



COFFEE SALES ANALYSIS

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Objective

To explore and analyze the sales performance of various coffee types across sizes, roast levels, and regions. The goal is to clean the data, perform meaningful analysis, and build an interactive dashboard to extract actionable insights.

Dataset Source:

- **Sourced from:** Github
- **Format:** `.xlsx` file with raw data
- **Contains:** Coffee Type, Roast Type, Size, Price, Profit, Country, Date, Customer, etc.

Tools Used:

Microsoft Excel : Data cleaning, manipulation, pivot tables
Tableau : Visual dashboard creation and analysis
Google Docs/ MS Word : For creating report and documentation

Data Cleaning & Preparation

- Used excel for data cleaning ,calculations and manipulation.
- Removed nulls and duplicates
- Standardized formats for dates and country names
- Created new columns

Analysis with Pivot Tables

Created pivot tables to extract insights:

- Total Sales by Coffee Type and Size
- Sales and Profit by Country
- Sales by Month
- Top 10 Customers
- Total Sales vs Profit

Dashboard Creation (Tableau)

Developed a clean, interactive dashboard with:

1. **Top-Selling Products** (Bar chart)
2. **Sales Over Time** (Line chart)
3. **Profit vs Sales** (Scatter plot)
4. **Sales by Region** (Bar chart)
5. **Customer Analysis** (Bar Chart)

Insights

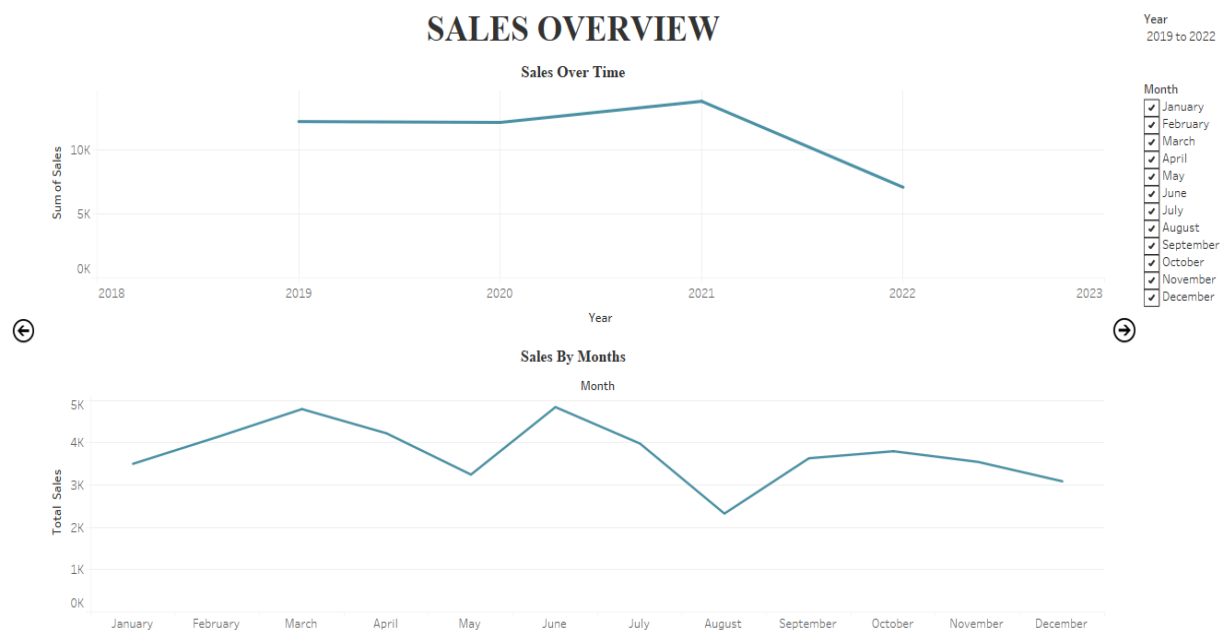
Excelsa light (2.5 kg) was the top selling coffee type.

June had the highest revenue — peak seasonal demand.

Larger sizes yield better profit margins.

USA accounted for the highest revenue.

Tableau Dashboard Overview



Appendix

Coffee Sales Dashboard:

[Tableau Dashboard](#)

Coffee Sales Analysis:

[Excel Sheet](#)