**Executive Summary: Coffee Shop Sales Dashboard**

This dashboard provides a comprehensive analysis of sales performance for a coffee shop over multiple dimensions, leveraging a user-friendly and interactive visual format.

**Key Highlights:**

1. **Overall Performance**:
   * **Total Sales**: $44,634
   * **Total Orders**: 2,000
   * **Total Quantity Sold**: 5,958 units
2. **Sales Breakdown**:
   * **By Coffee Type**:
     + Espresso leads with **$14,039**, followed by Mocha (**$12,082**), Latte (**$9,846**), and Americano (**$8,667**).
   * **By Roast Type**:
     + Medium roasts dominate with **$20,749**, followed by Light (**$14,039**) and Dark (**$9,846**).
   * **By Loyalty Card Usage**:
     + Customers without loyalty cards accounted for **52% of sales**, while 48% came from loyalty program members.
3. **Sales Trends**:
   * **Total Sales Over Time**:
     + The performance trend showcases fluctuations across months from 2021 to late 2023, with notable peaks for Espresso and Mocha sales.
   * **Sales By Country**:
     + Canada leads sales with over **$9,500**, followed by the United Kingdom, Australia, Ireland, and the United States.
4. **Top Customers**:
   * Key customers contributing significantly to revenue include:
     + **Jessica James** and **Kenneth Moore** with sales above $67 each.
     + Followed by Amanda White, Matthew Robinson, and Katherine Rodriguez.
5. **Interactive Filters**:
   * Users can drill down sales by **Order Date, Roast Type, Coffee Type, Loyalty Card Membership, and Size** to gain deeper insights.

**Insights and Recommendations:**

* **High Performing Segments**: Espresso and Medium Roast drive the majority of sales. Strategies like promotions or bundling can capitalize on their popularity.
* **Loyalty Program Expansion**: With a 48% adoption rate, targeted campaigns encouraging more customers to join the loyalty program could further boost repeat sales.
* **Regional Opportunities**: Canada outpaces other regions, suggesting the potential to focus marketing efforts or expand similar offerings in other markets.
* **Customer Retention**: High-value customers like Jessica James and Kenneth Moore can be nurtured through personalized discounts or loyalty rewards.