Café Sales Analysis & **Performance** Dashboard

Name – Hnin Thazin
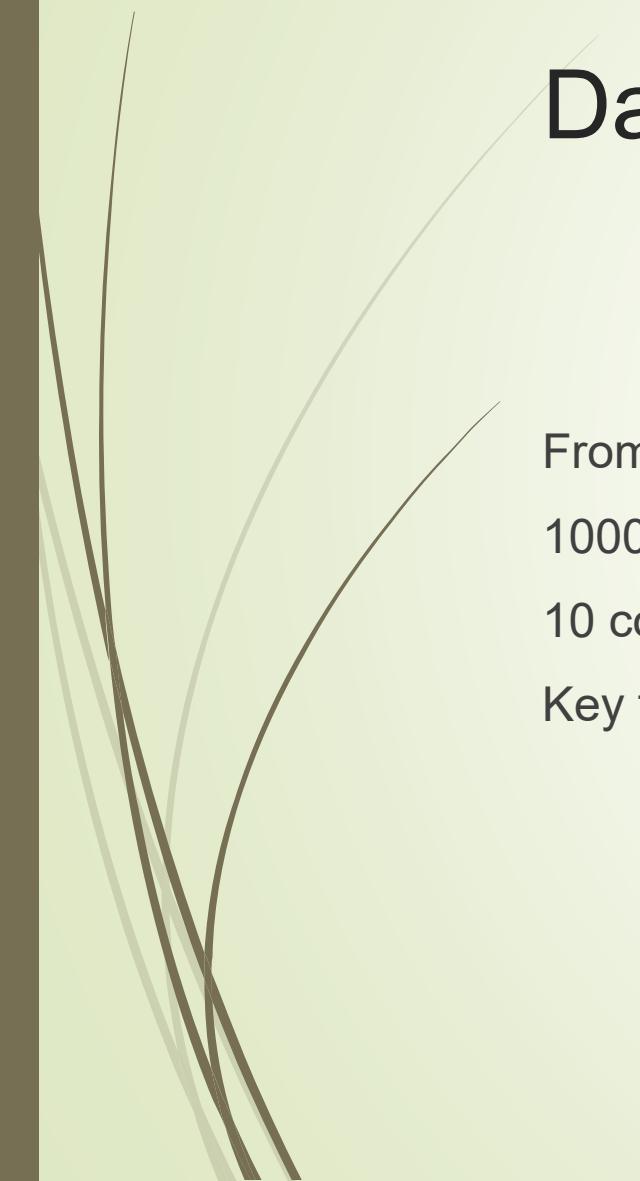
Date – 25/11/2025(Tuesday)

Tool Used – Excel

Project Overview

This project analyses café sales data to uncover key trends, customer behaviour and revenue drivers. The goal is to identify top-performing products and optimize sales strategies.

Data Source

From Chat GPT

1000 rows
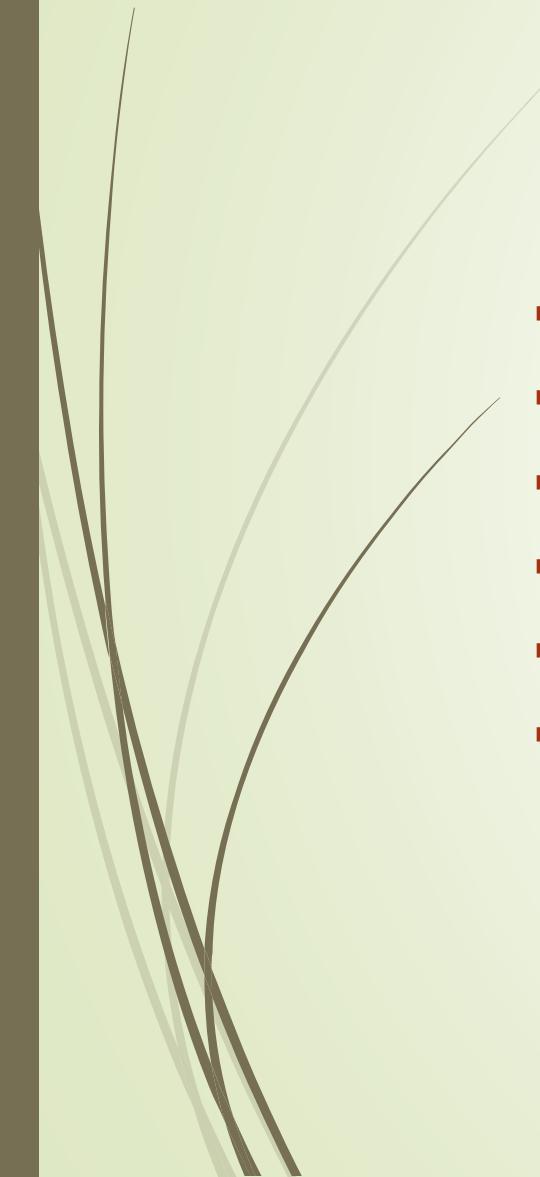
10 columns & add-on calculated 8 columns

