

Coffee Shop Sales Dashboard

This dashboard provides a comprehensive analysis of a coffee shop's sales performance, footfall, and product trends. It uses interactive filters and visualizations to offer actionable insights into customer behavior and sales metrics.

Key Performance Indicators (KPIs)

- **Total Sales:** ₹6,98,812
Overall revenue generated within the selected time period.
- **Footfall:** 1,49,116
Total number of visitors recorded.
- **Average Bill:** 4.69
Average spending per customer.

Filters

Month Filter

- Allows selection of specific months from **January** to **June**.

Day Filter

- Enables filtering by days of the week, from **Monday** to **Sunday**.

Visualizations

1. Quantity Ordered Based on Hours

- **Type:** Line Chart
- **Details:** Shows the distribution of product orders throughout the day.
- **Insight:** Peak order times are during mid-morning to early afternoon.

2. Product Category Total Bill

- **Type:** Pie Chart
- **Details:** Displays the percentage contribution of each product category to total revenue.

- **Highlights:**
 - Coffee leads with **39%** of the total bill.
 - Bakery products contribute **12%**.
 - Other categories like branded items and flavors contribute smaller shares.

3. % Size Distribution Based on Orders

- **Type:** Donut Chart
- **Details:** Categorizes orders by size (e.g., Large, Regular, Small).
- **Insight:** Sizes are fairly evenly distributed, with **30% each** for Large and Regular sizes.

4. Footfall and Sales Across Store Locations

- **Type:** Bar Chart
- **Details:** Compares footfall and sales figures for different store locations.
- **Highlights:**
 - **Hell's Kitchen** has the highest footfall (2,36,511) and sales.
 - **Lower Manhattan** records the lowest figures.

5. Top 5 Products on Sales

- **Type:** Bar Chart
- **Details:** Ranks products by sales revenue.
- **Highlights:**
 - **Barista Espresso** tops the list with ₹91,406.20.
 - Other notable items include **Brewed Black Tea** and **Hot Chocolate**.

6. Orders on Weekdays

- **Type:** Bar Chart
- **Details:** Displays order distribution by weekdays.
- **Insight:**
 - **Friday** has the highest number of orders.
 - **Sunday** sees the lowest activity.

Insights and Observations

1. **Coffee dominates revenue**, contributing nearly 40% of total sales.
2. **Peak order times** are during mid-morning to early afternoon.
3. **Hell's Kitchen** location sees the highest footfall and sales, indicating strong customer preference.
4. **Friday** is the busiest day, while **Sunday** shows significantly lower activity.
5. **Barista Espresso** is the top-performing product, significantly outpacing other items.

Usage

This dashboard enables the coffee shop to:

- Monitor key sales and footfall metrics.
- Identify top-performing products and locations.
- Understand customer preferences by product category and order size.
- Plan promotions and staffing around peak hours and busy days.