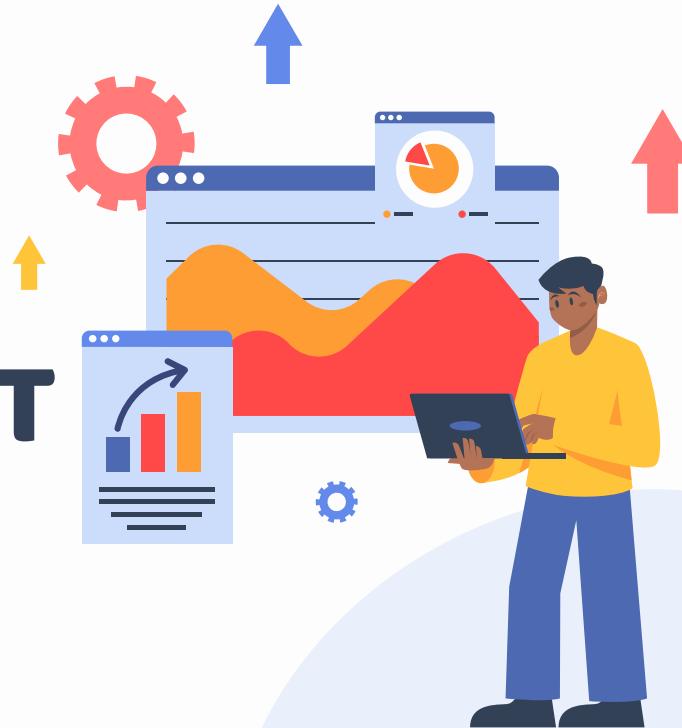


GRIND SALES PRICING PROJECT



End to End Data Analysis | SQL + Power BI

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I. Business Objective

The objective of this analysis is to assess the decline in profit margins across the product portfolio, driven primarily by rising Cost of Goods Sold (COGS), tariffs, and other cost pressures. Using order data from 2023 to 2025, the analysis aims to evaluate portfolio performance and support pricing strategy decisions.

Task:

- Identify all products with a Gross Margin % (GMP) below 30% in Q3 2025.
- Create a dashboard showing **Year-over-Year GMP, Revenue by Category, Product and Region.**
- Provide clear, data-backed recommendations on which items require a **price increase or discontinuation.**



II. Methodology



- Create a new database and import raw CSV datasets into SQL Server.
- Merge datasets, remove nulls, calculate derived columns.
- Construct a master SQL View for reporting.
- Connect Power BI to database.
- Calculate profit metrics and design dashboard.
- Identify trends and propose pricing strategies.



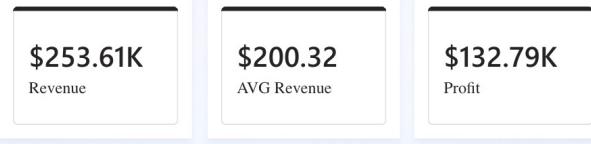
III. Data Visualization



Grind Sales Pricing Dashboard

Year

- Select all
- 2023
- 2024
- 2025

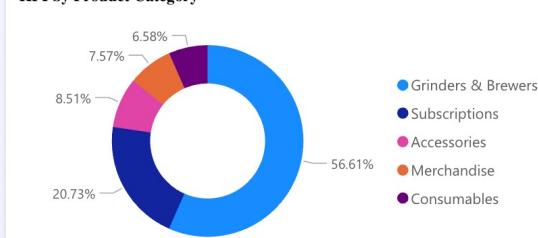


Metric Selector

- Margin
- Profit
- Quantity
- Revenue

ProductCategory	East	North	South	West
Accessories				
Airtight Storage Container	1,831.20	610.40	610.40	4,455.92
Chemex Filters (100 pack)	1,108.60	409.70	747.10	1,084.50
Digital Coffee Scale	1,180.52	509.77	321.96	1,019.54
Gooseneck Electric Kettle	1,080.97	1,185.58	418.44	2,231.68
Refillable Coffee Pods	1,254.76	506.73	337.82	868.68
Consumables				
Cold Brew Concentrate	1,174.50	399.33	493.29	728.19
Decaf Blend (1kg)	1,936.80	161.40	1,049.10	2,299.95
Espresso Bean Sampler Pack	667.10	114.36	57.18	1,086.42
Seasonal Blend Light Roast	1,208.02	497.42	390.83	1,527.79
Single-Origin Ethiopian (250g)	1,247.36	311.84	194.90	1,286.34
Grinders & Brewers	41,530.55	18,871.91	21,768.40	62,698.89
	1,122.10	1,000.00	1,000.00	1,000.00

