**CCD- Coffee Chain Business Case**

**Scaler**

**Topic:** Excel

**Context**

CCD is losing money and it wants to find out why. You are asked to take a look at the data and see if you can pinpoint some reasons.

**Dataset** [**link**](https://docs.google.com/spreadsheets/d/1TlaGs0YYRxCobeTmaSvCKuKbosmU_Jsp/edit?usp=sharing&ouid=100659516601446935794&rtpof=true&sd=true)

This dataset has the following tables:

1. Coffee chain - It contains information about the coffee chain product
2. Product types - It contains information about the product types

Ideally Sales should be

Sales= Cost of Goods + Marketing Expenses + Profit

Figure out why profit is negative. Reasons may be:

* Too much Marketting (Check for products per region)
* Market Size
* etc

Coffee chain has the following features:

|  |  |
| --- | --- |
| **Feature** | **Description** |
| Store\_id | The id of the store |
| COGS | Cost of Goods Sales.  The cost of goods sold (COGS) is the sum of all direct costs associated with making a product. It appears on an income statement and typically includes money spent on raw materials and labour. It does not include costs associated with marketing, sales or distribution. |
| Date | Sale date |
| Market Size | Store size |
| Market | Store's Region |
| Marketing | Expenses in Marketing |
| Product Line | Type of product lines |
| Product Type | Product Category |
| Product | Product Description; |
| Profit | Profits in Dollars |
| Sales | Values Acquired in Sales |
| State | Store's State |
| Target COGS | Target Cost of Goods Sales |
| Target Profit | Target Profits in Dollars |
| Target Sales | Target Values Acquired in Sales |

Product types has the following features:

|  |  |
| --- | --- |
| **Feature** | **Description** |
| Products | Product Description |
| Product Type | Product Category |