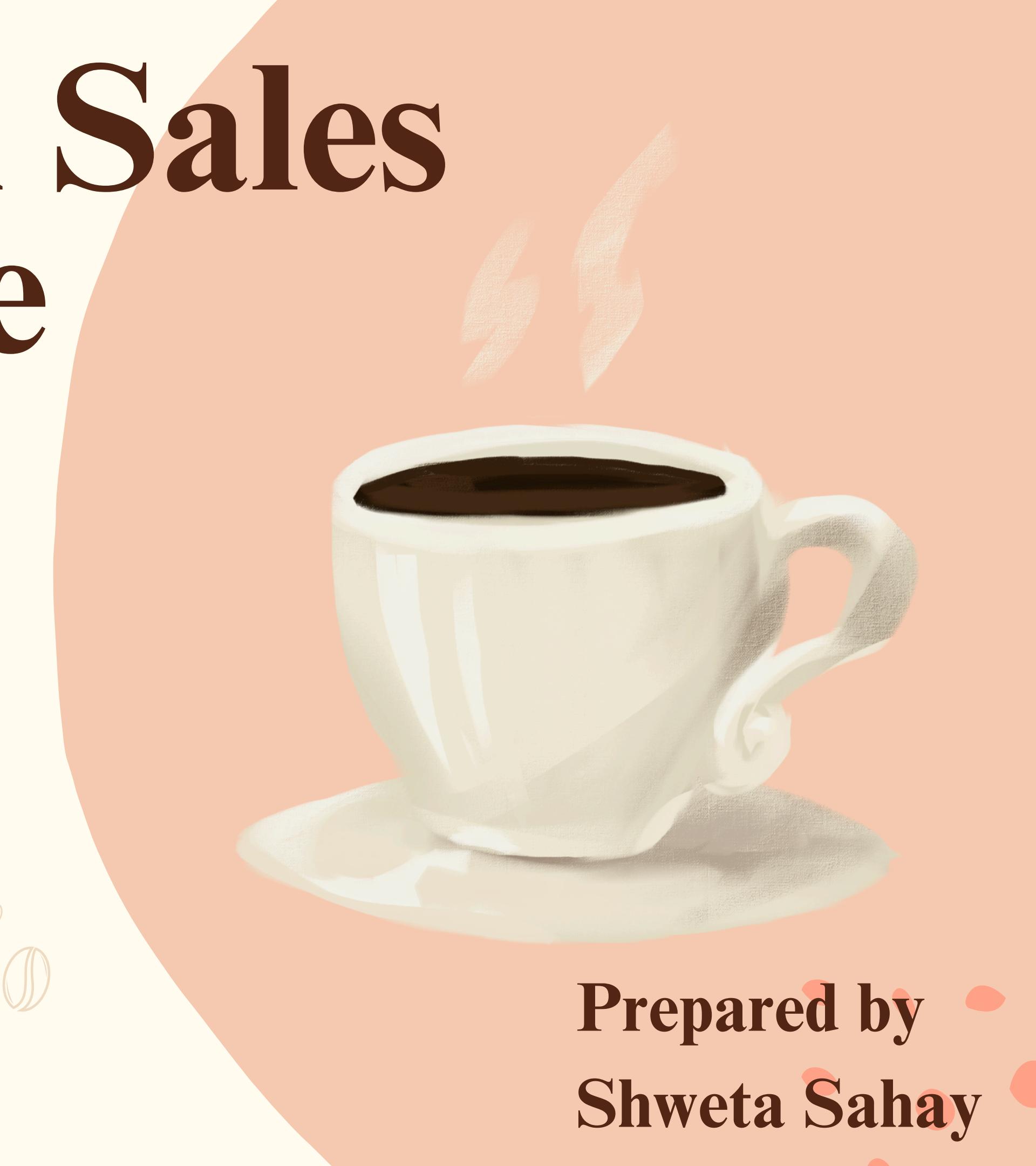


Coffee Bean Sales Performance Analysis

From Bean to Business



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Introduction to the Project

Objective:

- To analyze coffee sales trends, customer behavior, and the impact of discounts.
- To derive actionable insights that help in optimizing sales strategies.