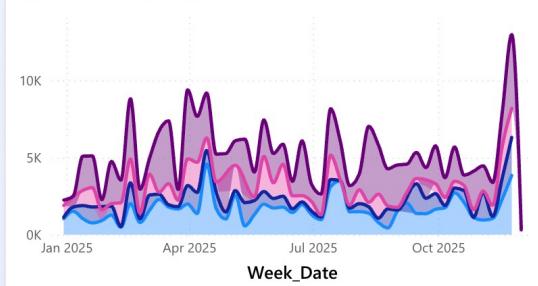
KPI by Product Category



Product Analysis

KPI by Week_Date and Region

- East
- North
- South
- West



III. Data Visualization



Year

- Deselect all
- 2023
- 2024
- 2025

Annual Revenue Breakdown by Product

ProductName	2023	2024	2025	Total
Logo Hoodie (Black)	\$2,771.86	\$2,116.97	\$1,797.14	\$6,685.97
Espresso Bean Sampler Pack	\$3,068.66	\$3,316.44	\$1,925.06	\$8,310.16
Daily Grind T-Shirt	\$3,889.34	\$2,756.73	\$2,500.29	\$9,146.36
Single-Origin Ethiopian (250g)	\$3,352.28	\$2,845.54	\$3,040.44	\$9,238.26
Cold Brew Concentrate	\$3,734.91	\$4,040.28	\$2,795.31	\$10,570.50
Digital Coffee Scale	\$4,373.29	\$3,595.22	\$3,031.79	\$11,000.30
Refillable Coffee Pods	\$4,536.44	\$3,571.24	\$2,967.99	\$11,075.67
Chemex Filters (100 pack)	\$4,217.50	\$3,711.40	\$3,349.90	\$11,278.80
Minimalist Keychain	\$4,735.01	\$3,913.91	\$3,612.84	\$12,261.76
Seasonal Blend Light Roast	\$3,872.77	\$6,111.16	\$3,624.06	\$13,607.99
Gooseneck Electric Kettle	\$5,683.81	\$4,916.67	\$4,916.67	\$15,517.15
Insulated Travel Tumbler	\$4,457.84	\$6,751.68	\$6,794.96	\$18,004.48
Decaf Blend (1kg)	\$6,859.50	\$6,940.20	\$5,447.25	\$19,246.95
Branded Ceramic Mug (Large)	\$7,948.80	\$6,739.20	\$4,665.60	\$19,353.60
Airtight Storage Container	\$8,789.76	\$9,949.52	\$7,507.92	\$26,247.20
Monthly Dark Roast Subscription	\$8,576.40	\$9,985.38	\$8,086.32	\$26,648.10
Three-Month Gift Subscription	\$9,977.13	\$9,520.66	\$8,672.93	\$28,170.72
Espresso Lovers Quarterly Pack	\$10,706.41	\$12,278.68	\$9,583.36	\$32,568.45
Subscription Renewal Service	\$12,406.29	\$13,434.03	\$12,332.88	\$38,173.20
Bi-Weekly Sampler Box	\$13,315.50	\$11,983.95	\$14,380.74	\$39,680.19
Pour-Over Starter Kit	\$16,942.03	\$16,942.03	\$13,153.75	\$47,037.81
Hand Grinder (Travel Size)	\$35,151.36	\$29,038.08	\$32,094.72	\$96,284.16
Automated Drip Brewer	\$30,648.80	\$37,014.32	\$31,591.84	\$99,254.96
Precision Electric Grinder	\$37,848.60	\$38,080.80	\$24,381.00	\$100,310.40
High-Capacity French Press	\$56,167.76	\$61,581.52	\$43,648.44	\$161,397.72
Total	\$304,032.05	\$311,135.61	\$255,903.20	\$871,070.85

