# Coffee Shop Sales Analysis Project

**Domain:**

Business Intelligence / Sales Analytics

**Tools Used:**

Power BI

**Project Overview:**

This project involved analyzing sales data from a coffee shop to gain insights into customer preferences, top-selling items, and sales patterns over time. The analysis was conducted using Power BI.

**Key Features:**

- Visualized sales by product category, location, and date  
- Used pie charts, bar graphs, and KPIs  
- Added slicers to filter by branch, time period, and items  
- Identified peak sales hours and top-performing products

**Outcome:**

The project helped identify sales trends and customer behavior, leading to actionable recommendations for improving revenue and optimizing inventory. The final dashboard was interactive and business-friendly.