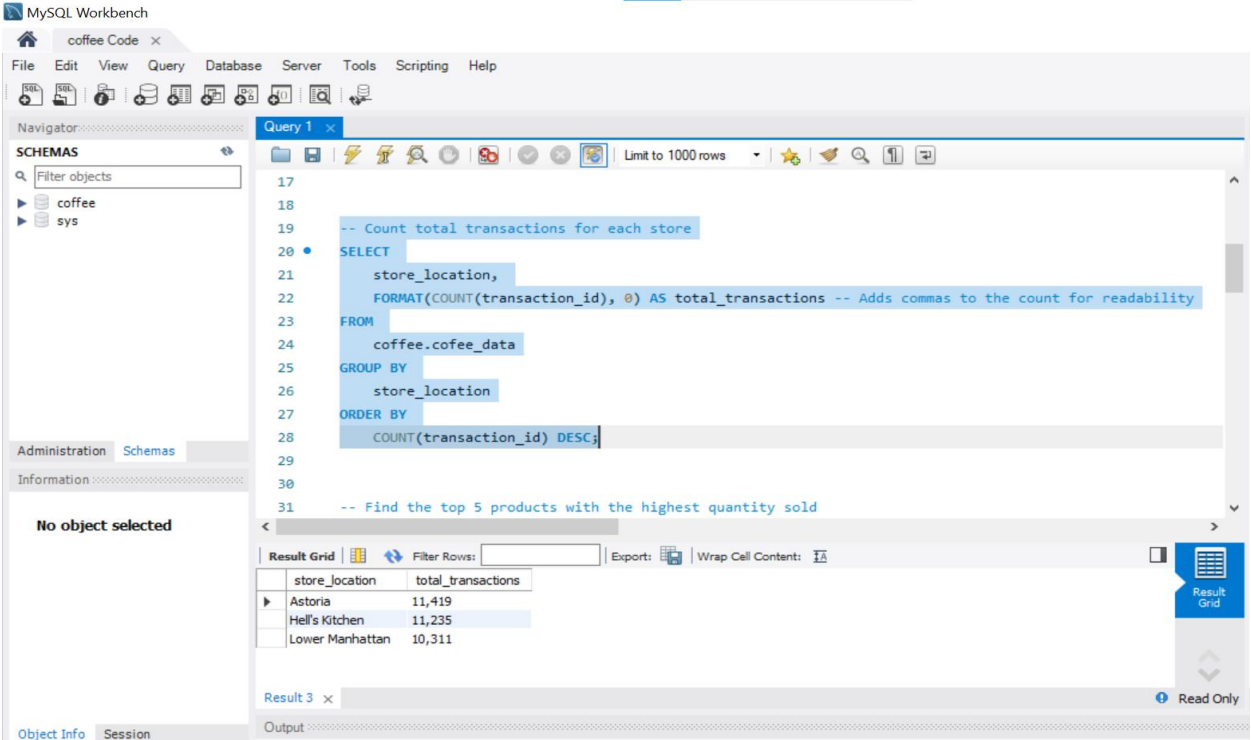
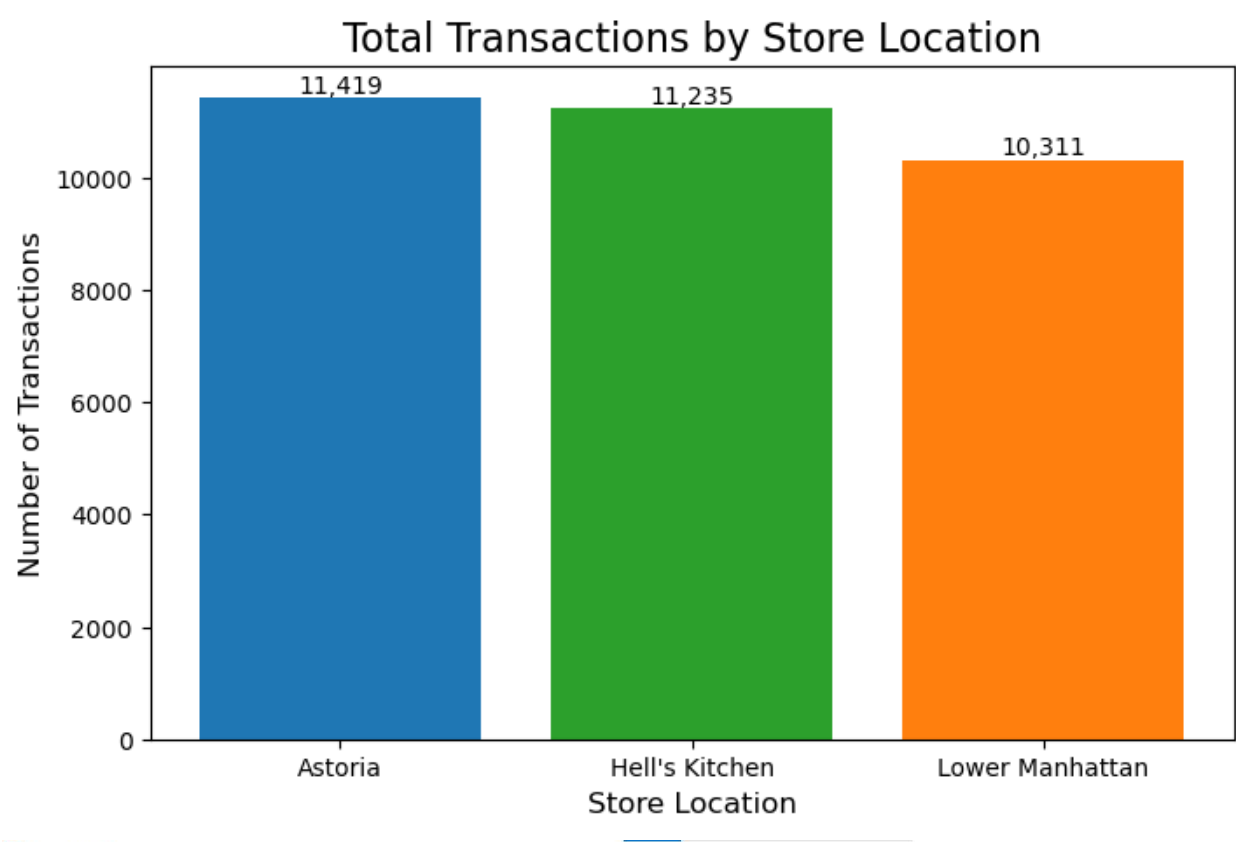
Insights:

- Astoria leads revenue generation, likely due to higher customer volume or effective marketing.

Recommendations:

- Focus on replicating Astoria's strategies in other locations.
- Invest in targeted marketing campaigns for Hell's Kitchen and Lower Manhattan to close the revenue gap.

2. Transaction Volume by Store Location



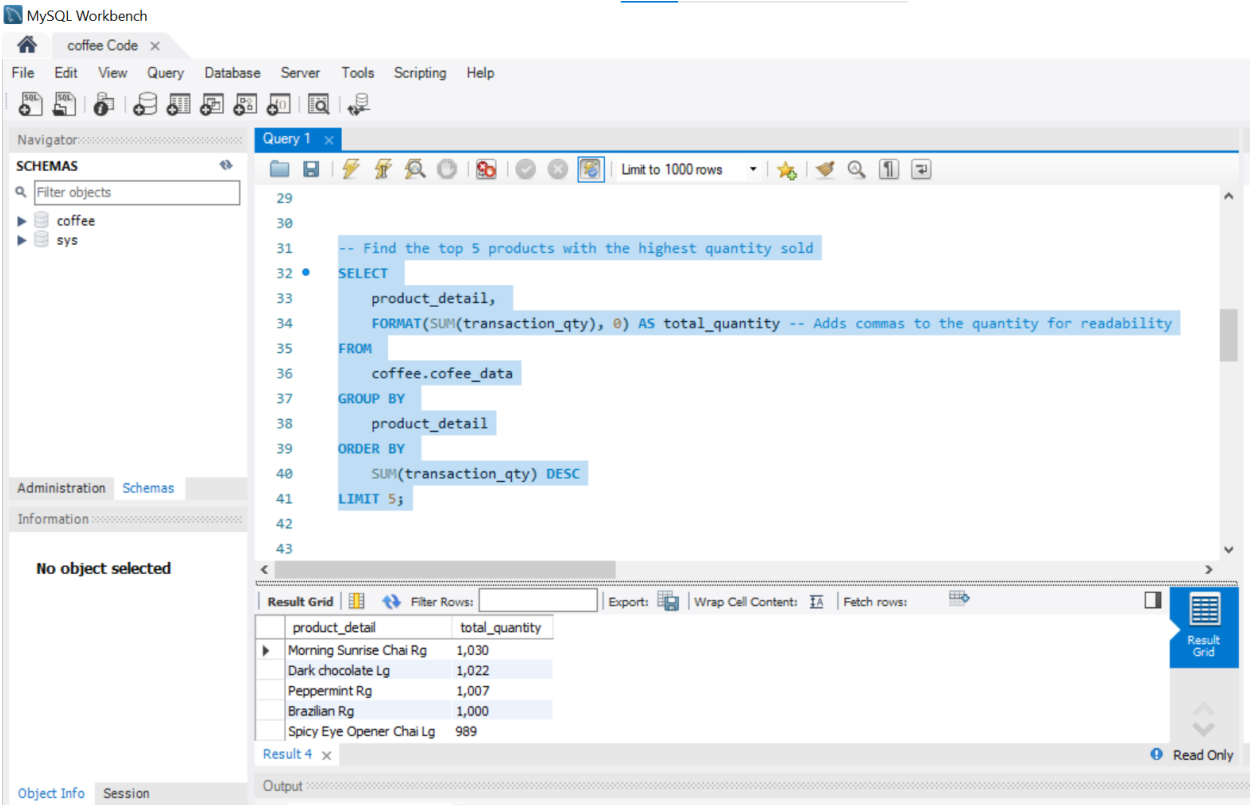
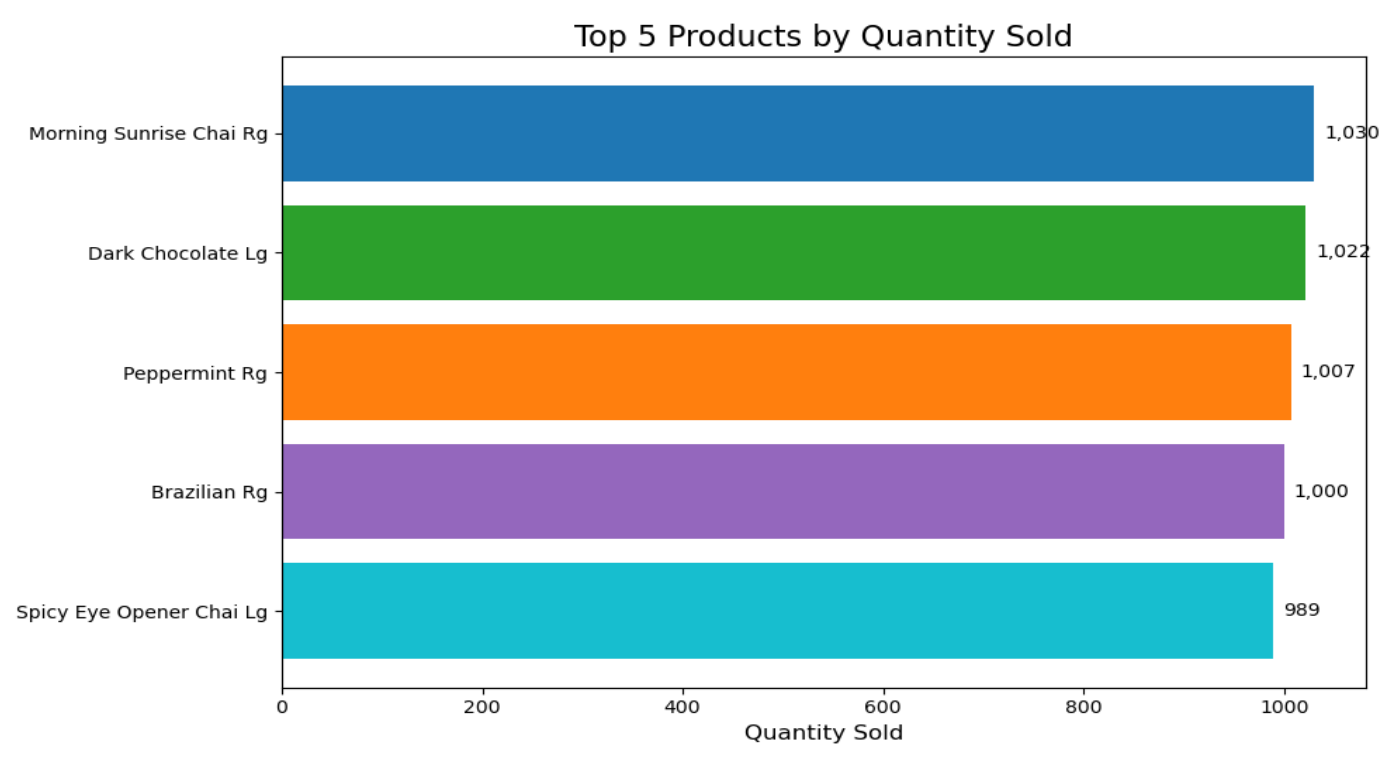
Insights:

- Transaction volume aligns with revenue trends, with Astoria leading.

Recommendations:

- Enhance customer service in Astoria to manage the high transaction load.
- Conduct surveys in other locations to understand customer needs and boost transactions.

3. Top Products by Quantity Sold



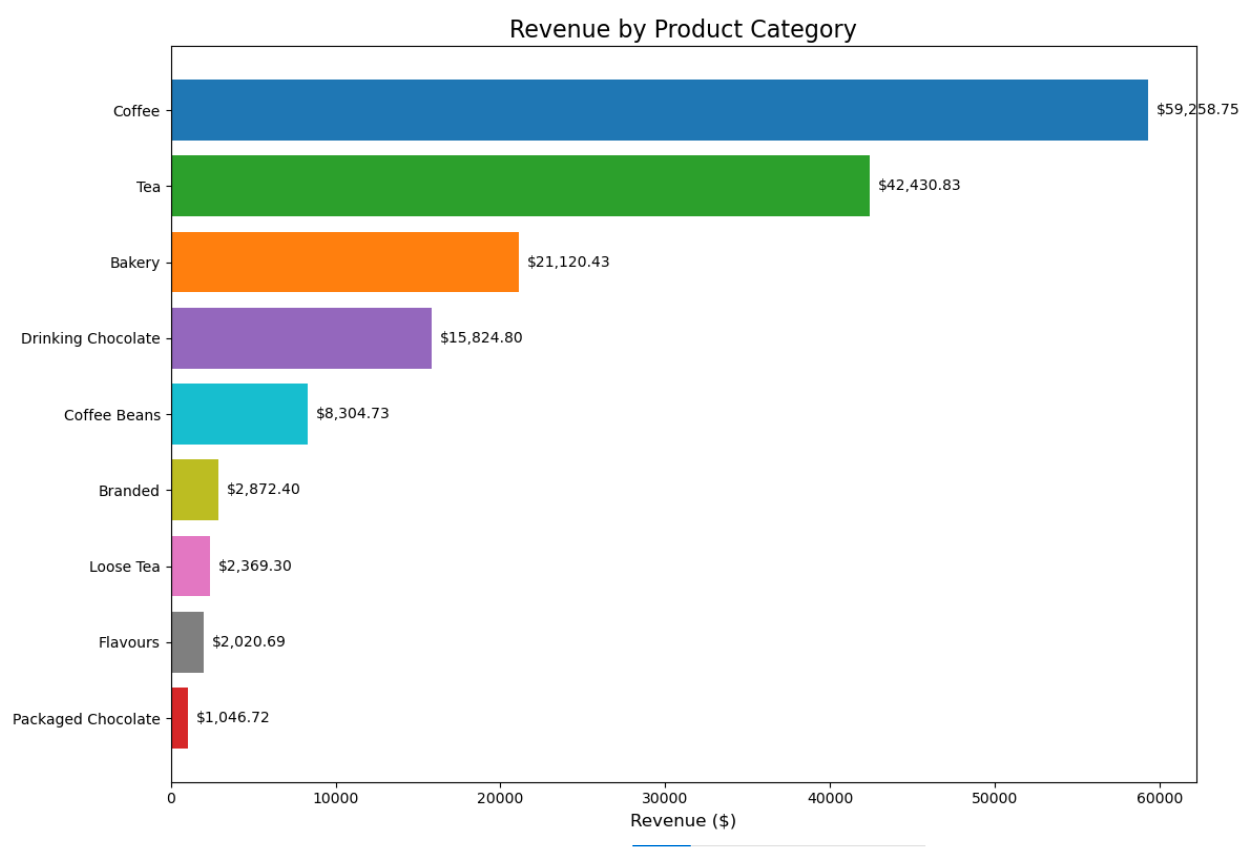
Insights:

- Morning Sunrise Chai Rg is the top product, followed by Dark Chocolate Lg and Peppermint Rg.

Recommendations:

- Ensure adequate stock levels for top-selling products.
- Explore bundling these products with lower-performing ones to boost sales.

4. Revenue by Product Category



MySQL Workbench

coffee Code x

File Edit View Query Database Server Tools Scripting Help

Navigator

SCHEMAS

Filter objects

coffee

sys

Administration Schemas

Information

No object selected

Query 1 x

Limit to 1000 rows

```
-- Calculate total revenue for each product category
44 SELECT
45     product_category,
46     CONCAT('$', FORMAT(SUM(unit_price * transaction_qty), 2)) AS total_revenue
47 FROM
48     coffee.coffee_data
49 GROUP BY
50     product_category
51 ORDER BY
52     SUM(unit_price * transaction_qty) DESC;
53
```

Result Grid

product_category	total_revenue
Coffee	\$59,258.75
Tea	\$42,430.83
Bakery	\$21,120.43
Drinking Chocolate	\$15,824.80
Coffee beans	\$8,304.73
Branded	\$2,872.40
Loose Tea	\$2,369.30
Flavours	\$2,020.69
Packaged Chocolate	\$1,046.72