Key fields - Transaction_ID,Date,Time, Item, Category, Unit_Price, Cost_Price, Quantity, Payment_Method, Customer_ID, Customer_type, Total_sales, Month, Month_Name, Day of week, Hour,Time_of_day, Profit

Data cleaning Steps
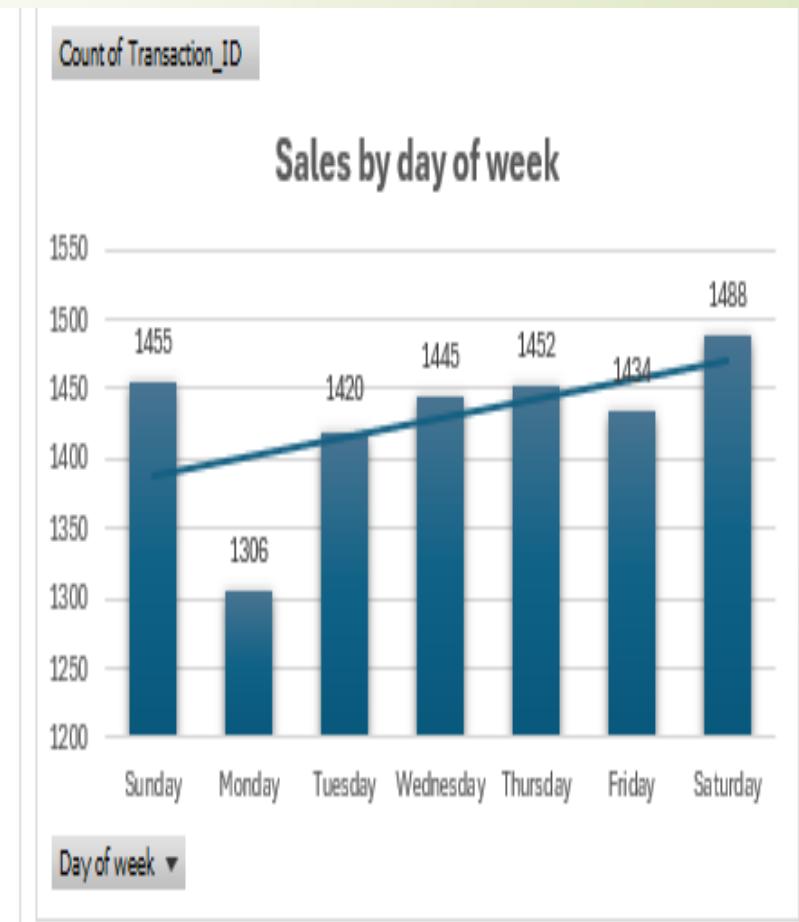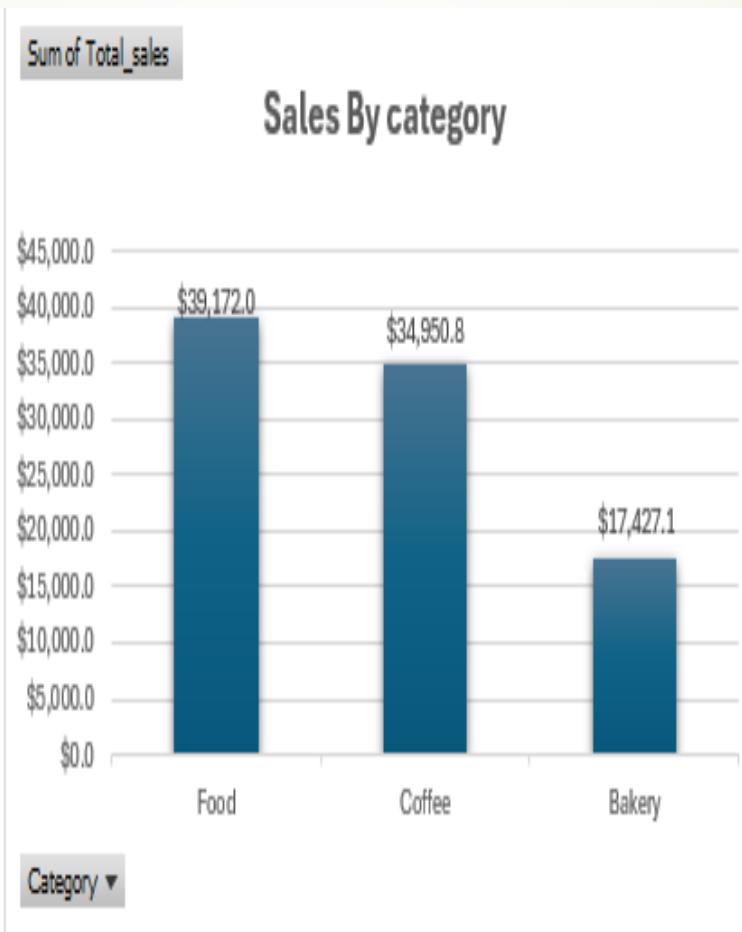
- Handling missing Customer_ID → classified as Walk-in