Margin Breakdown by Product

ProductName	2023	2024	2025	Total
Chemex Filters (100 pack)	20.00%	16.00%	12.00%	16.31%
Minimalist Keychain	19.99%	15.98%	11.98%	16.35%
Logo Hoodie (Black)	20.03%	16.02%	12.03%	16.61%
Gooseneck Electric Kettle	32.29%	28.91%	25.52%	29.07%
Branded Ceramic Mug (Large)	34.54%	31.26%	27.99%	31.82%
Pour-Over Starter Kit	35.43%	32.20%	28.97%	32.46%
Single-Origin Ethiopian (250g)	40.74%	37.77%	34.81%	37.87%
Espresso Bean Sampler Pack	42.92%	40.06%	37.21%	40.46%
Monthly Dark Roast Subscription	47.85%	45.24%	42.63%	45.28%
Automated Drip Brewer	48.91%	46.36%	43.81%	46.34%
Digital Coffee Scale	50.35%	47.87%	45.39%	48.17%
Hand Grinder (Travel Size)	53.50%	51.18%	48.85%	51.25%
Insulated Travel Tumbler	56.26%	54.07%	51.89%	53.79%
High-Capacity French Press	60.19%	58.20%	56.21%	58.35%
Cold Brew Concentrate	60.96%	59.01%	57.06%	59.18%
Three-Month Gift Subscription	61.51%	59.58%	57.66%	59.67%
Airtight Storage Container	61.71%	59.80%	57.89%	59.89%
Daily Grind T-Shirt	64.86%	63.10%	61.35%	63.37%
Refillable Coffee Pods	64.98%	63.23%	61.48%	63.48%
Subscription Renewal Service	66.20%	64.51%	62.83%	64.52%
Precision Electric Grinder	69.31%	67.78%	66.24%	67.98%
Decaf Blend (1kg)	71.03%	69.58%	68.13%	69.69%
Bi-Weekly Sampler Box	75.57%	74.34%	73.12%	74.31%
Espresso Lovers Quarterly Pack	76.69%	75.53%	74.36%	75.57%
Seasonal Blend Light Roast	84.83%	84.07%	83.31%	84.08%
Total	56.64%	55.06%	52.43%	54.84%

IV. Insights & Conclusions

1 Products with GMP < 30% in Q3 2025

Product name	Q3 2025 Margin	Status
Minimalist Keychain	11.98%	● Critical
Chemex Filters (100 pack)	12.00%	● Critical
Logo Hoodie (Black)	12.03%	● Critical
Gooseneck Electric Kettle	25.52%	● Warning
Branded Ceramic Mug (Large)	27.99%	● Warning
Pour-Over Starter Kit	28.97%	● Warning