Dataset Overview::

- Covers 2 years of sales (2023-2024).
- Includes 100 customers purchasing from 5 coffee types in Saudi Arabia.
- Analyzing quantity, unit price, discounts, and revenue.

Columns in the Dataset:

- Date, Customer_ID, Product, Unit Price, Quantity, Sales Amount, Discounts, Final Sales.
- Table preview :

Date	Customer_ID	City	Category	Product	Unit Price	Quantity	Sales Amount	Used_Discount	Discount_Amount	Final_Sales
1/1/2023	32	Riyadh	coffee beans	Colombian	40	14	560	FALSE	0	560
1/2/2023	49	Abha	coffee beans	Costa Rica	35	17	595	FALSE	0	595

Sales Performance Analysis

```
12 • select product, sum(final_sales) as Total_sales  
13   from coffeesales group by product order by Total_sales desc;
```

product	Total_sales
Colombian	144776
Costa Rica	141078
Ethiopian	134154
Guatemala	106806
Brazilian	102834

```
19 • select city, sum(final_sales) as total_revenue,  
20   rank() over (order by sum(Final_Sales) desc) as Sales_Rank  
21   from coffeesales group by city  
22   order by total_revenue desc;
```

city	total_revenue	Sales_Rank
Hail	77257	1
Jeddah	72048	2
Riyadh	68421	3
Mecca	66420	4
Medina	64813	5
Khobar	59989	6
Dammam	59975	7
Buraidah	56875	8
Abha	52831	9
Tabuk	51019	10

Which Coffee Rules the Market? Best & Worst Sellers :

- The top-selling coffee is Colombian.
- Brazilian coffee has the lowest sales which indicates potential pricing or customer preference issues.

Top vs. Bottom: Which Cities Love Coffee the Most :

- Hail, Jeddah, and Riyadh are the top-performing cities.
- Abha and Tabuk are at the bottom, ranked 9th and 10th respectively.

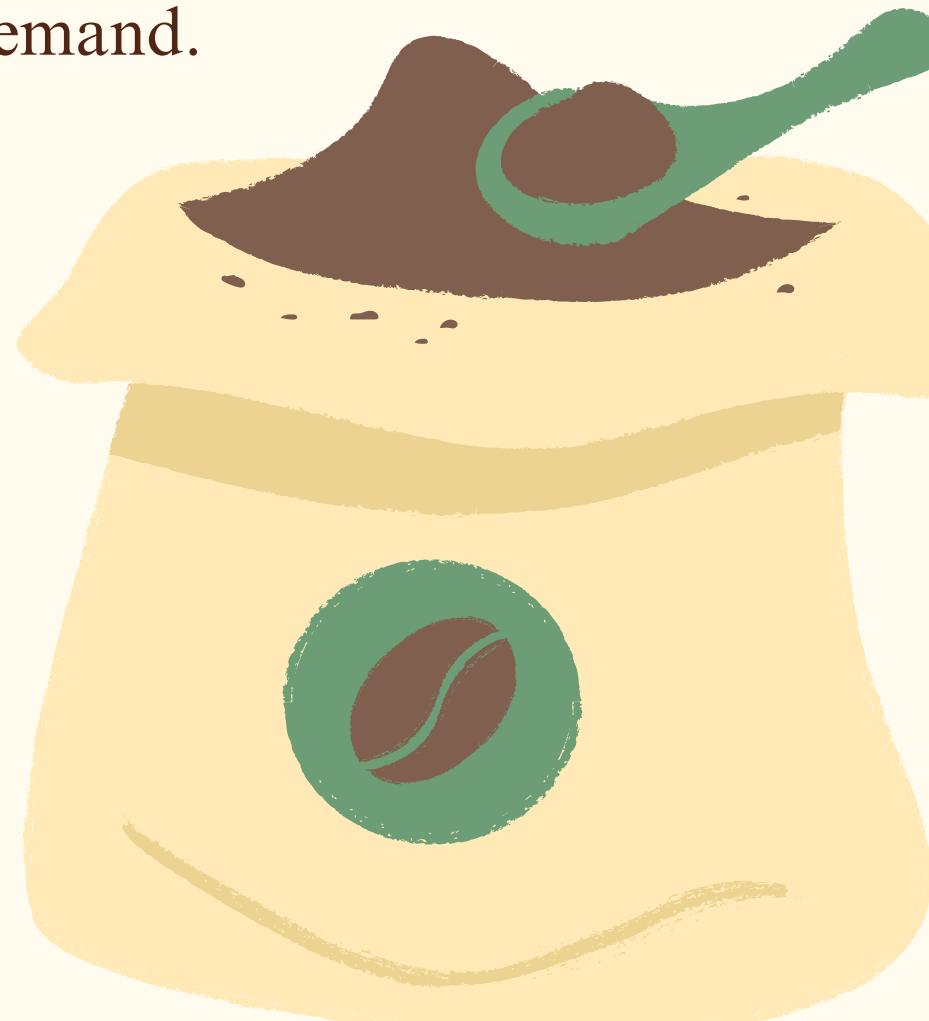
```
select sum(final_sales)/count(distinct customer_id) as avg_Rev  
from coffeesales;
```

