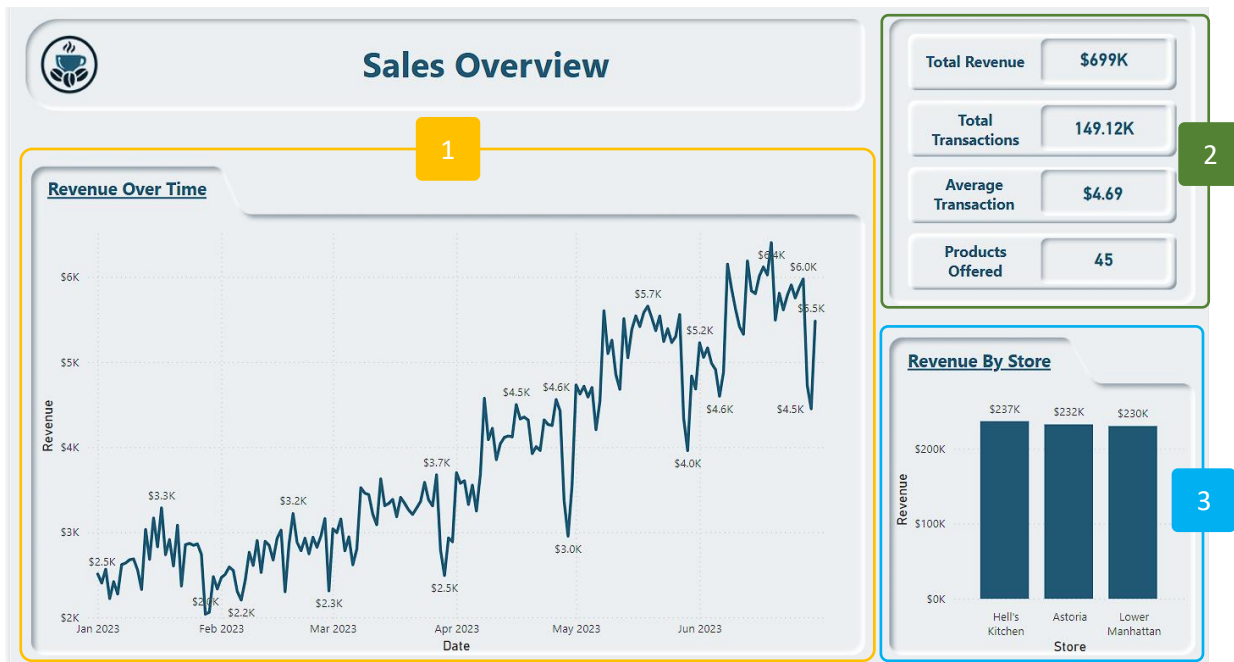


Café Sales Dashboard: Navigation and Usage Manual

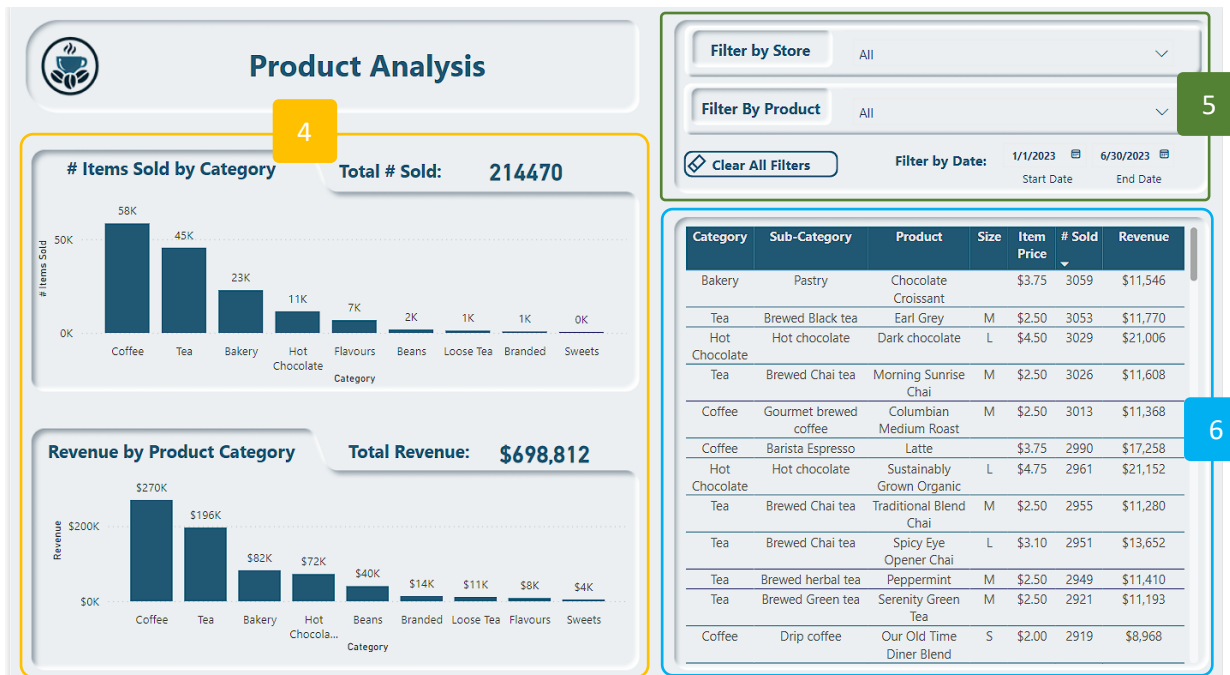
The Café Sales Dashboard is designed to provide café managers, sales analysts, and marketing teams with a comprehensive tool to monitor sales performance, analyze product trends, and track time-based sales data. The following outlines how to navigate and use the dashboard's features, including filtering options and drill-down capabilities, ensuring users can take advantage of all the dashboard has to offer.

Page 1: Sales Overview



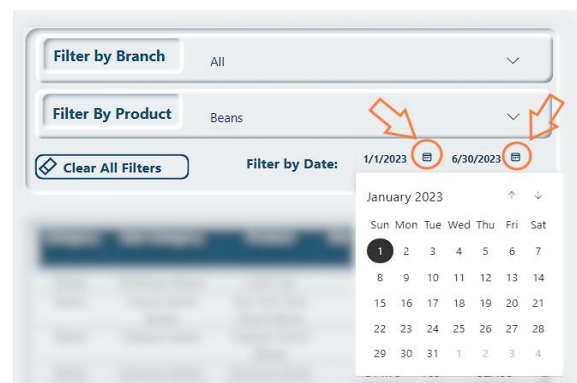
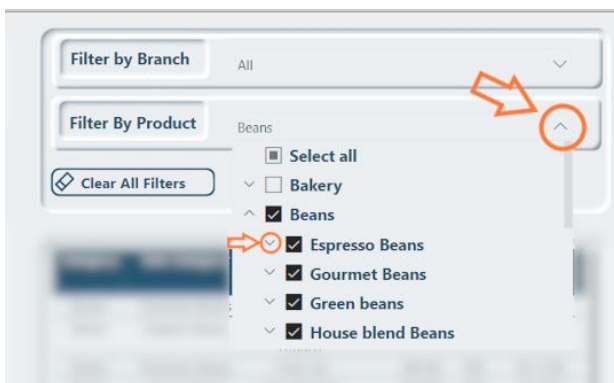
The Overview page provides a snapshot of the café's financial performance, allowing for comparisons between branches and overall growth tracking. The primary visual (1) is a **line chart** displaying total revenue across the year. Key performance indicators (KPIs) (2) summarize key metrics such as total revenue, average transaction value, and the number of products offered. A **bar chart** (3) breaks down revenue by branch. Clicking on a specific bar filters the entire page (including the KPIs and line chart (1) & (2)) to show only the data for that selected branch.

