Coffee Sales Analysis & Dashboard Report

Objective

The purpose of this project is to analyze coffee sales data and design an interactive dashboard to understand customer purchasing behavior, identify top-selling products, track sales performance, and provide actionable insights for business growth.

Data Sources

The analysis is based on three datasets:
1. Orders Table: Transactional details (Order ID, Date, Customer, Product, Quantity, Sales, Loyalty).
2. Customers Table: Customer demographics and loyalty information.
3. Products Table: Product details including Coffee Type, Roast Type, Size, Price, Profit.

Analysis Performed

a. Sales Analysis: Total Sales, Profit, Trends, Country-Level Sales.
b. Product Analysis: Distribution by Coffee Type, Roast Type, and Package Size.
c. Customer Analysis: Top 5 Customers and Loyalty Program Impact.
d. KPIs: Total Revenue, Total Profit, Average Order Value, Customer Segmentation.

Dashboard Features

The Excel dashboard includes:
1. KPIs: Total Sales, Profit, AOV.
2. Visuals: Sales Trends, Country Bar Chart, Top Customers, Coffee Type & Roast Type Breakdown.
3. Filters: By Date, Country, Coffee Type, Roast Type.

Tools Used

Microsoft Excel (Data Cleaning, Pivot Tables, Dashboard Design).
Techniques: Aggregation, filtering, lookup functions, calculated fields.
Visualization: Bar, Line, Pie charts, conditional formatting, slicers.

Key Insights

1. Arabica coffee contributed the most to total sales.
2. Medium Roast was the most popular roast type.
3. Loyalty customers generated higher repeat sales.
4. United States accounted for the largest share of sales.
5. A few high-value customers contributed significantly to revenue.