Result Grid	grid icon
avg_Rev	
6296.4800	refresh icon

- How Much Does Each Customer Spend?
- on average, each unique customer contributes ₹6,296.48 in revenue.

Monthly and seasonal sales trends :

- June, March, and July have the highest revenues.
- These months may align with major holidays, festivals, or tourism peaks, driving higher consumer demand.



```
31 • select monthname(str_to_date(date, '%m/%d/%y')) as Month_,  
32 sum(Final_sales) as Total_sales  
33 from coffeesales  
34 group by monthname(str_to_date(date, '%m/%d/%y'))  
35 order by Total_sales desc;
```

Result Grid	grid icon	Filter Rows:	Export:	Wrap Cell Content:
Month_	Total_sales			
June	57208			
March	56519			
July	56222			
August	54931			
September	53420			
January	52074			
May	51575			
November	51569			
February	51451			
December	49365			
April	47882			
October	47432			

Customer Behavior Analysis

```
55 • select customer_id, sum(final_sales) as Total_spending  
56   from coffeesales group by customer_id order by Total_spending desc  
57   limit 10;
```

customer_id	Total_spending
2	14334
97	13602
82	12932
81	11903
50	11285
45	10910
60	10622
9	10094
72	9930
91	9731



```
79 • select product, round(avg(quantity)) qty_per_order  
80   from coffeesales  
81   group by product order by qty_per_order desc ;
```

product	qty_per_order
Colombian	27
Costa Rica	27
Ethiopian	26
Brazilian	26
Guatemala	25

Who Are Our Biggest Coffee Buyers?

- These customers contribute the most revenue, making them critical for business growth.
- We can offer loyalty programs or personalized discounts to retain these high-value customers and increase their spending.

How Much Coffee Do Customers Buy Per Order?

- Colombian and Costa Rica coffee have the highest average quantity ordered (27 units per order).



```
64 • select count(distinct customer_id) as Total_customer, count(*) as Total_transactions,  
65     (sum(final_sales)/count(*)) as avg_rev,  
66     count(distinct case when purchase_count =1 then customer_id end) as one_time_buyers,  
67     count(distinct case when purchase_count > 1 then customer_id end) as repeat_buyers,  
68     (count(distinct case when purchase_count > 1 then customer_id end)*100/  
69     count(distinct customer_id)) as repeat_rate  
70   from (select customer_id, sum(final_sales) as final_sales, count(*) as purchase_count from coffeesales  
71   group by customer_id) as cx_purchase;  
72
```

	Total_customer	Total_transactions	avg_rev	one_time_buyers	repeat_buyers	repeat_rate
▶	100	100	6296.4800	1	99	99.0000



Loyal Customers vs. First-Time Buyers: Who's Driving Sales?

