

KPI'S 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.

CHARTS REQUIREMENTS

1. Calendar Heat Map:

- Implement a calendar heat map that dynamically adjusts based on 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 metrics (Sales, Orders, Quantity) when hovering over a specific day.

2. Sales Analysis by Weekdays and Weekends:

- Segment sales data into weekdays and weekends to analyze performance variations.
- Provide insights into whether sales patterns differ significantly between weekdays and weekends.

3. Sales Analysis by Store Location:



COFFEE SHOP SALES

FILTER

May 2023

May 2023

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Sales by Weekday / Weekend



Sales by store location

Hell's Kitchen	\$52.60K	↑ +30.5% +12.3K vs LM
Astoria	\$52.43K	↑ +32.8% +13.1K vs LM
Lower Manhattan	\$51.70K	↑ +32.0% +12.5K vs LM

Total Sales

\$157K

↑ +31.8% | +37.8K vs LM

Total Orders

33527

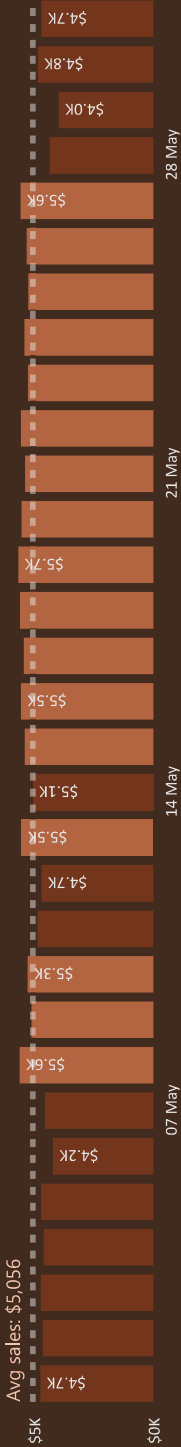
↑ +32.3% | +8.2K vs LM

Total Quantity Sold

48233

↑ +32.3% | +11.8K vs LM

Sales trend over the period



Sales by product category

Coffee	\$60.36K	↑ +31.3%
Tea	\$44.54K	↑ +33.5%
Bakery	\$18.57K	↑ +32.4%
Drinking Chocolate	\$16.32K	↑ +33.0%
Coffee beans	\$8.77K	↑ ...
Branded	\$2.89K	
Loose tea	\$2.40K	
Flavours	\$1.91K	
Packaged Chocolate	\$0.98K	
Barista Espresso	\$20.42K	
Brewed Chai tea	\$17.43K	
Hot chocolate	\$16.32K	
Gourmet brewed coffee	\$15.56K	
Brewed herbal tea	\$10.93K	
Brewed Black tea	\$10.78K	
Premium brewed coffee	\$8.74K	
Organic brewed coffee	\$8.35K	
Score	\$8.31K	
Drip coffee	\$7.29K	

Sales by Days / Hour

Hour	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
6								\$5K
7								\$14K
8								\$19K
9								\$19K
10								\$20K
11								\$10K
12								\$9K
13								\$9K
14								\$9K
15								\$10K
16								\$9K
17								\$9K
18								\$8K
19								\$6K
20								\$1K