- Standardized Item names, Category and Payment Methods

- Converted date and time to correct format

- Verified unit price , cost price and quantity

- Calculated Total_sales and Profit

- Extracted Month_name,Day of Week, Hour & Time_of_day
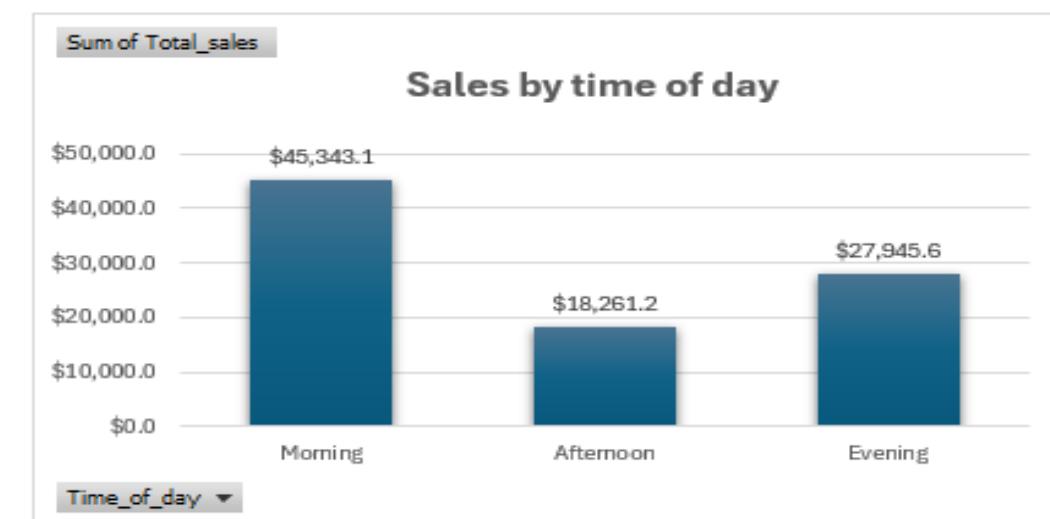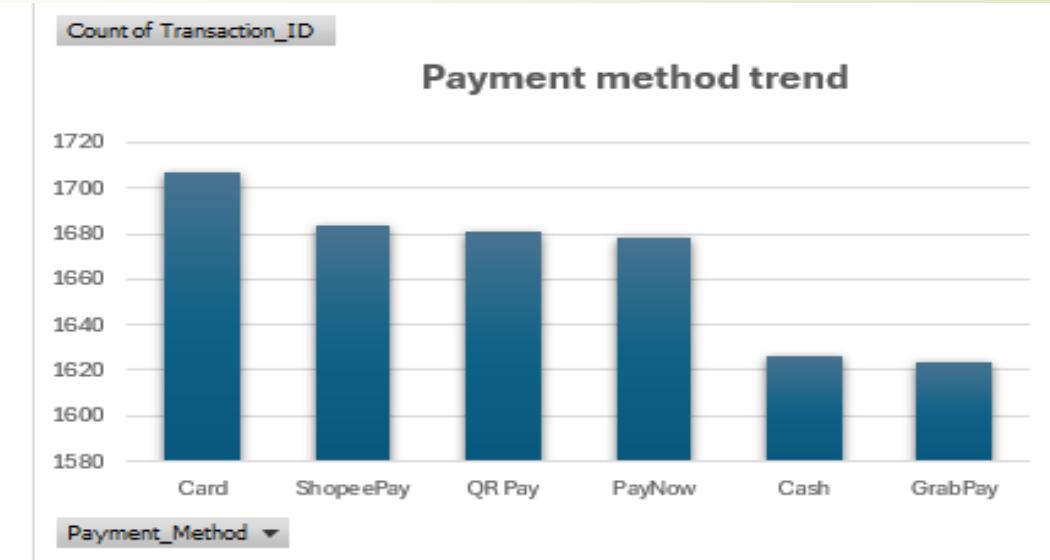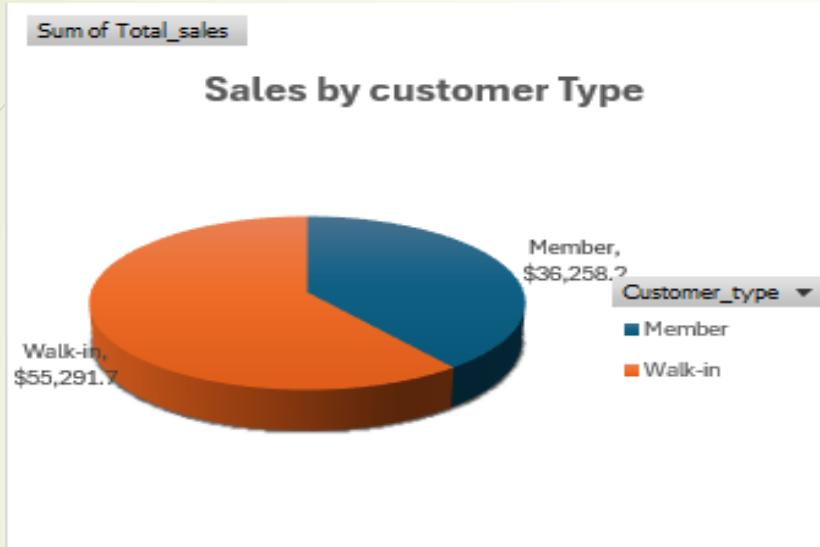
Business Questions