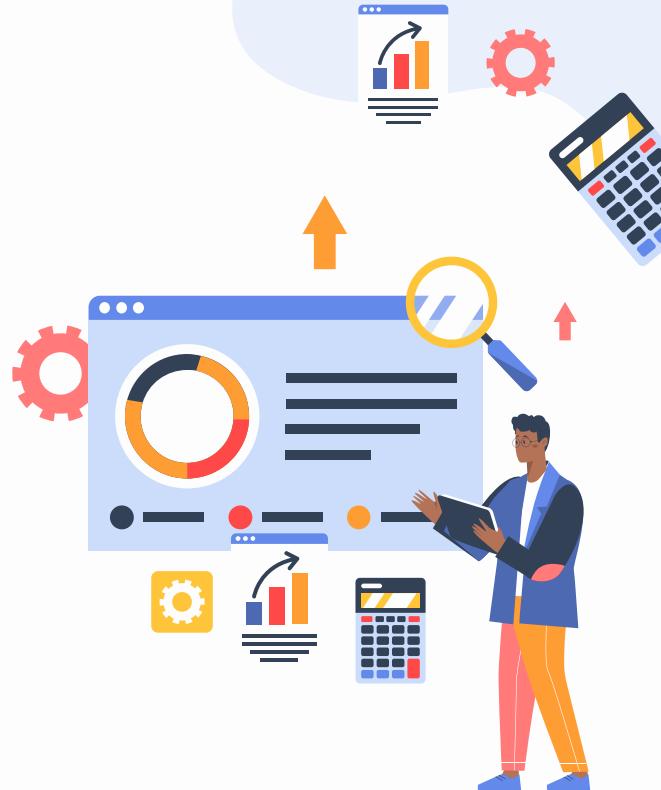
IV. Insights & Conclusions

2 Pricing Strategic Recommendations

✗ DISCONTINUE (Low Margin + Low Revenue)

These items are draining profitability and do not generate enough sales volume to justify a turnaround effort:

- **Chemex Filters (100 pack):** Margins collapsed to 12.00%. Revenue is low (\$3.3k in 2025).
- **Minimalist Keychain:** Margins collapsed to 11.98%. Revenue is low (\$3.6k in 2025).
- **Logo Hoodie (Black):** Margins collapsed to 12.03%. Revenue is negligible (\$1.8k in 2025).



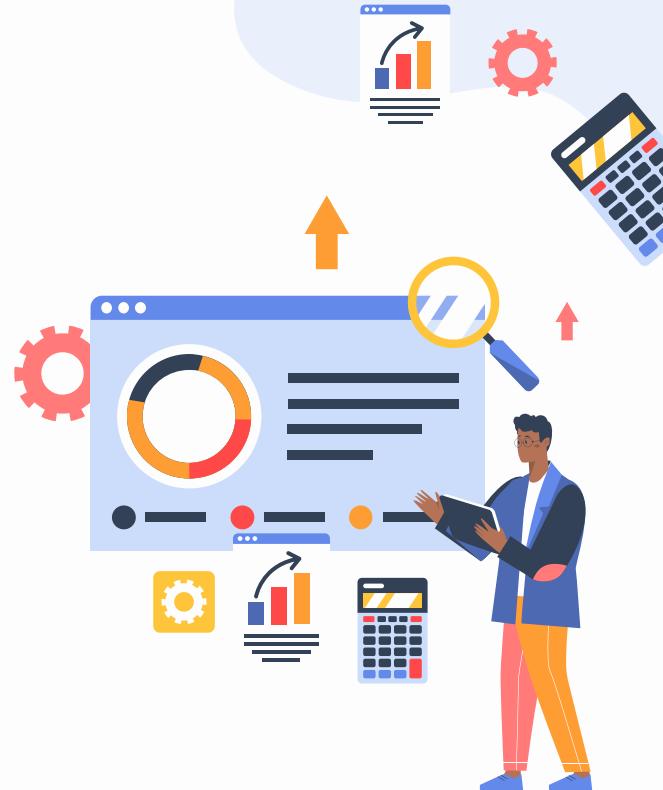
IV. Insights & Conclusions

2 Pricing Strategic Recommendations

⚠ PRICE INCREASE (Low Margin + High Revenue)

These are popular products that must raise prices to restore the margin to 30%:

- **Pour-Over Starter Kit:** Top earner (\$47k) slipped to 28.97%. Small hike = significant profit boost.
- **Branded Ceramic Mug:** Solid volume (\$19k) at 27.99%. Needs slight adjustment.
- **Gooseneck Electric Kettle:** Core item (\$15.5k) dropped to 25.52%. Requires immediate correction.



Conclusions



Key Findings

Identified six key products consistently missed the 30% margin target.



Strategic Actions

Discontinue low-value merchandise and increase prices on high-volume essentials.



Next steps

Investigate rising supplier costs for branded items and monitor sales volume elasticity in Q4.



Thank you for reading!

Do you have any questions?

Email: thuthaokt1999@gmail.com

Linkedin: <https://www.linkedin.com/in/fromthao/>

