

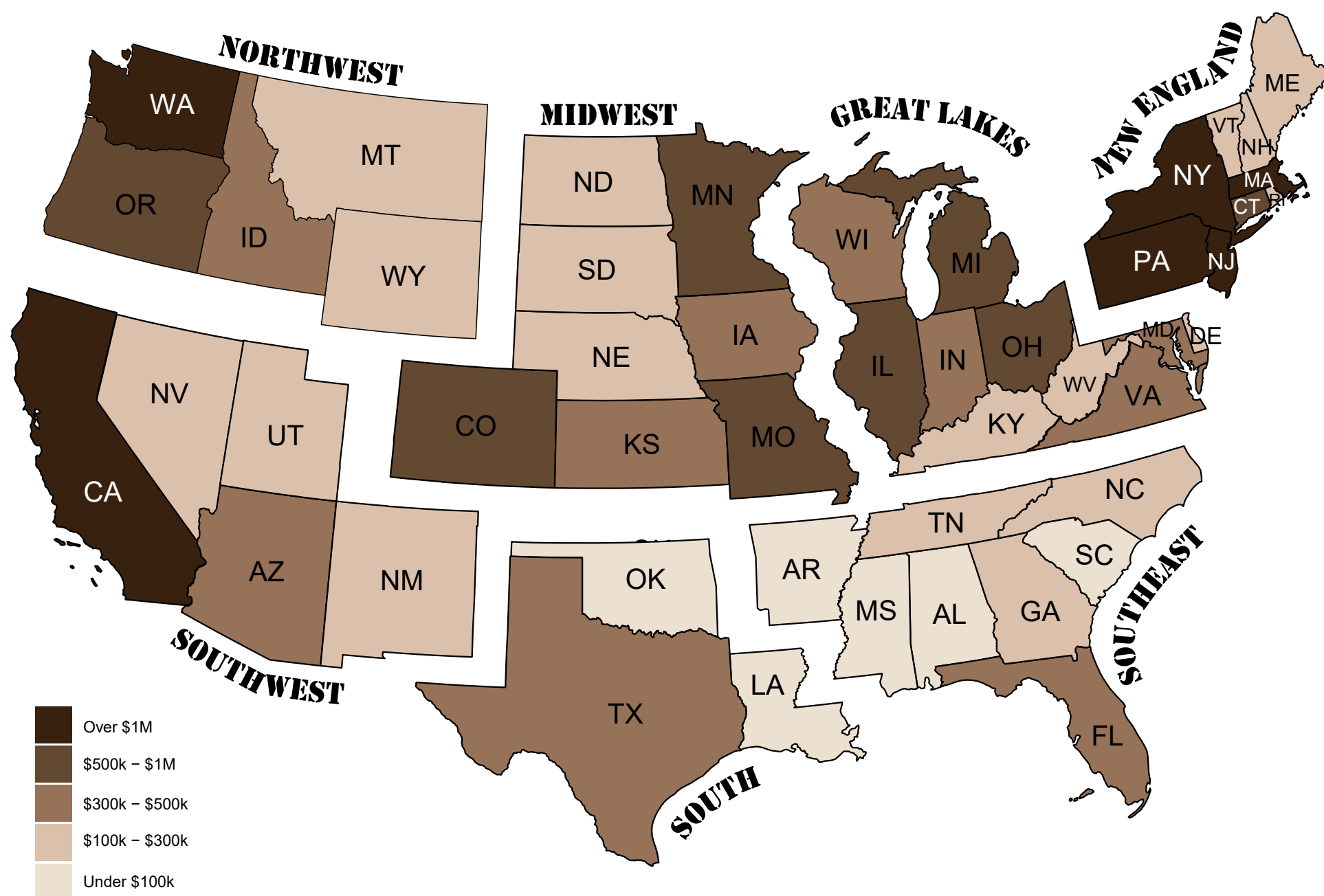


STORY

From 2019 to 2021, the dataset from Beans N Leaves includes 133,087 rows and 16 columns, detailing transaction records that show a notable shift towards premium coffee and tea products, indicating a change in consumer preferences. These columns capture various aspects such as date, product type, sales amount, and profit. This analysis aims to explore the underlying factors driving this trend and assess its impact on the company's profitability. By examining sales patterns and customer preferences, we seek to uncover insights that could inform future business strategies and enhance understanding of market dynamics.

WHERE ARE BEANS N LEAVES' SALES THRIVING ACROSS THE UNITED STATES?

Utilizing 'usmap' and 'ggplot2' in R, this map answers the question by categorizing states into five distinct sales volumes. The data, refined through aggregation methods, indicates that Beans N Leaves' sales are thriving particularly in the New England and Great Lakes regions, with these areas predominantly falling into the higher sales brackets of \$500k to over \$1M.

