

## Project Summary

**Coffee Shop BI Case** is a compact Excel-based business intelligence demo that transforms daily operational data from a fictional coffee shop into actionable insights. The project focuses on turning shift-level data into meaningful KPIs, visual trends, and performance comparisons.

### Objectives

- Demonstrate core BI techniques in Excel
- Develop and interpret KPIs such as daily revenue, profit margin, and customer volume
- Visualize trends with rolling averages and employee-level performance charts

### Key Findings

- **Revenue Pattern:** Daily revenues fluctuate with visible weekly cycles; the rolling average reveals interesting seasonal trends.
- **Employee Performance:** Individual contributions vary in total revenue and efficiency, offering insights for scheduling and incentives.
- **Operational Insight:** Profitability is primarily volume-driven, with pricing and margin consistency across shifts.

### Skills Highlighted

Data cleaning, conditional formulas, pivot tables, chart design, rolling averages, and data storytelling all within Excel.

Please note that this business model is purely fictional.