

# Coffee Expansion SQL Project

## Project Overview

The goal of this project is to analyze the online sales data of **Monday Coffee**, a company launched in January 2023, and recommend the **top three major cities in India** for opening new coffee shop locations. The analysis focuses on consumer demand, sales performance, and market potential to support data-driven expansion decisions.

## Objective

- Identify the cities with the highest potential for new store openings.
- Analyze sales trends, customer behavior, and city demographics.
- Provide actionable recommendations based on insights from the data.

## Key Analysis Questions

1. **Coffee Consumers Count** – Estimate the number of coffee consumers in each city (25% of population).
2. **Total Revenue from Coffee Sales** – Calculate total revenue in the last quarter of 2023.
3. **Sales Count for Each Product** – Determine how many units of each coffee product were sold.
4. **Average Sales Amount per City** – Compute average sales per customer.
5. **City Population and Coffee Consumers** – List cities with population and estimated coffee consumers.
6. **Top Selling Products by City** – Identify top 3 products in each city.
7. **Customer Segmentation by City** – Count unique customers per city.
8. **Average Sale vs Rent** – Compare average sale per customer and average rent per customer.
9. **Monthly Sales Growth** – Calculate sales growth or decline per month.
10. **Market Potential Analysis** – Rank cities based on sales, rent, customers, and coffee consumers.

## Methodology

- Data aggregation using SQL queries.
- Grouped and analyzed sales data by city, product, and month.
- Applied window functions (e.g., LAG, DENSE\_RANK) to calculate growth and top products.
- Combined city demographics with sales performance to evaluate market potential.
- Calculated metrics such as total revenue, average sale per customer, estimated coffee consumers, and average rent per customer.

## Key Findings

- **Pune:**
  - Highest total revenue.
  - Low average rent per customer.
  - High average sales per customer.
- **Delhi:**
  - Highest estimated coffee consumers (7.7M).
  - Largest number of customers (68).
  - Average rent per customer is affordable (330).
- **Jaipur:**
  - Highest number of customers (69).
  - Low average rent per customer (156).
  - Good average sales per customer (11.6k).

## Recommendations

- Launch new coffee shops in **Pune, Delhi, and Jaipur**.
- Monitor sales trends and customer feedback post-launch.
- Adjust marketing and operational strategies based on city-specific performance.