COFFEE SALES ANALYTICS

REPORT

About The Project

- In the beginning I had a data about Coffee sales with a data about customers including their names, country, IDs, and all their orders details as you will see in the next slides. I tried to figure out the customers needs and that’s by knowing what are their preferences regarding the Coffee type and size etc.

DATA GATHERING

XLOOKUP AND INDEX, MATCH COMBINATION

- I got three dataset orders, customers, products by linking the primary key to the foreign key using xlookup and index, match combination to add the relevant data to my analysis which what I said in the beginning, studying customers preferences.

DATA FORMATTING

USING IF FUNCTION FOR DATA FORMATTING

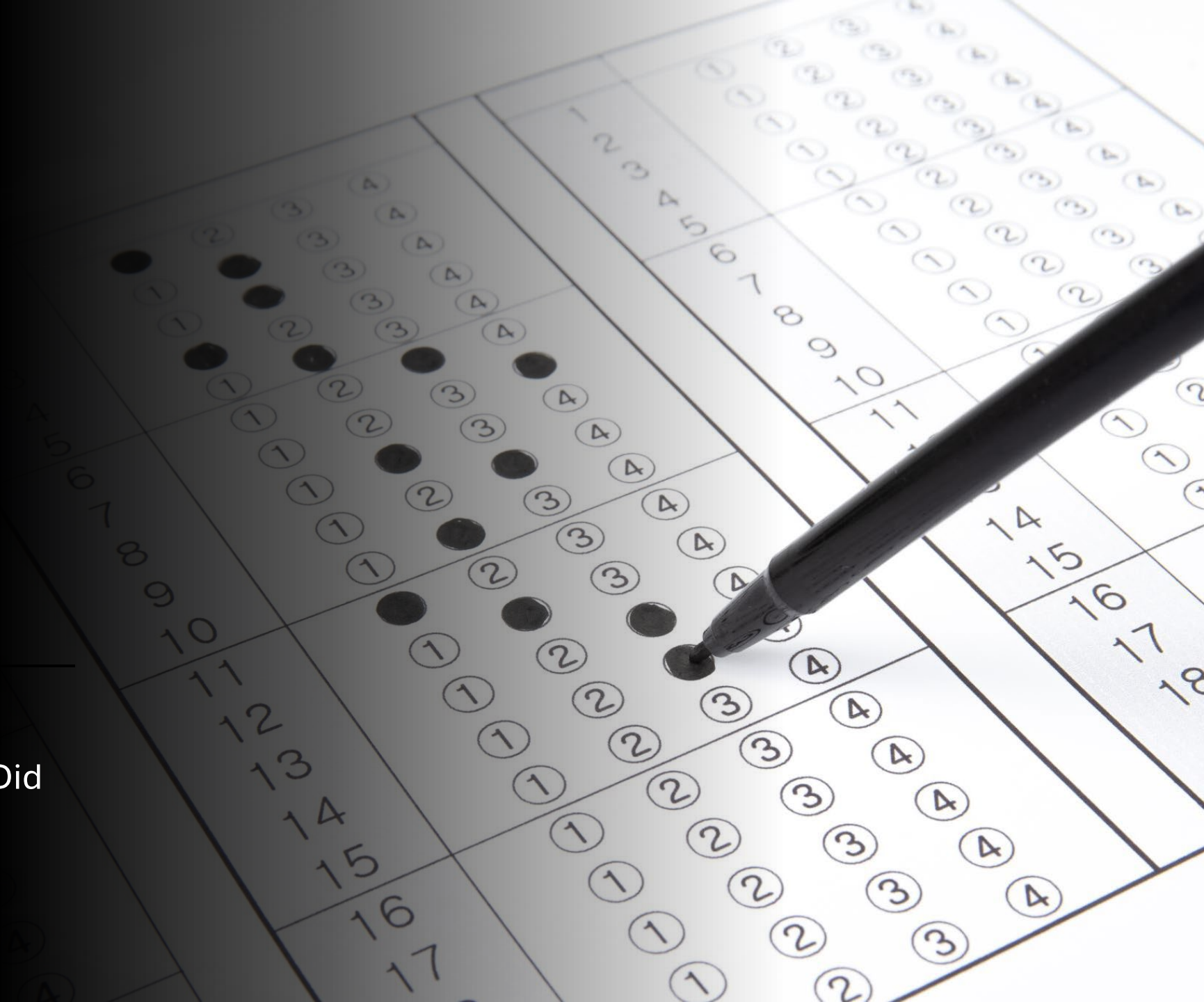
- Some columns have abbreviated names, so I used if function to map this names again, ex. Instead of coffee name Rob, Exc, Ara, Lib I changed it to robusta, excelsa, arabica, and Liberica. And I did the same procedure to roast type.

