

Coffee Shop Sales Dashboard - Excel Project Report

Objective

To analyze retail sales data using Microsoft Excel and derive actionable insights that will support better decision-making and improve the overall performance of the coffee shop.

Dashboard Summary

This interactive dashboard was created using Microsoft Excel, incorporating a variety of tools and techniques to transform raw sales data into valuable insights. Key Excel features used include:

- Pivot Tables and Pivot Charts
- Measures (DAX-style calculations)
- Slicers for dynamic filtering
- Data cleaning and transformation using Power Query
- Data modeling with relationships between tables
- Conditional formatting for visual clarity

Insights Explored

The following questions were analyzed using the dashboard:

1. How do sales vary by day of the week and hour of the day?
2. Are there any peak times for sales activity?
3. What is the total sales revenue for each month?
4. How do sales vary across different store locations?
5. What is the average price/order per person?
6. Which products are the best-selling in terms of quantity and revenue?
7. How do sales vary by product category and type?

Technical Workflow

- Data Cleaning:
 - Removed duplicate entries

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- Handled missing values
- Standardized column names and formats
- Data Transformation:
 - Extracted date and time components (e.g., weekday, hour)
 - Created calculated columns for deeper analysis
- Data Modeling:
 - Linked related tables (e.g., Sales, Products, Stores, Calendar)
 - Built relationships to support accurate pivot analysis
- Visualizations Used:
 - Column and bar charts
 - Line graphs
 - Pie charts
 - Slicers for time, product, and location filters

Tools Used

- Microsoft Excel
- Power Query
- PivotTables and PivotCharts
- Slicers
- Calculated Fields and Measures