# Coffee Shop Expansion Analysis

ANALYZING SALES DATA TO IDENTIFY TOP CITIES FOR EXPANSION

# Objective

- The company plans to grow by launching three new coffee shops in the three cities in India.

- Since its launch in January 2023, it has achieved strong online sales and garnered highly positive feedback across multiple cities.

- Objective is to examine the sales data and provide actionable insights to identify the top three cities for this expansion.

# Key Questions Overview

1. Coffee consumer estimates per city.

2. Total revenue by city and product.

3. Sales count per product.

4. Average sales per customer.

5. Population and coffee consumers per city.

6. Top 3 selling products per city.

7. Unique customers by city.

8. Average sale vs rent per customer.

9. Monthly sales growth.

10. Market potential analysis for city selection.

# Easy – Medium Questions

1. **Coffee Consumers Count**

   How many people in each city are estimated to consume coffee, given that 25% of the population does?

2. **Total Revenue from Coffee Sales**

   What is the total revenue generated from coffee sales across all cities in the last quarter of 2023?

3. **Sales Count for Each Product**

   How many units of each coffee product have been sold?

4. **Average Sales Amount per City**

   What is the average sales amount per customer in each city?

5. **City Population and Coffee Consumers**

   Provide a list of cities along with their populations and estimated coffee consumers.

# Medium Questions

6. **Top Selling Products by City**

   What are the top 3 selling products in each city based on sales volume?

7. **Customer Segmentation by City**

   How many unique customers are there in each city who have purchased coffee products?

8. **Average Sale vs Rent**

   Find each city and their average sale per customer and average rent per customer

# Advanced Questions

9. **Monthly Sales Growth**

  Sales growth rate: Calculate the percentage growth (or decline) in sales over different time periods (monthly).

10. **Market Potential Analysis**

  Identify top 3 cities based on highest sales, return city name, total sale, total rent, total customers, estimated  coffee consumer

# Key Findings

**Pune**:
- Highest total revenue.
- Low average rent per customer.
- High average sales per customer.

**Delhi**:
- Highest estimated coffee consumers.
- Largest number of customers.
- Average rent per customer is affordable.

**Jaipur**:
- Highest number of customers.
- Low average rent per customer.
- Good average sales per customer.

# 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.

# Thank you

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