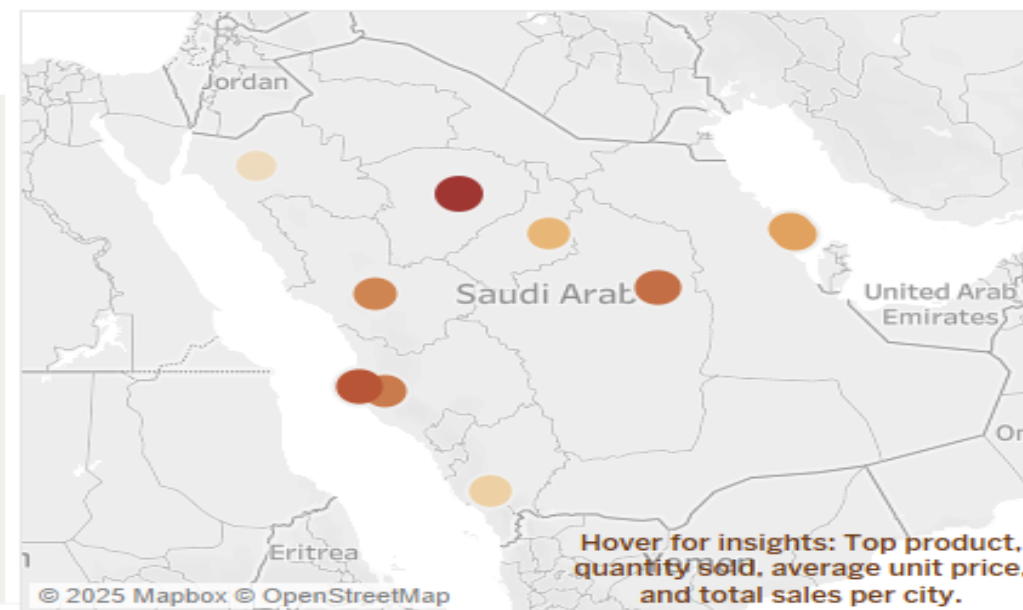


# Coffee Sales Insights

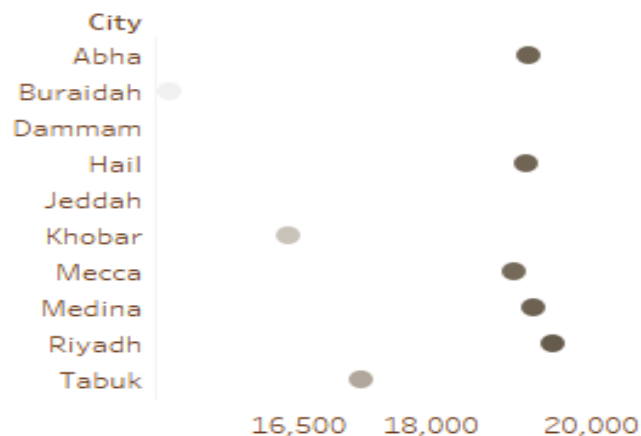
## "Grounds for Growth: Sales + Quantity Breakdown"



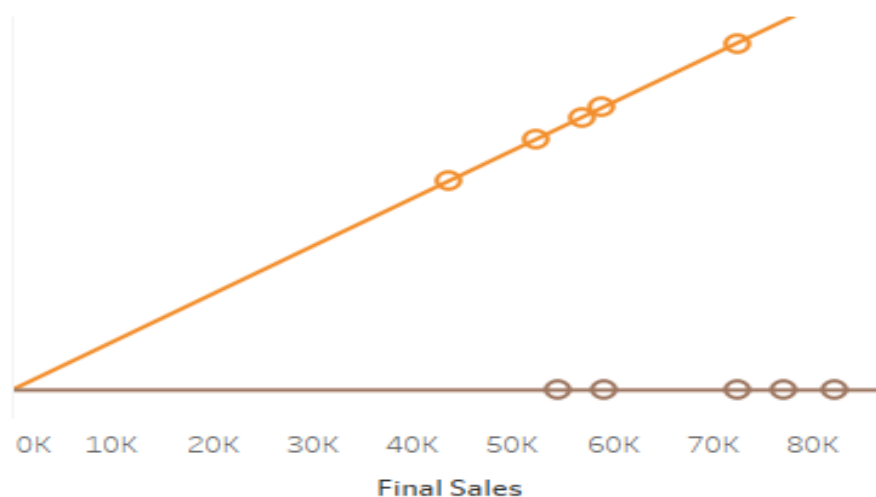
## "Coffee Demand by City — Across the Kingdom"



