**Coffee Sales Dashboard**

**📌 Project Overview**

This project involves building an **interactive Coffee Sales Dashboard** using **Microsoft Excel, Lookup Functions, and Pivot Tables**. The dashboard provides key insights into coffee sales performance, revenue trends, and customer purchasing behavior to help businesses optimize their strategies.

**🎯 Objectives**

* Organize and clean coffee sales data efficiently.
* Utilize **Lookup Functions (VLOOKUP, HLOOKUP, INDEX-MATCH)** to extract relevant data.
* Create an **interactive dashboard** for sales performance analysis.
* Use **Pivot Tables and Pivot Charts** for data summarization and visualization.

**📊 Features**

* **Sales Performance Overview**: Displays total sales, revenue, and profit margins.
* **Lookup Functions for Data Retrieval**: Efficient data extraction and management.
* **Top-Selling Products**: Identifies best-selling coffee products.
* **Regional Sales Distribution**: Insights into sales performance across different locations.
* **Time-Series Analysis**: Tracks monthly and yearly sales trends.
* **Interactive Slicers & Filters**: Allows dynamic exploration of sales data.

**🛠️ Tech Stack**

* **Microsoft Excel**: Data processing, analysis, and visualization.
* **Lookup Functions**: Data retrieval and dynamic referencing.
* **Pivot Tables & Pivot Charts**: Summarizing and visualizing sales data.

**📌 Future Improvements**

* Automate data updates using **Power Query connections**.
* Integrate with external data sources for real-time analysis.
* Expand insights using additional visualizations and advanced Excel formulas.