Coffee Type	Roast Type
Rob	M
Exc	M
Ara	L
Exc	M
Rob	L
Lib	D
Exc	D
Lib	L
Rob	M

coffee Type name	Roast Type
Robusta	Medium
Excelsa	Medium
Arabica	Light
Excelsa	Medium
Robusta	Light
Liberica	Dark
Excelsa	Dark
Liberica	Light
Robusta	Medium

Multiplication function for sales column

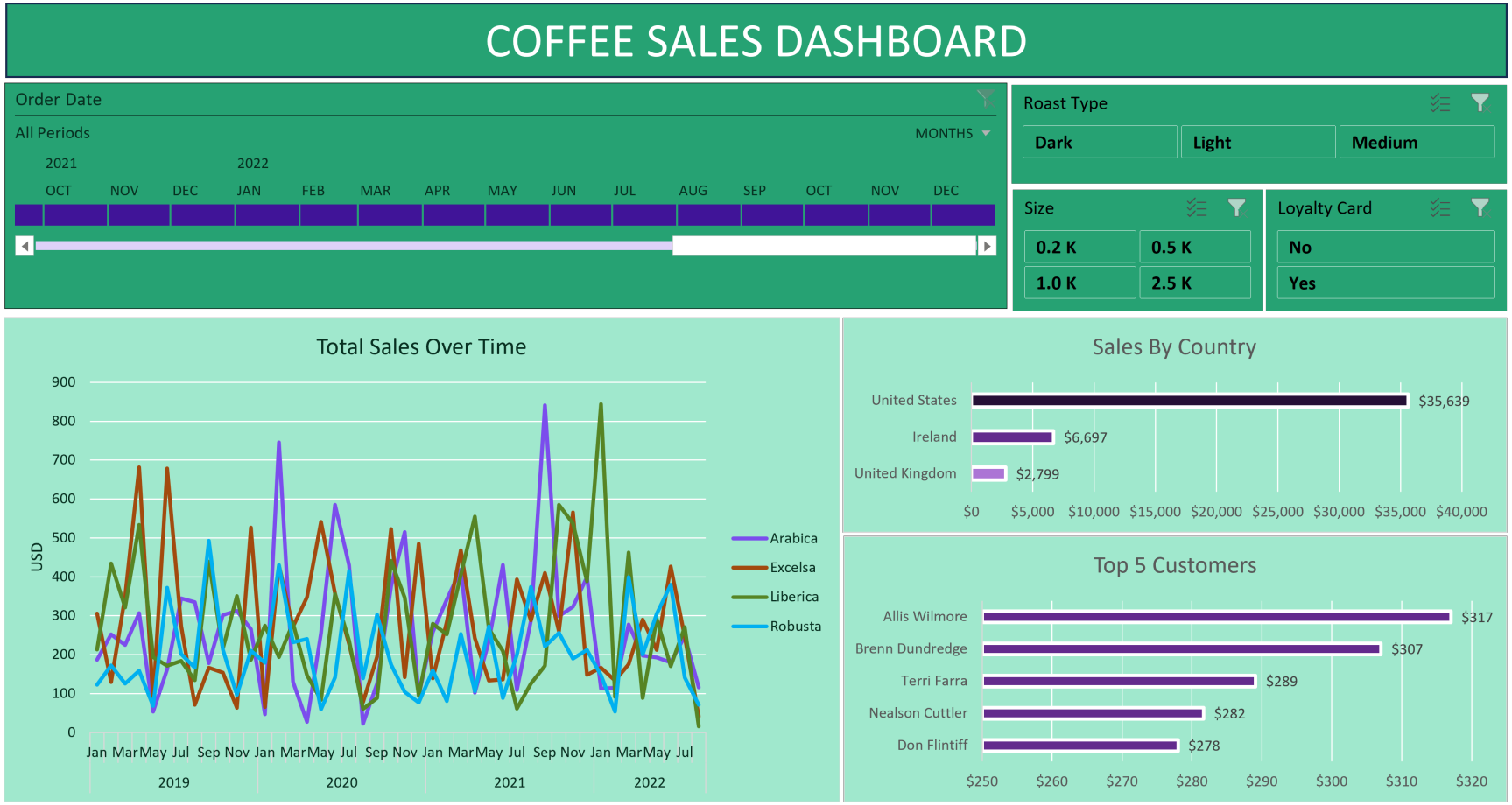
Did multiplication to calculate total sales for each customer. Did some number formatting