## "Costa Rica: Our Best-Selling Blend in Every City"



## Some cities buy it strong even without a discount



## How Often They Buy, How Much They Bring



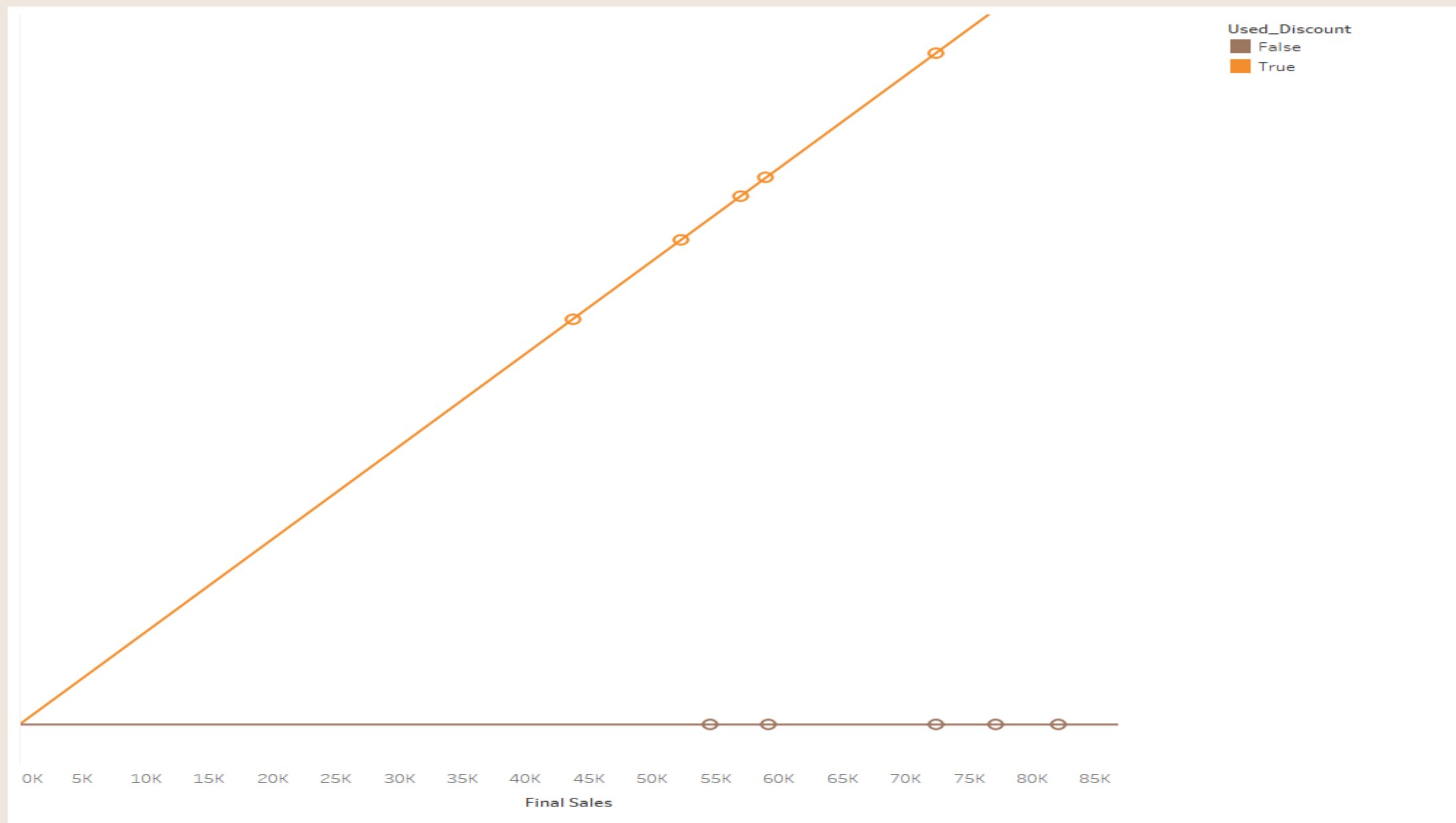
# *“Uncovering the Rise of Costa Rica Blend: A Sales Deep Dive”*

• • • •



# *"Uncovering the Rise of Costa Rica Blend: A Sales Deep Dive"*

...



## *"Uncovering the Rise of Costa Rica Blend: A Sales Deep Dive"*

...

☒ One-Time Buyer

☐ Occasional Buyer

Distinct count of Custom..

19  81



## Salma Mohammed

Data analyst with Excel,  
MySQL, Tableau, Power BI  
and Python experience

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- **Costa Rica** led sales in **every city**, without relying on discounts
- **Certain cities** delivered high sales with **low discount spending**, revealing pricing efficiency
- **One-time buyers** made up a significant portion of sales, highlighting untapped loyalty potential