Result 10 x

Output

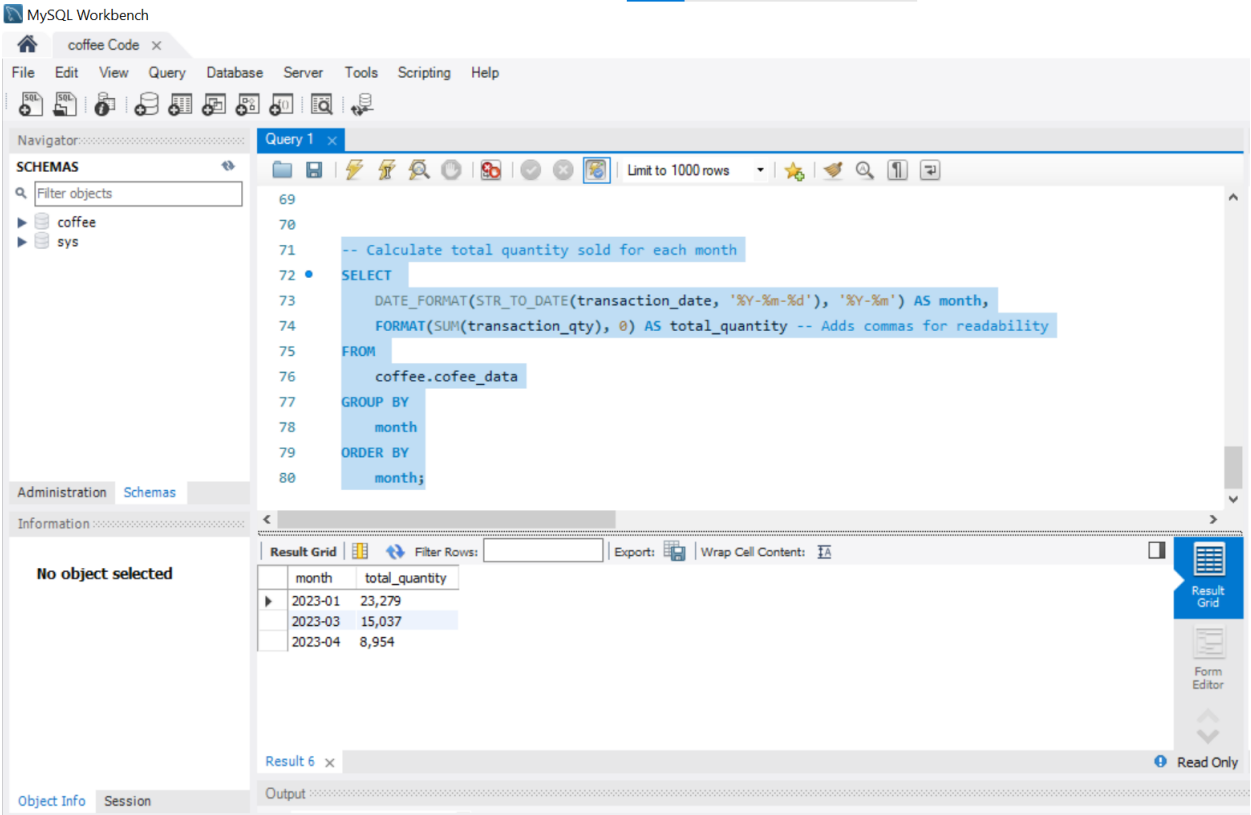
