



Coffee Company Sales Dashboard Project

Project Overview

Welcome to our Coffee Company Sales Dashboard project! Dive into the world of data analysis for a fictional coffee company through three insightful worksheets: Orders, Customers, and Products. Uncover key trends, customer behavior, and product profitability with our interactive Excel dashboard.

Features

- **Data Analysis:** Gain valuable insights into customer behavior, product profitability, and order trends.
- **Interactive Dashboard:** Easily navigate through data and customize your analysis for a personalized experience.
- **Visualizations:** Make informed decisions with visually appealing charts and graphs.

Data Sources

- **Orders:** Information on orders, including Order ID, Order date, Customer ID, and Product ID.
- **Customers:** Details about customers, including Customer ID, Customer Name, Email, Phone Number, and more.
- **Products:** Information on coffee products, including coffee type, Roast type, size, unit price, and profit.

Data Transformations

- **Customer Data Integration:** Enhanced Orders with Customer Name, Email, and Country using XLOOKUP function.
- **Product Data Integration:** Filled in Coffee Type, Roast Type, Size, and Unit price from Products using INDEX and MATCH functions.
- **Sales Calculation:** Calculated Sales by multiplying Unit Price and Quantity from Orders.
- **Abbreviation Expansion:** Expanded abbreviations in Coffee Type and Roast Type columns using IF function.

Pivot Tables

- **Total Sales Pivot Table:** Breakdown of total sales over time for different coffee types.
- **Country Bar Chart Pivot Table:** Sum of sales for three countries (United States, Ireland, and United Kingdom).
- **Top 5 Customers Pivot Table:** Displaying top customers sorted by largest sales.

Graphs and Filters

- **Total Sales Line Chart:** Represents Total Sales over time with filters for Size, Loyalty Card, and Roast Type Name.
- **Sales by Country Bar Graph:** Shows total sales by country, influenced by filters and timeline.
- **Top 5 Customers Bar Graph:** Displays top 5 customers based on sales, affected by filters and timeline.

Technologies and Functions Used

- **Microsoft Excel:** Used for data processing, analysis, visualization, and dashboard creation.
- **XLOOKUP:** Utilized for searching specific information based on Customer ID and enhancing the dataset.

Usage

Explore the data in the Orders, Customers, and Products worksheets. Utilize Pivot Tables to create graphs and apply filters for deeper insights. Interact with the dashboard to analyze sales data, customer behavior, and product performance.

Results/Insights

- Identify sales trends for different coffee types over time.
- Analyze the impact of loyalty cards on customer spending.
- Discover the top-performing countries and customers.
- Gain insights into product preferences and profitability.

Use filters to customize your analysis and uncover actionable insights. Happy exploring! 