Page 2: Product Analysis



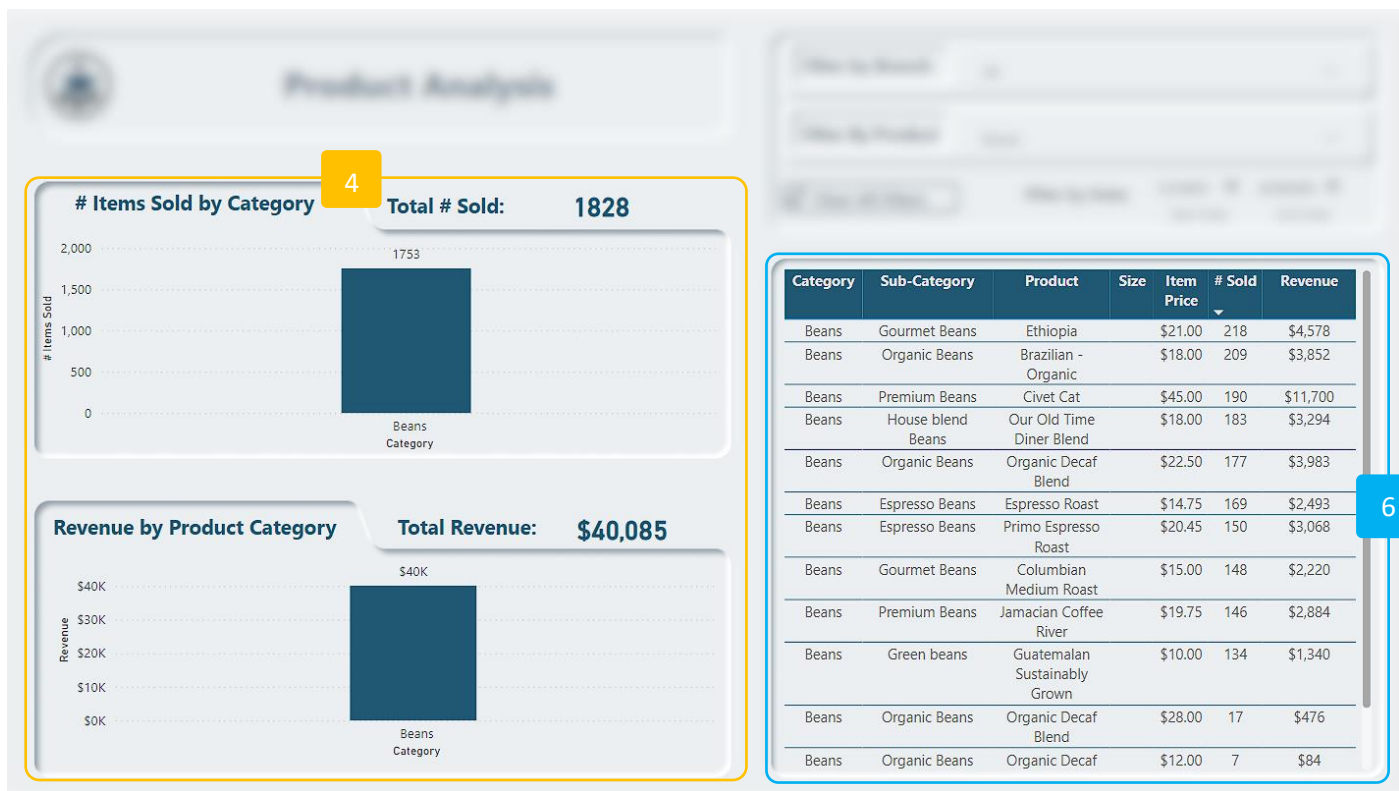
The **Product Analysis** page enables users to dive into product performance. Two **bar charts** (4) display revenue and the number of items sold, while a **table** (6) lists products with details such as category, units sold, and total revenue. These visuals can be filtered by store, product category, and time period using the **filters** (5).

