



# Coffee Sales: A Comprehensive Dashboard

Optimizing coffee sales involves understanding market trends and consumer preferences. This presentation will explore a comprehensive dashboard analysis to enhance sales strategies. We will focus on key metrics, customer insights, and actionable recommendations to drive profitability



# Introduction

Analyzing market trends is crucial for identifying opportunities. Key factors include consumer behavior and coffee varieties.

Understanding these trends allows businesses to adapt their strategies and meet customer demands effectively.



# Key Performance Indicators

To measure success, we must track Key Performance Indicators (KPIs) such as total sales value over the years, coffee types and their sales over time, and loyalty card customers who are the main contributors to sales. These metrics provide insights into business performance and help identify areas for improvement.





# Details about the data



The 'orders' sheet contains:  
Order ID (unique ID for each order), Order Date, Customer ID, Product ID, and Quantity



The data for this project comes from a dataset titled 'Coffee Orders Data.' It includes 3 sheets 'products,' 'customers,' and 'orders'



The 'products' sheet contains columns: Product ID (unique for each coffee type), Coffee Type (a short name of the coffee type), Roast Type (lightly roasted (L), medium roasted (M), or dark roasted (D)), Size ...



The 'customers' sheet contains: Customer ID (unique for each customer), Customer Name, Email, Phone Number, Address Line, City, Country, Postcode, and Loyalty Card (whether the customer holds a loyalty ...)

# The Dashboard

## COFFEE SALES DASHBOARD

### Order Date

All Periods

2019

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

2020

JAN

FEB



MONTHS

### Roast Type Full Name

Dark

Light

Medium

### Size

0.2 Kg

0.5 Kg

1.0 Kg

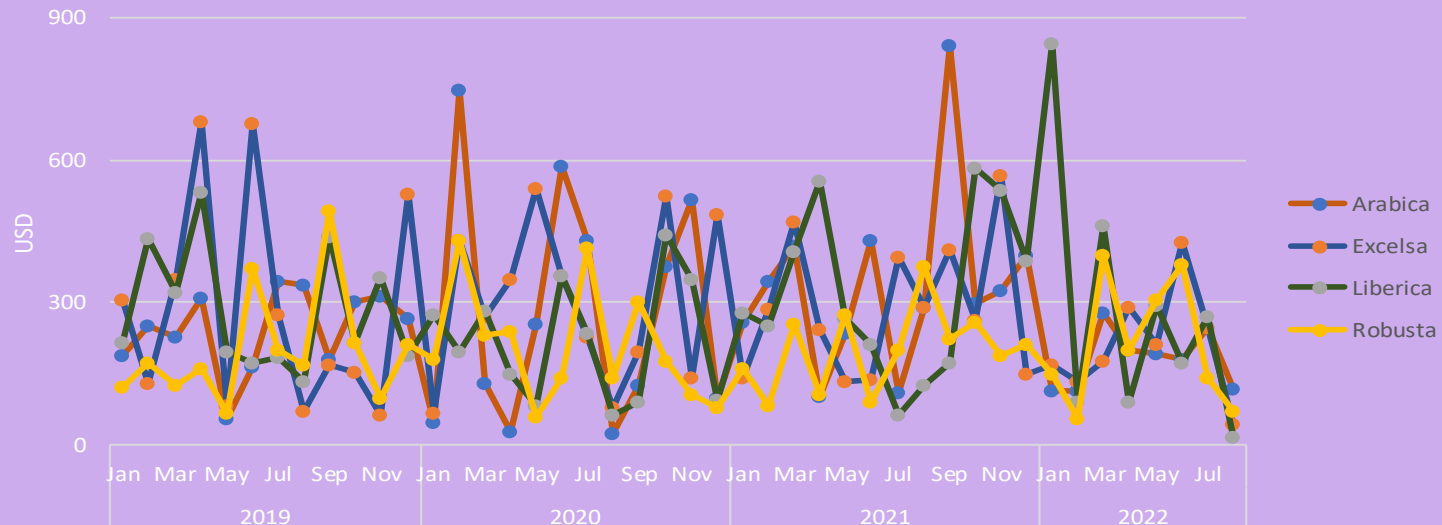
2.5 Kg

### Loyalty Card

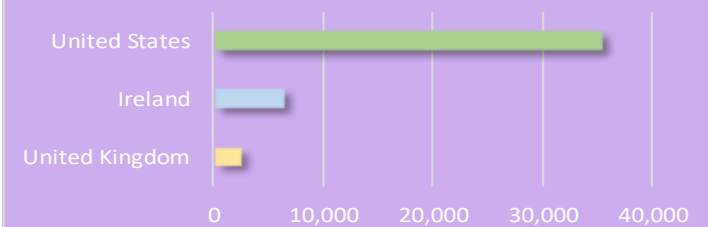
No

Yes

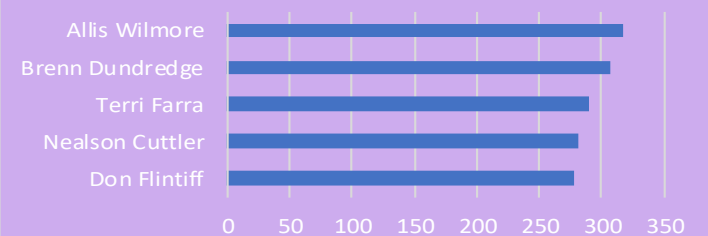
### Total Sales Over Time



### Sale By Country



### Top 5 Customers



# Interactivity and the main file

The interactive dashboard includes several controls to enhance data exploration and analysis:

1) **Timeline:** A timeline filter allows users to examine sales data over specific periods, enabling trend analysis over time.

2) **Slicers:** Three slicers are incorporated into the dashboard:

- a) **Size of Coffee Packages:** Filter data based on different coffee package sizes.
- b) **Different Coffee Types:** Narrow down the data to specific coffee types to compare their performance.
- c) **Loyalty Card Holders:** Distinguish between sales data from loyalty card holders and non-holders.

All these controls dynamically adjust the visuals on the dashboard, providing a comprehensive and user-friendly experience for deeper insights into coffee sales trends and customer preferences.

The main file with the dashboard -





# Conclusion



In conclusion, optimizing coffee sales through a comprehensive dashboard analysis can lead to improved decision-making. By focusing on market trends, KPIs, and customer insights, businesses can enhance their sales strategies and achieve sustainable growth

# Thank you!

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