
Coffee Chain Sales Analysis

A project proposal for a dashboard powered by Microsoft PowerBI

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Context

Name of Organisation

Coffee House Corporation

Organisation Background

Coffee House Corporation is a coffee chain with over 100 outlets all around the United States. The company serves a variety of coffee and tea.

Purpose of Dashboard

To provide insight to the decision-maker for business planning by providing a thorough overview of the company's sales performance, profitability, and operational efficiency of the outlets.



Problem Statement

Coffee House Corporation currently lacks a centralized, data-driven view of its overall business performance. Decision-makers are facing difficulties in identifying trends, underperforming areas, and opportunities for improvement.

#audience and Key Questions

1. The Regional Sales Manager

- *How are different regions performing in terms of sales and profit?*
- *Which states or markets are falling short of their targets?*

2. The Financial Team

- *Where are we overspending relative to the sales generated?*
- *Which markets have the highest cost of goods sold (COGS) and lowest profit margins?*

3. The Marketing Team

- *Does higher marketing spend actually correlate with higher sales/profit?*
- *Which products or product types respond best to marketing?*

4. Product Line Manager

- *Which product lines or types are generating the most and least profit?*
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Constraints



Data is aggregated from multiple sources and may have inconsistencies or missing values.



Dashboard must remain user-friendly and accessible to non-technical users.

Thank you!

 <https://github.com/Aisyah-Athirah/>

