



CONSCIOUS BEAN CASE STUDY

AT A GLANCE

CHALLENGES

- Potential clients do not know how much of each coffee, tea, and other drink to buy and budget for when beginning a coffee shop, disadvantaging them against larger chains.



"Mark helped me improve a financial model I created for the restaurant industry.... Mark's dedication and ability to clearly communicate abstract and complicated thoughts made working very fun."

MATTHEW EVILSIZOR
Conscious Bean Coffee

OBJECTIVES

Conscious Bean wanted an Excel database as part of their consulting package where one would enter expected daily customers, and a list of 425 different products, over 12 months, would adjust to expected monthly sales for that number of expected daily customers. Conscious Bean then wanted to adjust the numbers for different coffee cultures and different weather zones, creating many different city models.

SOLUTIONS

- I identified the 20 cities with most distinct coffee cultures combined with weather zones in the US.
- I cleaned the original dataset assuming 350 daily customers with Pandas, leaving only relevant data remaining.
- I inserted the average monthly customers for each month based on 350 daily customers
- For each of the 20 cities, I had Pandas increase or lower the initial sales by a scalar for LA based on my mentor's observations about coffee culture and weather.
- I then divided each cell by average monthly customers to produce a divisor for use in the Excel formula for each city.
- I had Pandas print an acceptable Excel formula for each cell including this divisor.
- I cut and pasted these new formulas into a spreadsheet for each of the 20 cities.

ASSETS (LINKS)

1.