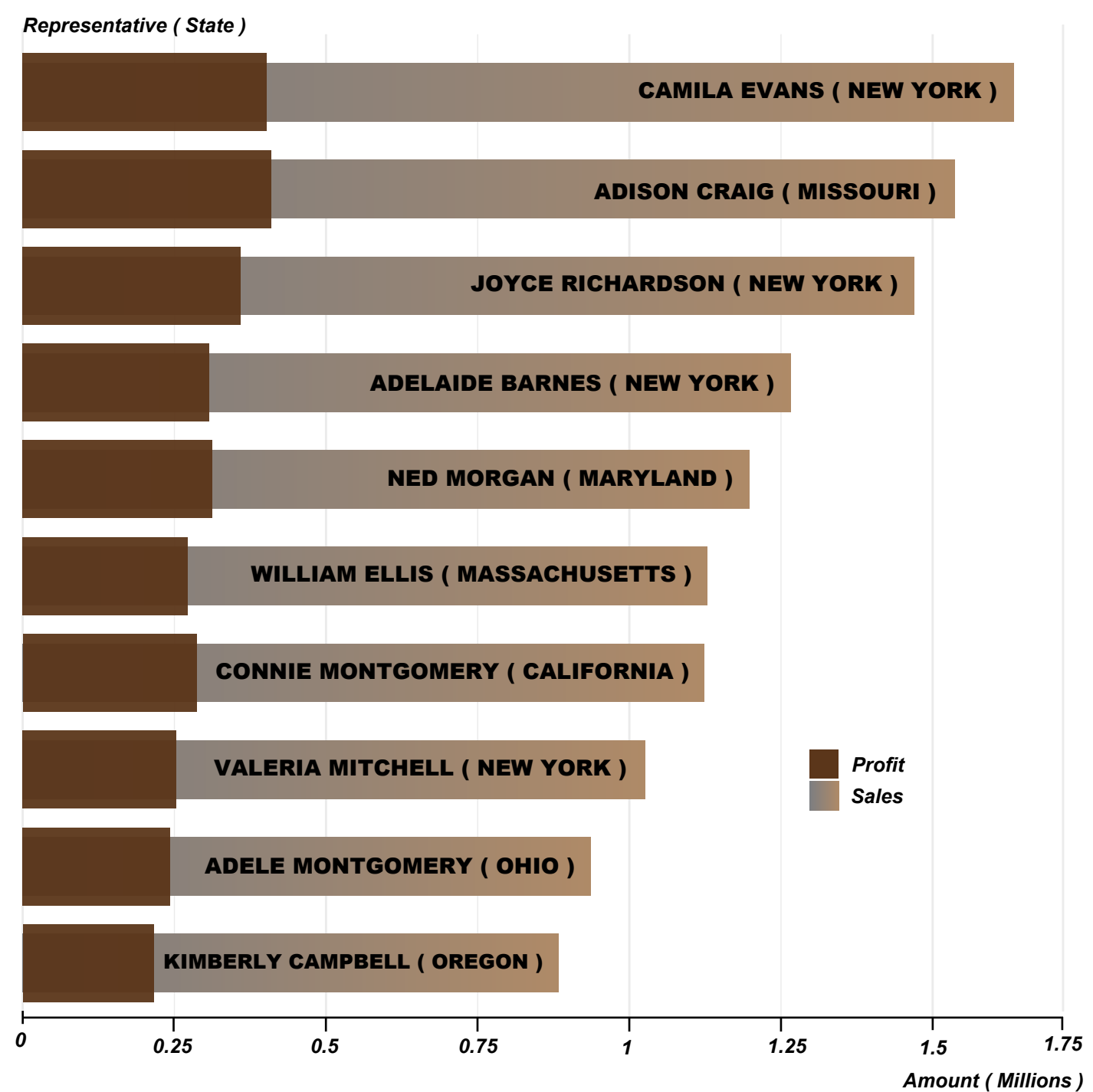


MOTIVATION

The motivation behind this poster is to provide stakeholders with a clear picture of where and how Beans N Leaves' products resonate with consumers, to guide strategic decisions and foster growth. The accompanying section for source code and R package references serves as an acknowledgment of the technical foundation that supported this detailed analysis, inviting further exploration and replication of the methods used in this poster.

