# [Project 1: Coffee company data analysis](insert\_link)

#### \*\*Project Overview\*\*

The notebook is focused on analyzing a dataset related to a \*\*coffee company\*\* using Python, with the objective of generating insights to aid \*\*business decision-making\*\*. The analysis includes \*\*sales performance across different quarters, regions, and product segments\*\* to recommend whether certain products should be continued or discontinued.

#### \*\*Key Objectives\*\*

- Load and preprocess \*\*Coffee\_company dataset\*\* using \*\*Pandas\*\*.

- Perform exploratory data analysis (EDA) to identify key sales trends.

- Generate insights into \*\*product performance\*\*, \*\*regional sales\*\*, and \*\*segment-based profitability\*\*.

- Make \*\*data-driven recommendations\*\* for business strategy.

#### \*\*Key Findings\*\*

- \*\*Total revenue\*\* across all products is \*\*£14.78M\*\*.

- \*\*Highest sales\*\* were recorded in \*\*Q4 of 2019\*\* with \*\*£4.12M\*\* in total revenue.

- \*\*France\*\* had the \*\*highest\*\* overall sales, generating \*\*£3.32M\*\*.

- \*\*Coffee A\*\* was the \*\*best-selling product\*\*, contributing \*\*£4.8M\*\* in revenue.

- \*\*Coffee B\*\* generated the \*\*lowest revenue\*\*, only \*\*£1.83M\*\* globally.

- \*\*Government sector sales\*\* were the most profitable, whereas \*\*enterprise segment sales\*\* showed negative revenue.

#### \*\*Project Workflow\*\*

1. \*\*Data Preparation:\*\*

- Loaded dataset using `pandas`.

- Cleaned and formatted column names.

- Displayed initial rows for preview.

2. \*\*Exploratory Data Analysis (EDA):\*\*

- Aggregated \*\*sales figures\*\* by \*\*product, region, and time period\*\*.

- Created \*\*quarterly sales trends\*\* to identify seasonal patterns.

- Analyzed \*\*revenue contributions by segment\*\* (e.g., Government, Enterprise).

3. \*\*Visualization & Insights:\*\*

- Generated \*\*bar charts and line plots\*\* to highlight key sales trends.

- Compared \*\*sales performance\*\* between different products and regions.

- Evaluated which product lines should be \*\*discontinued or expanded\*\*.

#### \*\*Technologies & Tools Used\*\*

- \*\*Python\*\* (Pandas, Matplotlib, Seaborn) for data processing & visualization.

- \*\*Jupyter Notebook\*\* for interactive analysis.

- \*\*GitHub Repository\*\* for version control and portfolio presentation.

#### \*\*Outcome & Business Recommendations\*\*

- \*\*Coffee A should be expanded\*\* due to its strong sales performance.

- \*\*Coffee B should be reconsidered\*\* or \*\*discontinued\*\* due to poor revenue generation.

- The \*\*Enterprise segment needs strategic intervention\*\* due to \*\*negative revenue trends\*\*.

- \*\*Seasonal trends should guide marketing efforts\*\*, focusing on Q4 for maximizing sales.

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description: Welcome to my Business Analyst portfolio.

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