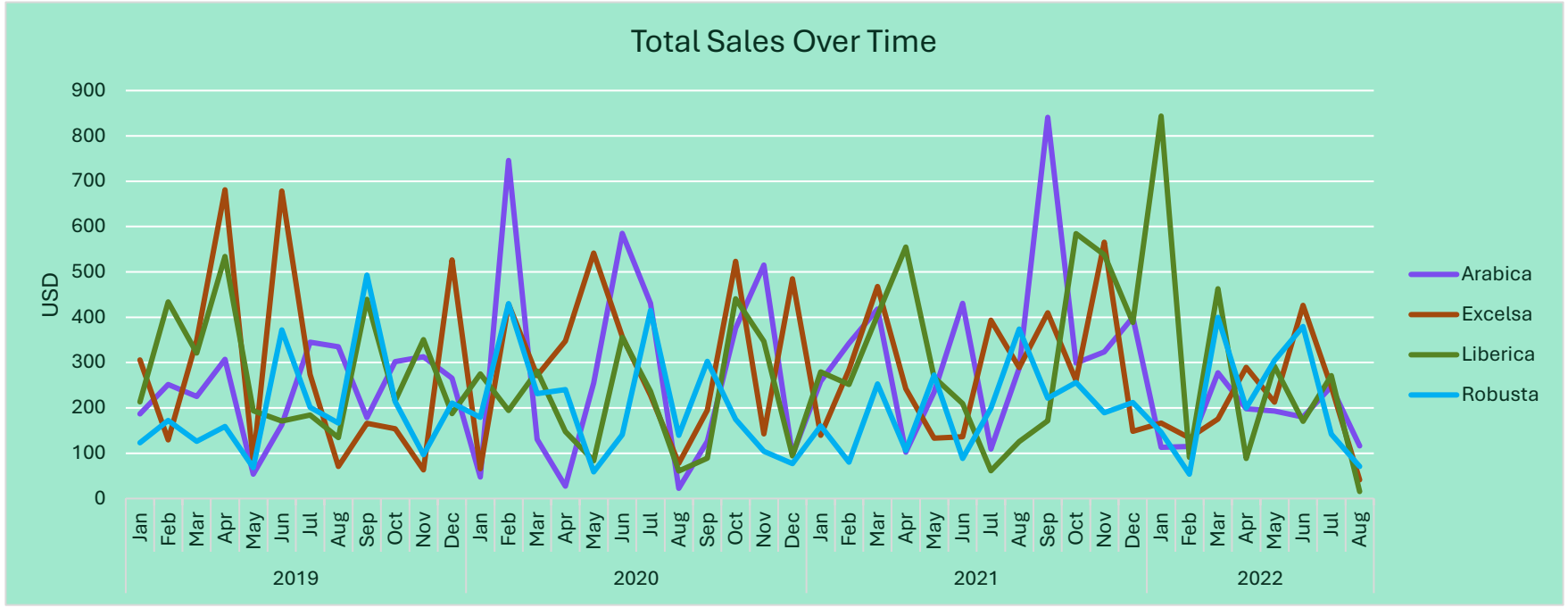


COFFEE SALES DASHBOARD

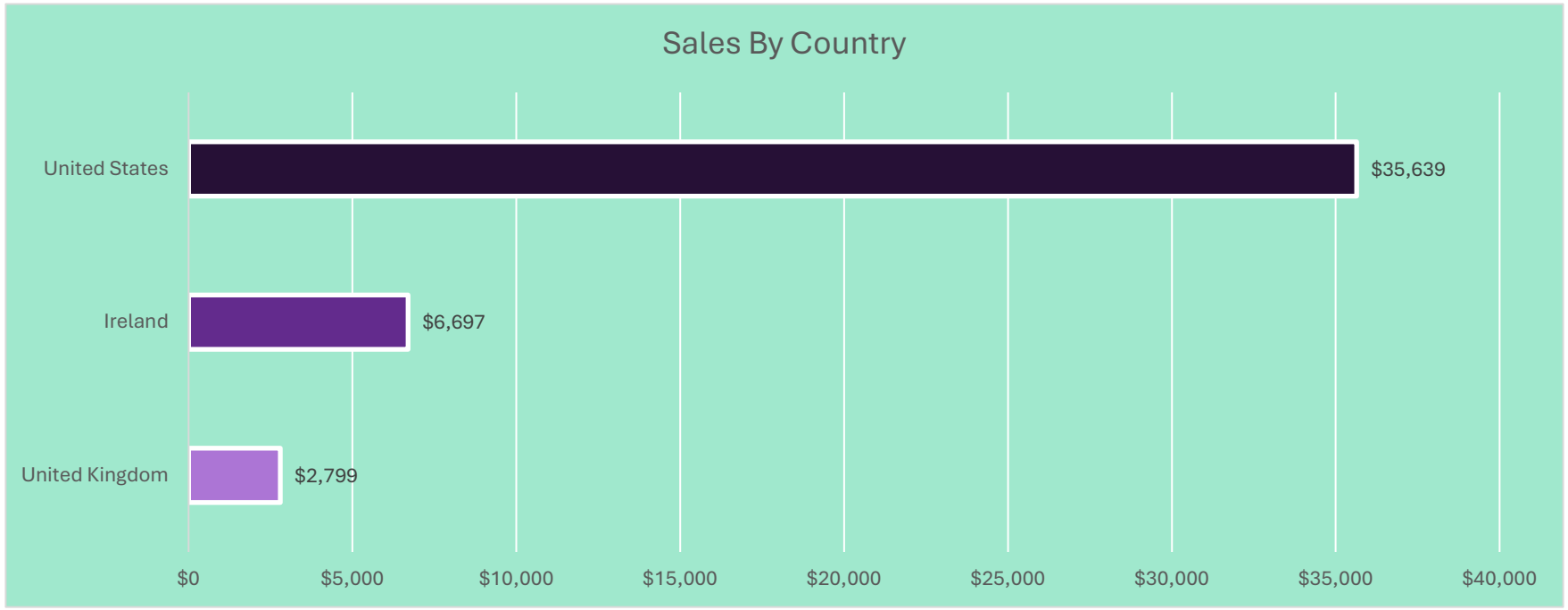
In The next section I’ll discuss my final dashboard and the processes I made to achieve this result.

beautiful, isn’t it ? Let down the dashboard and let’s dig deep the process.

