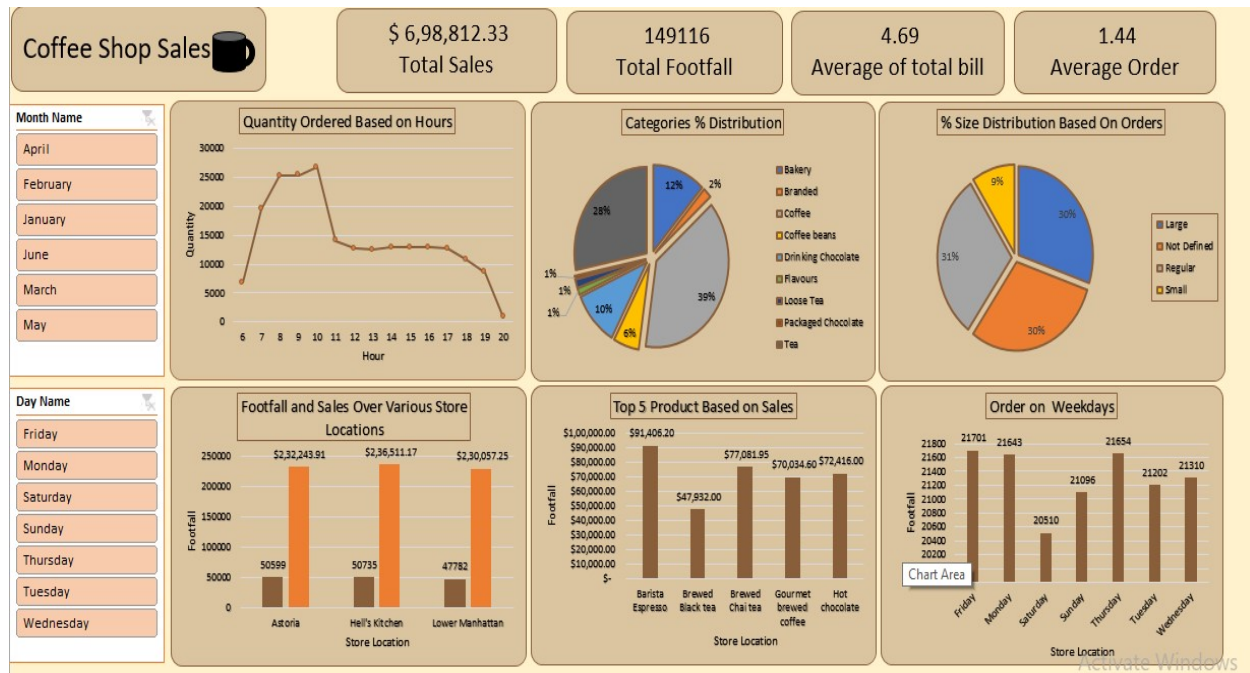# Coffee Shop Sales Dashboard Documentation

A Data Visualization & Sales Insights Project

Project Overview

This project analyzes the sales performance of Coffee Shop outlets using an Excel-based dashboard. It brings together KPIs, charts, slicers, and visual insights that help understand:

• Monthly and daily sales trends
• Peak customer footfall hours
• Product category performance
• Store-location-wise comparisons

The dashboard enables business leaders to make data-driven decisions regarding product strategy, inventory planning, and store operations.

Objectives

• To create an interactive and visually appealing Excel dashboard.
• To analyze sales trends and identify high-performing categories and stores.
• To understand customer behavior patterns such as footfall timing and purchase preferences.
• To summarize business performance using KPIs and charts.
• To support management in making informed strategic decisions.

Project Workflow

1. Data Collection: Gathered raw transaction-level data from Coffee Shop sales records.

2. Data Cleaning: Removed duplicates, fixed date-time columns, standardized product categories, and checked missing values.

3. Data Transformation: Added new fields such as Month Name, Day Name, Hour, Total Bill, and Product Details.

4. Dashboard Design: Created pivot tables, pivot charts, KPI cards, and interactive slicers using Excel.

5. Insights Extraction: Analyzed chart outputs to derive business insights and performance breakdowns.

6. Final Report: Compiled insights, visuals, KPIs, and analysis into a professional PDF.

Key Performance Indicators (KPIs)

• **Total Sales:** $6,98,812.33
• **Total Footfall:** 149,116 customers
• **Average Bill Value:** 4.69
• **Average Orders per Customer:** 1.44

Insights

• Sales peak during morning and evening hours.
• Coffee and Tea drive the majority of revenue.
• Large-sized drinks represent the highest order volume.
• Manhattan region has consistently high sales and customer traffic.
• Seasonal and weekly trends are visible across months.

Conclusion

The Coffee Shop Sales Dashboard effectively highlights key business insights, customer behavior, and product performance. It serves as a powerful analytical tool for tracking KPIs and supporting decision-making across all store locations.