Total Orders

149116

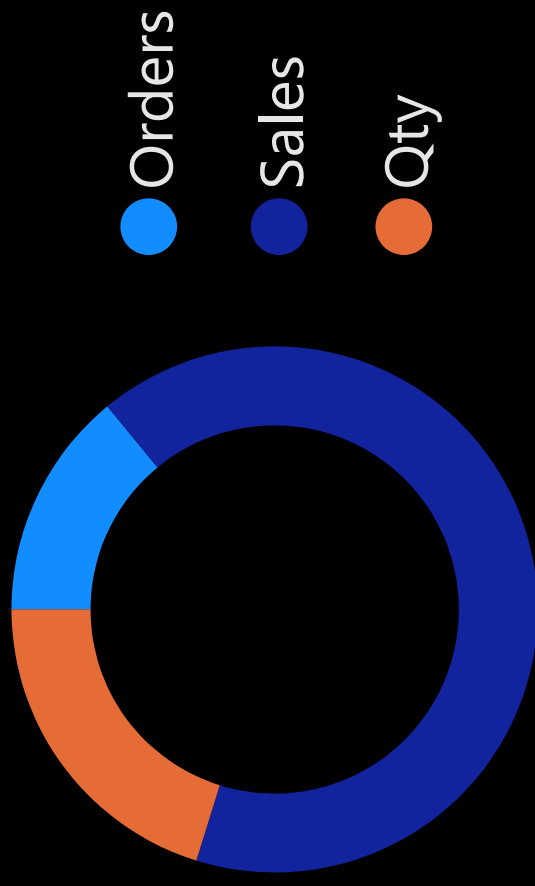
Total Sales

\$6,98,812

Total Quantity Sold

214470

01 January 2023



↓ vs LM

Total Orders

149116

Total Sales

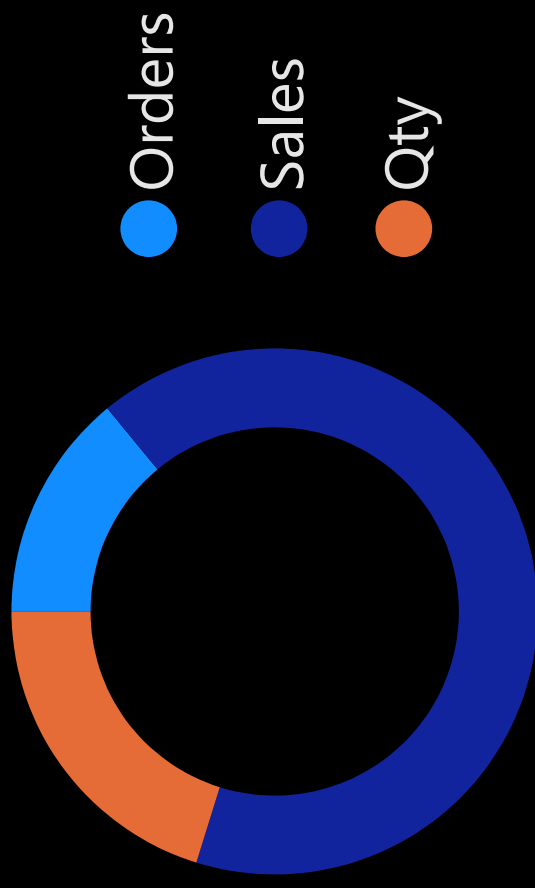
\$6,98,812

Total Quantity Sold

214470

Fri

Hour No: 12



↓ vs LM

ACTIONABLE INSIGHTS

- **Hell's Kitchen have the highest sales:** Consider investing in more marketing for lower-performing stores or analyzing what's driving sales in top-performing stores.
- **Coffee is the highest revenue-generating category, followed by Tea and Bakery:** Consider bundling these products with lower-selling items to boost overall sales.
- **Barista Espresso is the best-selling product:** Introduce promotions or loyalty rewards around it to drive repeat purchases.
- **Weekday Sales Dominate:** While weekends contribute significantly but weekday sales are higher. Consider weekday-focused promotions to capitalize on existing traffic.
- **Peak Hours: 7 AM – 11 AM:** Morning sales are the strongest, likely due to coffee and breakfast items. Offer morning discounts or special deals during this period.
- **Lower Sales in Evening Hours:** Introduce happy-hour deals or extend promotions for the late evening to boost sales.
- **On the days which show high sales volumes:** Use targeted marketing campaigns for these days, such as special weekend discounts or bundled offers.
- **Lower sales on Thursdays to Sundays and late evenings:** Plan promotions to attract more customers during off-peak hours.