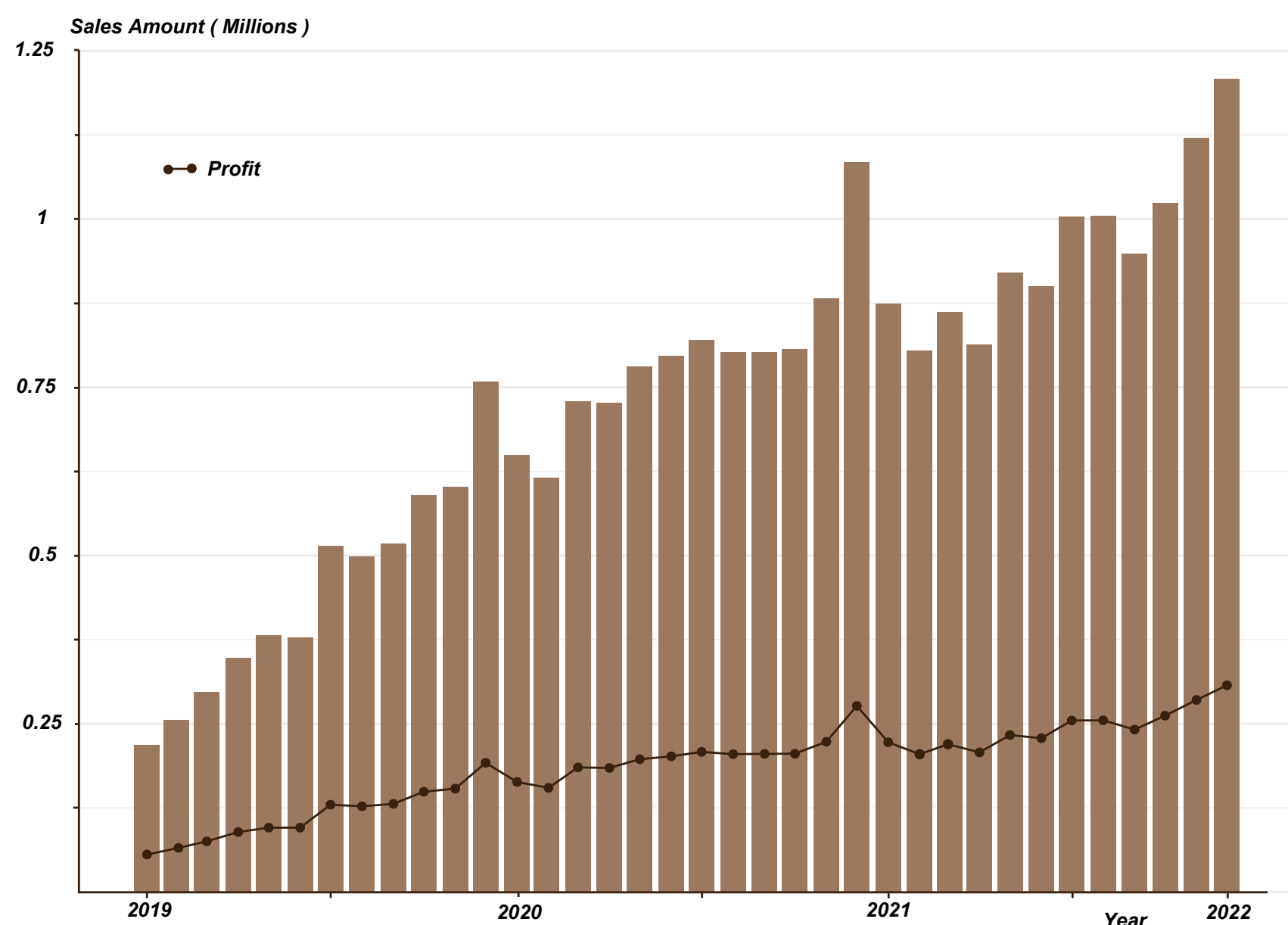
TOP 10 REPS: WHO STANDS OUT IN PROFIT AND SALES?

Summed sales and profits identify top performers: Camila from New York leads in volume, Adison from Missouri in profit. Four are from New York, highlighting the state's substantial fiscal impact.



MONTHLY SALES VS. PROFIT TRENDS

The bars show total sales and the overlaid line tracks profit, both on a monthly basis. The increasing trend in sales isn't mirrored by profit, hinting at inconsistent margins. This variance suggests external factors may be impacting profit differently than sales.



SOURCE CODE AND R PACKAGE REFERENCES

GitHub Repository: https://github.com/skumbham/Mini_Poster
Required R Packages: ggplot2 | dplyr | usmap | dplyr | scales | lubridate

WHAT PRODUCTS DRIVE PROFITABILITY ?

Through aggregation, the bar chart delineates revenue and profit for specific coffee and tea products, revealing that premium coffees such as Kona lead in profitability. The pie chart, distilled from grouped sales data, contrasts the total revenue of coffee at \$16.86 million with tea's \$9.48 million, indicating coffee's dominance in the market.