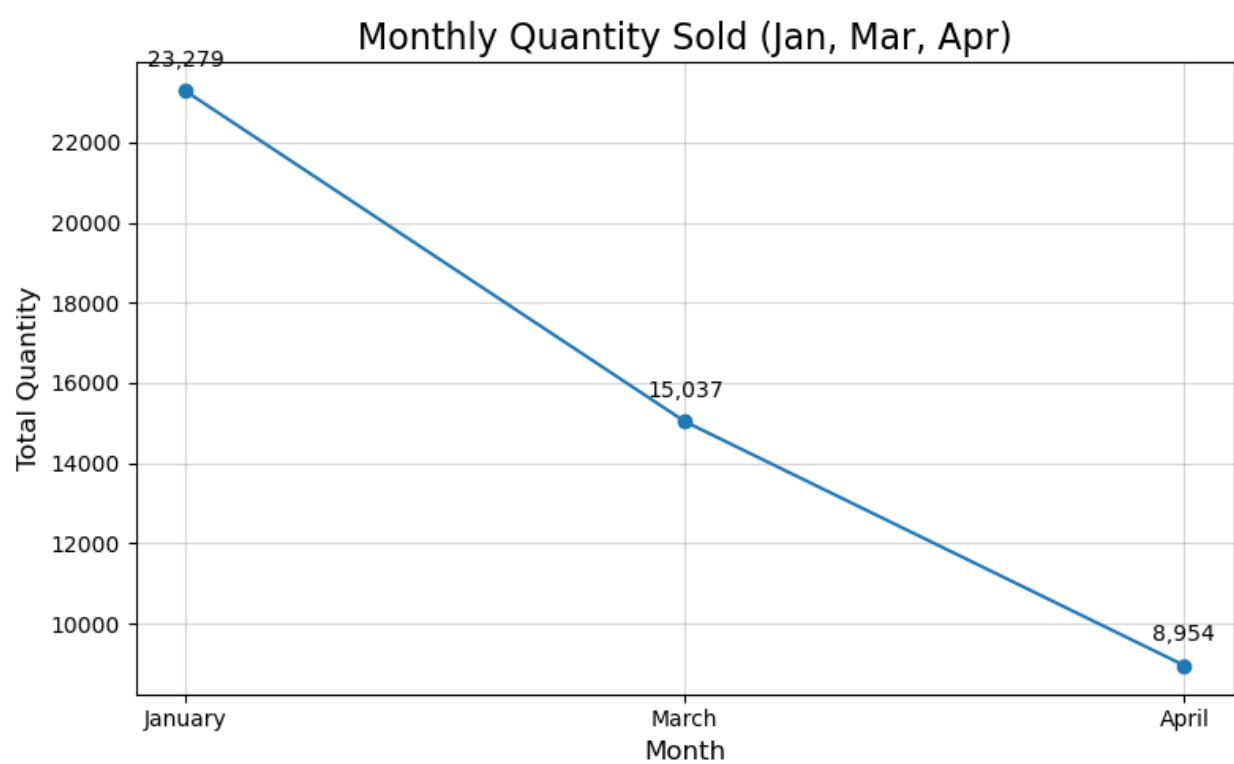
Read Only

