

# Coffee Shop Sale

## Problem Statement

### KPI Requirements

#### 1. Total Sales Analysis

- Calculate the total sales for each respective month
- Determine the month-on-month increase or decrease in sales
- Calculate the difference in sales between the selected month and the previous month

#### 2. Total Orders Analysis

- Calculate the total number of orders for each respective month
- Determine the month-on-month increase or decrease in the number of orders
- Calculate the difference in the number of orders between the selected month and the previous month

#### 3. Total Quantity Sold Analysis

- Calculate the total quantity sold for each respective month
- Determine the month-on-month increase or decrease in the total quantity sold
- Calculate the difference in the total quantity sold between the selected month and the previous month

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### Chart Requirements

#### 1. Calendar Heat Map

- Implement a calendar heat map that dynamically adjusts based on the selected month from a slicer

- Each day will be color-coded to represent sales volume (darker shades = higher sales)
- Enable tooltips displaying detailed metrics (Sales, Orders, Quantity)

## **2. Sales Analysis by Weekdays and Weekends**

- Segment sales into weekdays and weekends
- Analyze variations and patterns in performance

## **3. Sales Analysis by Store Location**

- Visualize performance by location
- Include month-over-month (MoM) change metrics
- Identify location-level trends and anomalies

## **4. Daily Sales Analysis with Average Line**

- Display daily sales trend using a line chart
- Include an average line for comparison
- Highlight values above/below average

## **5. Sales Analysis by Product Category**

- Analyze sales by category
- Identify categories contributing most revenue

## **6. Top 10 Products by Sales**

- Display the best-performing items
- Identify products driving revenue

## **7. Sales Analysis by Days and Hours**

- Use a heat map to analyze hourly and daily patterns
- Enable tooltips for Sales, Orders, and Quantity details