- Which month generates the highest revenue?

- Which product category performs best?

- Who contributes more revenue: Walk-in or Members?

- What time of day is busiest?

- What are the top-selling products?

- Which payment methods are preferred?

Final Dashboard Overview-1

Final Dashboard Overview-2
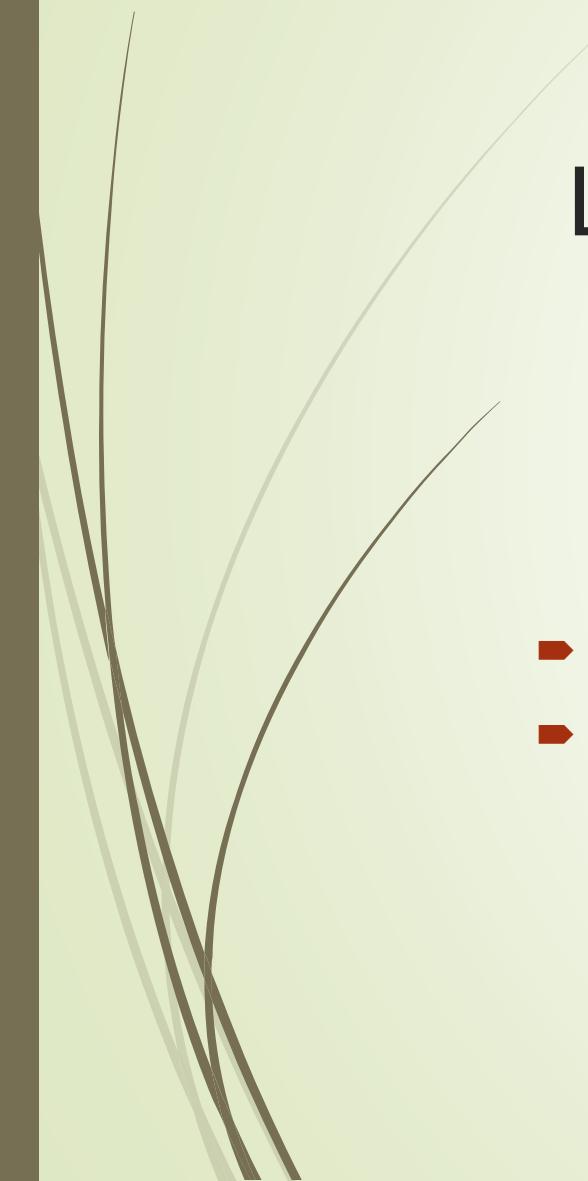
Key Insights

- Peak performance was in January.

