

Coffee Bean Sales Project Data Summary

Executive summary report by Seungsoon Park

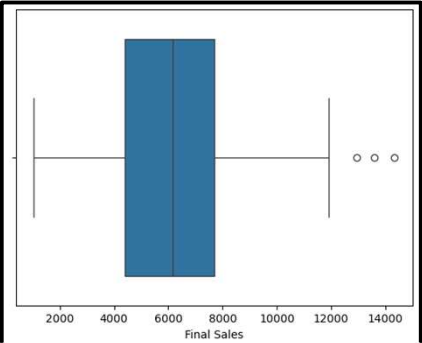
Project Overview

A coffee bean distribution in Saudi Arabia request to analyze sales data and find any trends of sales. In this project, Seungsoon performs preliminary inspection of data supplied by clients to find any key variables and meaningful insights.

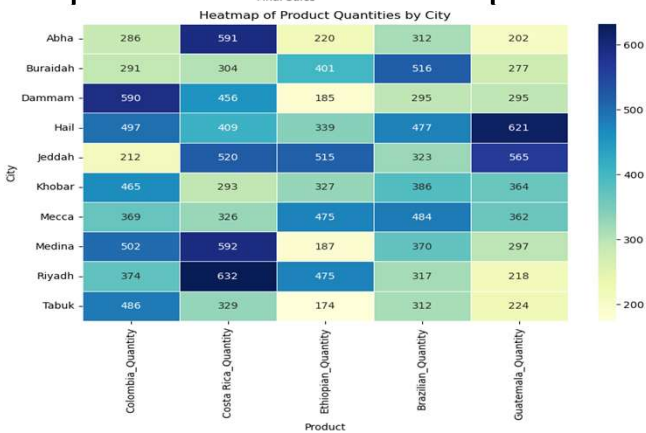
Key Insights

- Found outliers of final sales and this tells us that there are three customers who purchase more than other.
- City has difference preference of products such as, Guatemala for Hail and Costa Rica for Riyadh.
- Perform ANOVA test sales amount by city and average sales amounts of cities are the same with 95% of confidence level.
- Perform ANOVA test sales amounts of products and average sales amounts of products are the same with 95% of confidence level.

Details



Big Three Customers
CustomerID : 2, 82, 97



Next Steps

- Check the trends of sales by years and month
- Consider key variables for model development