



# **COFFEE SHOP SALES PROJECT USING MICROSOFT POWER BI**

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# PROBLEM STATEMENT

Tim Hortons is coffee company in US.A and it has coffee multiple locations across the country after the end of 2022 they opened their 3 new coffee chains in New york city.The company wants to know about sales in new coffee chains also wants to know about overall revenue and profits.To know about these trend, company has decided to use "Business and Data intelligence" strategies.To do this task company management has decided to hire external service provider to give valuable insights from data provided by the company



# UNDERSTANDING THE REQUIREMENTS

External service provider have been given 6 months of data in the form of excel file and it is starting from January of 2023. They will do analysis on based on product, total revenue of past 6 months, individual revenue, revenue on basis of month and other important analysis which will give them insights and also help them to grow more in the future and open new chains in different locations.

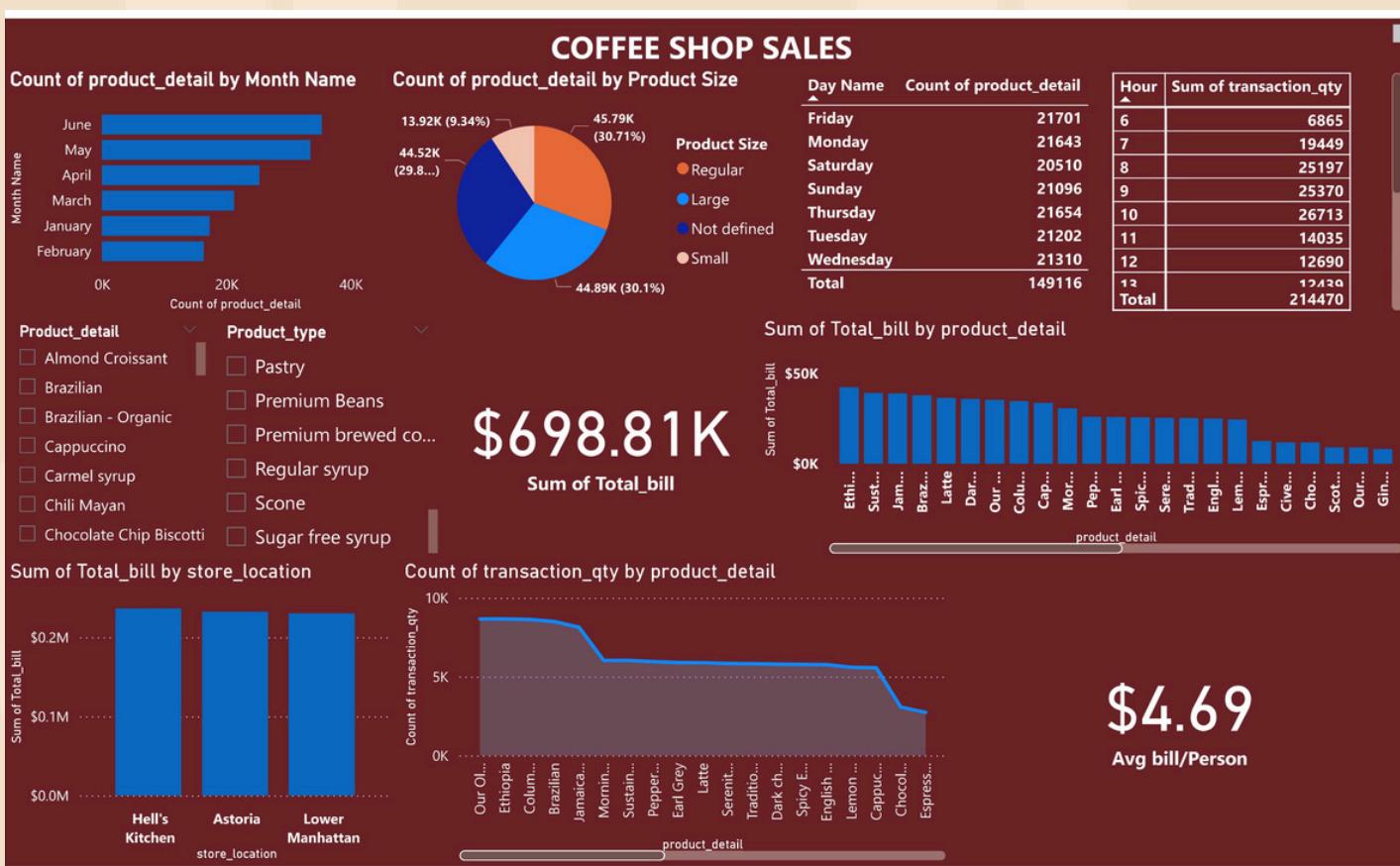


# **STEPS FOLLOWED**

- 1.) Importing excel file to Power BI**
- 2.)Performing ELT and data cleaning using power query editor**
- 3.)Created new measures using DAX functions and used them in making Power BI visuals**
- 4.)Created new columns using different functions**
- 5.)At last created dashboard as per requirement**



# DASHBOARD



# INSIGHTS

1.) Total revenue of all three chains :-  
\$698,812

2.) Sales on basis on basis of product size  
Large size were sold most which is 31% then  
medium size 30% and small were sold 10% and  
29% are not defined so we need to improve  
data gathering in your company

3.) Peak hours of work:-  
8am-10am cause most of working  
professional ,college student are going for  
work so buying themselves morning breakfast



# MORE INSIGHTS

4.) Most number of products are sold on Friday around 21,701

5.) Most number of products were sold in the month of June around 35,601 and in June only there was total around \$166, 455 earning was done which is best across the six months

6.) Average of \$4.69 bill is accounted per person in any coffee chain

7.) Best selling product is Our Old Time Diner Blend sold 8660 times and Ethiopia was most profitable product across 6 month with bill of more than \$42,000





**THANK YOU**