- Food category products have the highest sales of all 3 months, distributing 43% of total sales

- Walk-in customers have 60% of total sales

- Peak time of the day is in the morning until 11AM , and has almost double difference of the evening, lastly afternoon has the least orders

- Customers prefer digital pay than cash payment
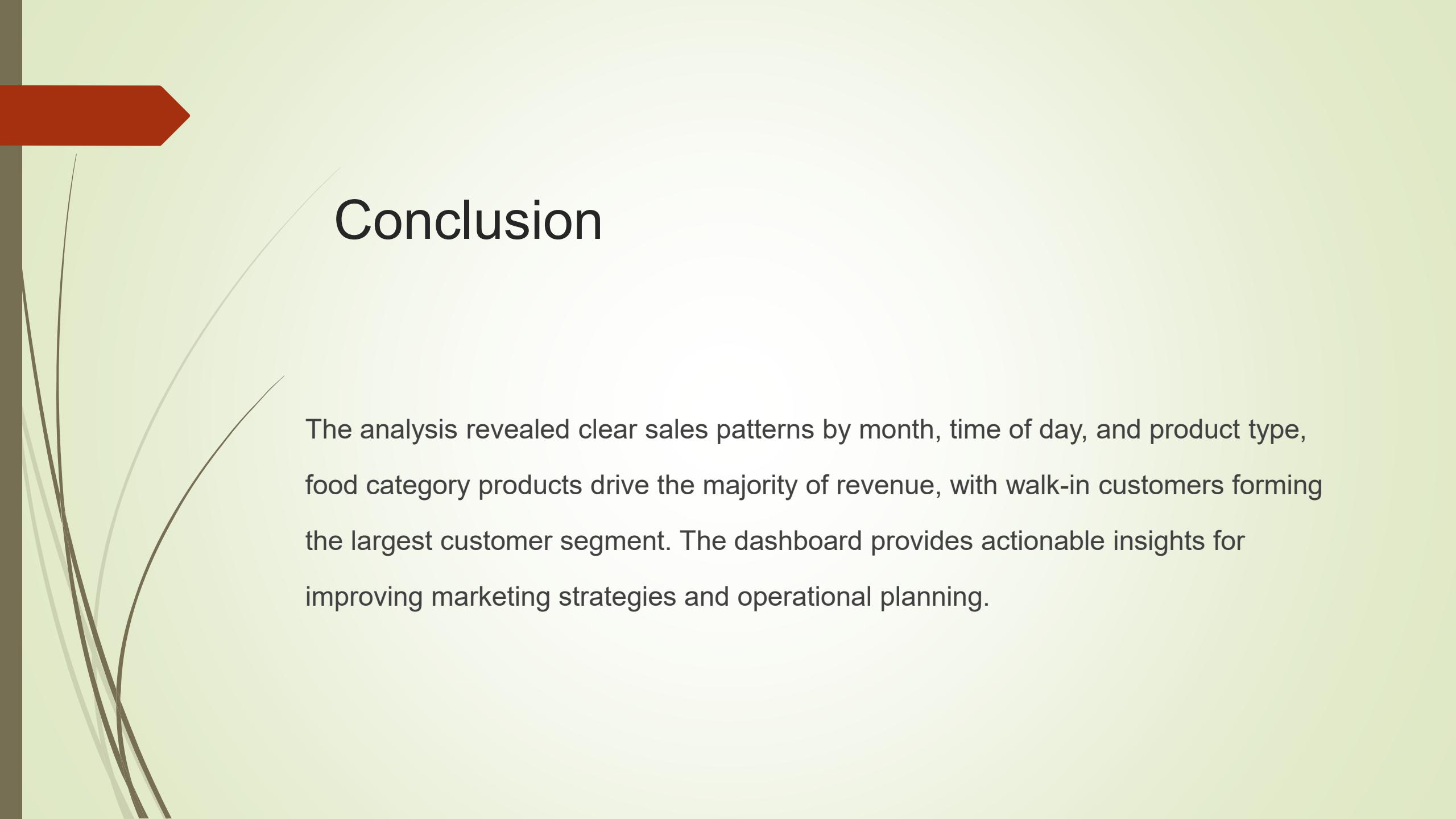
Recommendations

- Promote combo deals during peak afternoon hour

- Offer loyalty discounts to convert walk-in customers into members

- Increase inventory for top-selling items

- Create targeted marketing for slow months

- Introduce offers for digital wallet payments

Limitations

- The data set is extracted from Chat GPT , so not as realistic as it should be
- Cost_price may not reflect actual operational expense

Conclusion

The analysis revealed clear sales patterns by month, time of day, and product type, food category products drive the majority of revenue, with walk-in customers forming the largest customer segment. The dashboard provides actionable insights for improving marketing strategies and operational planning.

Q & A

Thank You

Hnin Thazin