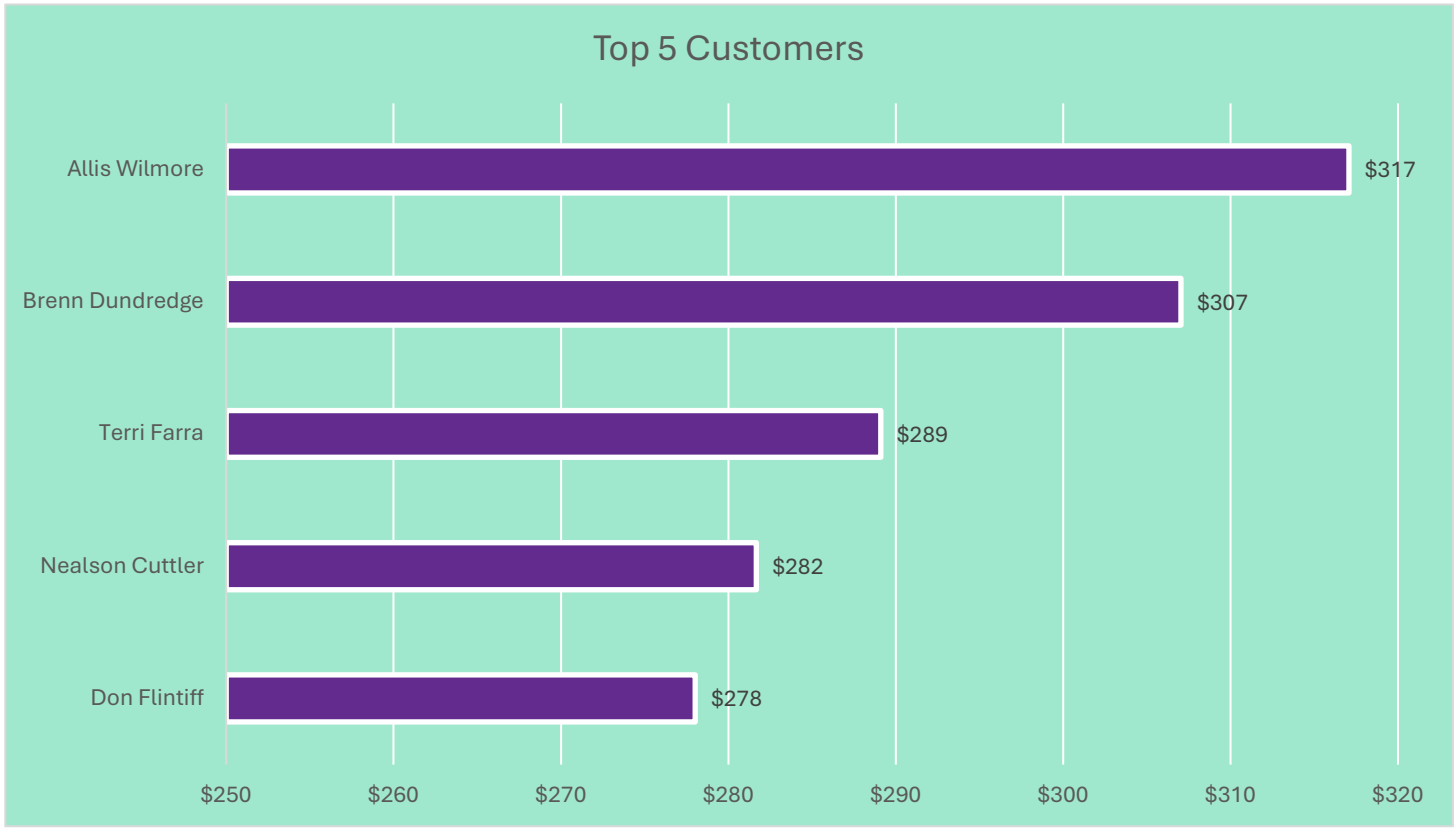




- I tried to figure out how to get valuable insights from this data, so I said why don't I know what are people preferences so I Found that the most preferred coffee type is arabica and liberica, so why don't we make a mix of the two most wanted coffee type and study if it will gain a welcoming? Hopefully, they gather a data about to the result



- Which country counts for the highest Sales? I inserted a pivot table to know the answer to the question. I found that united states is the highest country on sales which is logical as united states is the biggest market among the other two countries



- I answered a question which is what is the top 5 customers in terms of sales, I found the top 4 is from United states and “Don Flintiff” is from united kingdom which is a little bit weird because it’s the least country in terms of sales

Final thoughts

- This data set is pretty clean, so I didn’t have to make data cleaning before the analysis
- We need a huge marketing campaign in Ireland and united kingdom
- We need put money on CAC “customer Acquisition cost” in Irish and English people to increase sales as well!

AMR SALAH

DATA ANALYST