You can filter by specific product categories or sub-categories by selecting from the product filter dropdown and drilling down into more detailed levels. The data will adjust to show the selected time frame, category, or product performance. Both the bar charts and table update based on your filter choices. (See **Filtering below**)



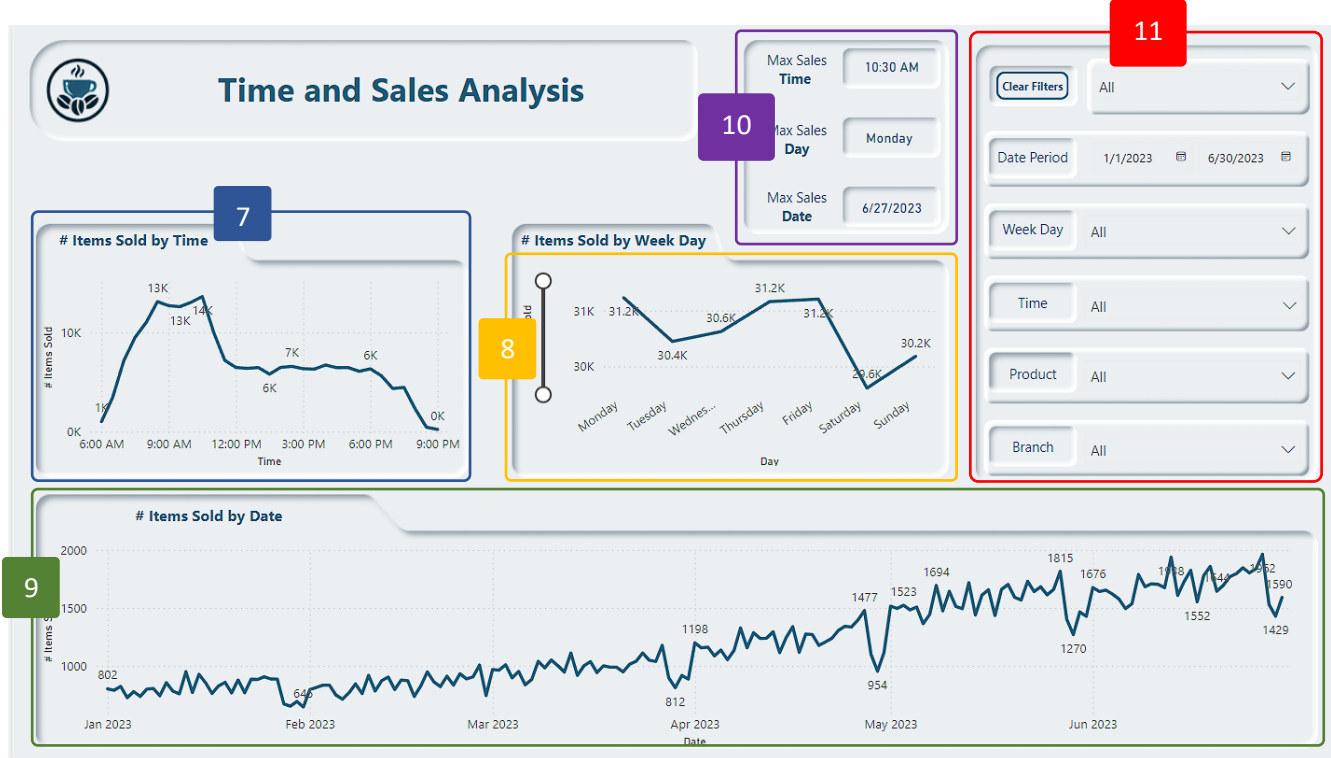
This will then filter the dashboard to only show the data for the chosen category, sub-category, or product(s) and in that time period.

Both the bar charts (4) and the table (6) will be updated by this filtering.



Additionally, you can **drill down** into product categories, sub-categories, and individual products by clicking the double arrow in the bar charts (4), providing a granular view of product performance. (See Below)





The **Time and Sales** page focuses on how sales vary by time. Three graphs display sales trends: **number of items sold by time of day (7)**, by **day of the week (8)**, and by **date across the year (9)**. Additionally, the page features key time-related KPIs **(10)**, which show the time, day, and date with the most sales. Filters **(11)** on this page allow for precise control over the data displayed. Users can filter by specific times, days, or date ranges, and narrow down results by product category or café branch. The graphs and KPIs: **(7)**, **(8)**, **(9)**, & **(10)** will update automatically based on the selected filters, giving users insights into peak sales times and trends.