

Coffee Order Sales Dashboard

Objective:

The objective of this project is to analyse and visualize the Coffee Order Sales data using Excel, creating an informative and interactive dashboard. The primary focus is on the "Orders" sheet, integrating data from the "Products" and "Customers" sheets to enhance the analysis and provide valuable insights into the coffee sales.

Key Steps:

Data Integration:

Utilized VLOOKUP and INDEX-MATCH functions to bring in relevant data from the "Products" and "Customers" sheets to the "Orders" sheet.

Ensured data accuracy and consistency by validating and cross-referencing information.

Data Formation and Cleaning:

Created new columns to facilitate better analysis, such as calculating total sales for each order.

Conducted data cleaning operations, including converting short forms to full forms for clarity and uniformity.

Dashboard Creation:

Developed a visually appealing and user-friendly Excel dashboard for comprehensive data representation.

Incorporated a bar chart highlighting the top 5 customers with the highest sales, providing quick insights into customer performance.

Time-Series Analysis:

Constructed a line chart showcasing the total sales over time for all coffee types, enabling a trend analysis and identification of high-performing products.

Geographical Insight:

Implemented a bar chart to illustrate country-wise sales, offering a geographical perspective on the distribution of sales.

Timeline and Slicers:

Integrated a timeline feature for dynamic time filtering, allowing users to focus on specific periods.

Implemented slicers for roast type, size, and loyalty card status, providing interactive filtering options for a more personalized analysis.

Outcome:

The result is a powerful Excel dashboard that provides a comprehensive overview of the Coffee Order Sales data. Users can effortlessly explore and analyze sales trends, customer performance, and geographical distribution. The inclusion of slicers and timelines enhances user interactivity, making it a valuable tool for decision-makers and analysts to derive actionable insights from the data.

Benefits:

Improved data visibility and accessibility.

Enhanced decision-making through insightful visualizations.

Efficient data analysis and interpretation for better business strategies.

User-friendly interface with interactive features for a personalized experience.