- 99 out of 100 customers are repeat buyers.
- Only 1% of customers are one-time buyers, which is an excellent customer retention indicator.

Discount & Pricing Effectiveness

```
86 • select count(*) as total_sale,  
87   count(case when Used_Discount = 'true' then 1 end) as used_discount,  
88   (count(case when used_discount = 'True' then 1 end)* 100/ count(*)) as discount_percentage  
89   from coffeesales;  
90
```

Result Grid		
total_sale	used_discount	discount_percentage
730	371	50.8219

```
92 • select sum(`sales amount`) as revenue_before_dis, sum(final_sales) as revenue_after_dis,  
93   sum(`sales amount`)-sum(final_sales) as lost_revenue,  
94   (sum(`Sales Amount`)-sum(final_sales))*100/sum(`Sales Amount`) as discount_percentage  
95   from coffeesales;  
96
```

Result Grid			
revenue_before_dis	revenue_after_dis	lost_revenue	discount_percentage
700745	629648	71097	10.1459

```
00 • select sum(quantity) as total_quantity_sold,  
01   sum(case when used_discount = 'True' then quantity end ) as qty_with_discount,  
02   sum(case when used_discount = 'False' then quantity end ) as qty_without_discount,  
03   (sum(case when used_discount = 'True' then quantity end )*100/sum(quantity)) as percentage_after_discount  
04   from coffeesales;
```

Result Grid			
total_quantity_sold	qty_with_discount	qty_without_discount	percentage_after_discount
19039	9641	9398	50.6382

Percentage of sales had discounts applied :

- 371 out of 730 total sales used a discount, meaning over half (50%) of all purchases made with a discount.
- Discounts are a significant factor in customer purchase.

Are Discounts Helping or Hurting Revenue?

- 15% of total revenue was lost due to discounts.

Do Discounts Really Increase Sales?

- 50% of total quantities were ordered with discounts.
- As the sales show equal results, the company might not need heavy discounts to attract customers.

Product Performance Analysis

The average order value for each coffee type :

- Ethiopian coffee has the highest average order value.
- Brazilian coffee has the lowest average order value.

Which coffee type has the highest and lowest sales by quantity ?

- Costa Rica coffee was the most sold.
- Ethiopian coffee was the least sold.

```
115 • select product, round(avg(final_sales)) as AvgOrd_value  
116      from coffeesales group by product;
```

Result Grid | Filter Rows: Export: Wrap Cell Content:

product	AvgOrd_value
Colombian	952
Costa Rica	855
Ethiopian	1048
Brazilian	704
Guatemala	768

```
110 • select product, sum(quantity) as QtySold  
111      from coffeesales group by Product  
112      order by QtySold desc;
```

Result Grid | Filter Rows: Export:

product	QtySold
Costa Rica	4452
Colombian	4072
Brazilian	3792
Guatemala	3425
Ethiopian	3298

```
119 • select dayname(str_to_date(Date, '%m/%d/%y')) AS Purchase_Day,  
120 count(*) as Order_Count  
121 from Coffeesales  
122 group by Purchase_Day  
123 order by Order_Count desc;
```

Result Grid | Filter Rows: Export: | Wrap Cell Content:

Purchase_Day	Order_Count
Wednesday	106
Thursday	105
Friday	104
Sunday	104
Monday	104
Tuesday	104
Saturday	103

When Do Customers Buy the Most Coffee?

- Wednesday has the highest number of orders.
- Saturday has the lowest orders (103 orders), but the difference is minor.
- Consistent sales can be seen throughout the week, with a slight midweek peak.



Conclusion and Recommendations



- Discounts boosted purchases but also led to revenue loss. A balanced strategy is needed.
- Increase promotions for high-selling products to maximize revenue.
- Offer strategic discounts on low-selling products to improve sales without hurting profit margins.
- Personalized offers based on customer purchase history can drive loyalty and repeat purchases.



Thankyou

