

## 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:



Total Orders

01 January 2023

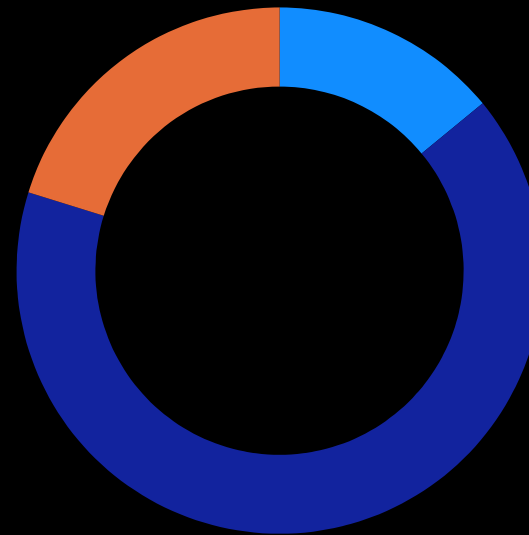
149116

Total Sales

\$6,98,812

Total Quantity Sold

214470



● Orders

● Sales

● Qty

↓ vs LM

Total Orders

149116

Total Sales

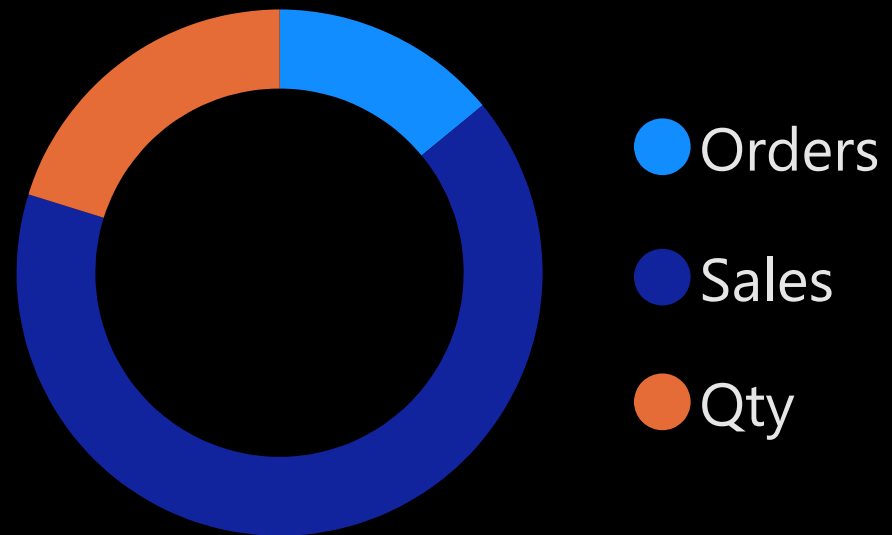
\$6,98,812

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.