Maven Roasters Coffee shop Sales Insights & Customer Behaviour Overview Dashboard

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Create KPIs

1. Total Revenue

2. Total Transactions (Footfalls)

3. Average Order Value (AOV)

Sales Insights

1. **Monthly Revenue Trend**

   - **Question: What is the monthly revenue trend over time?**

   - **Graph: Line Chart (Month vs. Revenue)**

2. **Revenue by Product Category**

   - **Question: Which product categories generate the most revenue?**

   - **Graph: Bar Chart or Pie Chart (Product Category vs. Total Revenue)**

3. **Top 10 Selling Products**

   - **Question: Which products sell the most in quantity?**

   - **Graph: Bar Chart (Product ID or Name vs. Total Quantity Sold)**

4. **Hourly Sales Analysis**

   - **Question: At what times of the day do most transactions happen?**

   - **Graph: Column Chart (Hour vs. Number of Transactions)**

5. **Store Performance**

   - **Question: Which store locations generate the highest revenue?**

   - **Graph: Pie Chart (Store Location vs. Revenue)**

6 Transaction Frequency by Months

- o   Question: Are there specific Months with higher transaction volumes?

- o   Graph: Line/Column Chart (Per months vs. No. of Transactions)

Customer Behaviour Overview

7. Total Footfalls per Store Location

- o   Question: Total Footfalls quantity per transaction per store?

- o   Graph: Pie Chart (Store Location vs. No. of Transactions)

8. High Revenue Hours

- o   Question: What hours of the day have the highest revenue?

- o   Graph: Line or Column Chart (Hour vs. Revenue)

9. Footfalls by Day of Week

- o   Question: Are there specific days with higher Transactions?

- o   Graph: Line/Column Chart (Day of Week vs. Transactions)

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