COFFEE SHOP SALES-
DASHBOARD PROJECT

OBJECTIVE

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 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 ORDERS.

- CALCULATE THE DIFFERENCE IN THE NUMBER OF ORDERS BETWEEN THE SELECTED MONTH AND 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 TOTAL QUANTITY SOLD.

- CALCULATE THE DIFFERENCE IN THE TOTAL QUANTITY SOLD BETWEEN THE SELECTED MONTH AND PREVIOUS MONTH

CHART REQUIREMENTS

1.**CALENDAR HEAT MAP:**

- IMPLEMENT A CALENDAR HEAT MAP THAT DYNAMICALLY ADJUSTS BASED IN THE SELECTED MONTH FROM A SLICER.

- EACH DAY ON THE CALENDAR WILL BE COLOR CODED TO REPRESENT SALES VOLUME WITH DARKER SHADES INDICATING HIGHER SALES.

- IMPLEMENT TOOLTIPS TO DISPLAY DETAILED METRICES (SALES, ORDERS, QUANTITY) WHEN HOVERING OVER SPECIFIC DAY.

2. **SALES ANALYSIS BY WEEKDAYS AND WEEKENDS:**

- SEGMENT SALES DATA INTO WEEKDAYS AND WEEKENDS TO ANALYZE PERFORMANCE VARIATIONS.

- PROVIDE INSIGHTS INTO WEATHER SALES PATTERNS DIFFER SIGNIFICANTLY BETWEEN WEEKDAYS AND WEEKENDS.

3. **SALES ANALYSIS BY STORE LOCATION:**

- VISUALIZE SALES DATA BY DIFFERENT STORE LOCATIONS.

- INCLUDE MONTH-OVER-MONTH(MOM) DIFFERENCE METRICES BASED ON THE SELECTED MONTH IN THE SLICER.

- HIGHLIGHT MOM SALES INCREASE OR DECREASE FOR EACH STORE LOCATION TO IDENTIFY TREND

4. DAILY SALES ANALYSIS WITH AVERAGE LINE:

- DISPLAY DAILY SALES FOR THE SELECTED MONTH WITH A LINE CHART.

- INCORPORATE AN AVERAGE LINE ON THE CHART TO REPRESENT THE AVERAGE DAILY SALES.

- HIGHLIGHT BARS EXCEEDING OR FALLING BELOW THE AVERAGE SALES TO IDENTIFY EXCEPTIONAL SALES DAYS.

5. SALES ANALYSIS BY PRODUCT CATEGORY:

- ANALYZE SALES PERFORMANCE ACROSS DIFFERENT PRODUCT CATEGORIES.

- PRODUCT INSIGHTS INTO WHICH PRODUCT CATEGORIES CONTRIBUTE THE MOST TO OVERALL SALES.

6. TOP 10 PRODUCTS BY SALES:

- IDENTIFY AND DISPLAY THE TOP 10 PRODUCTS BASED ON SALES VOLUME.

- ALLOW USERS TO QUICKLY VISUALIZE THE BEST-PERFORMING PRODUCTS IN TERMS OF SALES.

7. SALES ANALYSIS BY DAYS AND HOURS:

- UTILIZE A HEAT MAP TO VISUALIZE SALES PATTERNS BY DAYS AND HOURS.

- IMPLEMENT TOOLTIPS TO DISPLAY DETAILED METRICES (SALES, ORDERS, QUANTITY) WHEN HOVERING OVER A SPECIFIC DAY HOUR.

DASHBOARD

THANK YOU