Insights:

January’s performance suggests seasonal or promotional impacts.

- Recommendations:**
- Use insights from January’s peak to plan campaigns and address seasonal variations.

5. Monthly Revenue Trends



Insights:

- February’s performance suggests seasonal or promotional impacts.

Recommendations:

- Leverage insights from February’s peak to plan future campaigns.
- Anticipate seasonal variations and adjust staffing and inventory accordingly.

Future Recommendations

1. **Enhanced Customer Personalization:**
 - a. Utilize customer data to personalize marketing campaigns and product recommendations.
 - b. Implement loyalty programs that reward frequent buyers with exclusive discounts or offers.
2. **Data-Driven Inventory Management:**
 - a. Adopt predictive analytics to forecast demand for products in various locations.
 - b. Avoid stockouts and overstocking by leveraging historical data and seasonal trends.
3. **Digital Transformation:**
 - a. Develop a mobile app to facilitate online ordering, customer engagement, and data collection.
 - b. Introduce features such as pre-ordering and personalized promotions through digital channels.
4. **Sustainability Initiatives:**
 - a. Highlight eco-friendly practices such as biodegradable packaging to appeal to environmentally conscious customers.
 - b. Track and report sustainability metrics to attract a broader customer base.
5. **Continuous Monitoring:**
 - a. Implement automated dashboards for real-time monitoring of key performance indicators.
 - b. Regularly review the data to adjust strategies dynamically and stay competitive.

Conclusion

This comprehensive analysis identifies Astoria as the standout store location, Coffee as the leading product category, and highlights the potential of seasonal strategies to enhance revenue. By focusing on high-performing areas, leveraging future-focused strategies, and implementing targeted improvements, the organization can achieve sustainable growth and higher customer satisfaction.

Appendices

Include:

1. SQL query screenshots and outputs.
2. Python code and visualizations.
3. Additional charts or data tables supporting the analysis.