



# Starbucks Sales Performance Dashboard (2024–2025)



Total Sales

\$1.31M

Net Revenue

\$1.27M

Total Profit

\$749.05K

Total Orders

\$100.00K

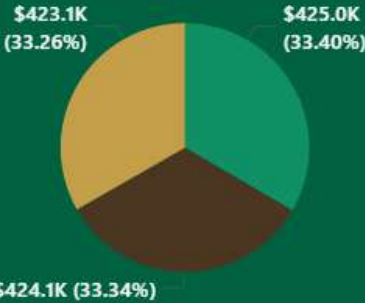
Total Discount

\$37.87K

## Total Sales by Product Name and Category



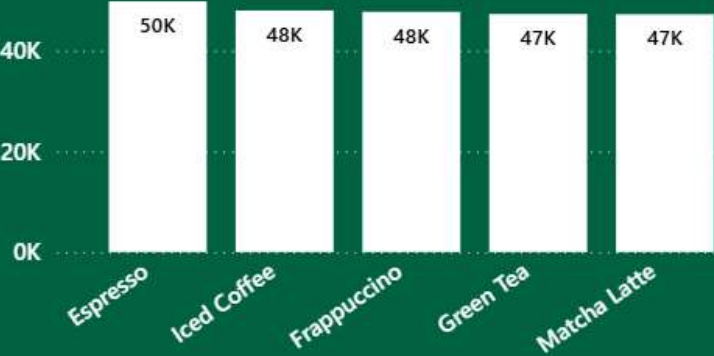
## Net Revenue by Customer Type



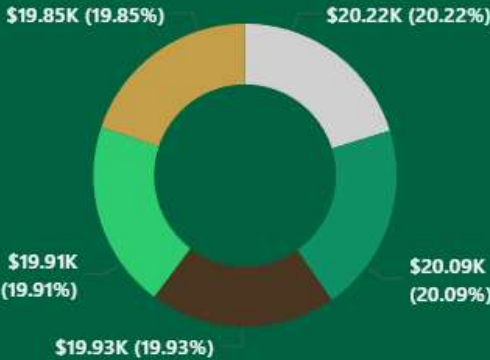
## Total Sales by Country



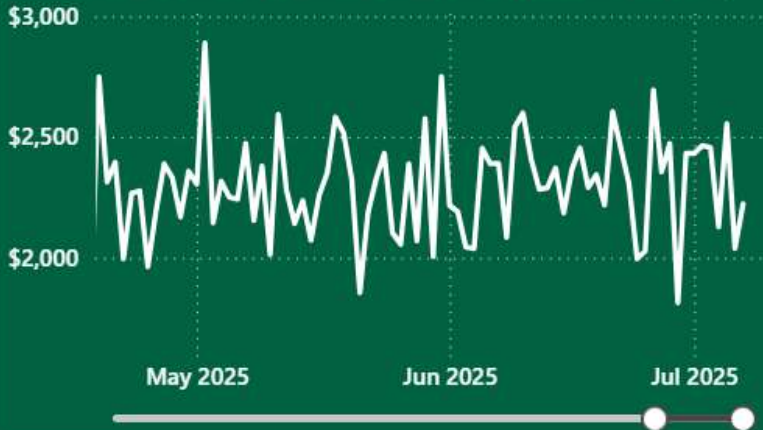
## Top 5 Product Name New Sales



## Total Orders by Payment\_Mode



## Net Revenue by Year, Quarter, Month and Day





# Starbucks Sales & Revenue Dashboard (2024-25)



MoM Growth %  
-76.49%

Price  
\$57.80K

Sales This Month  
\$16.30K

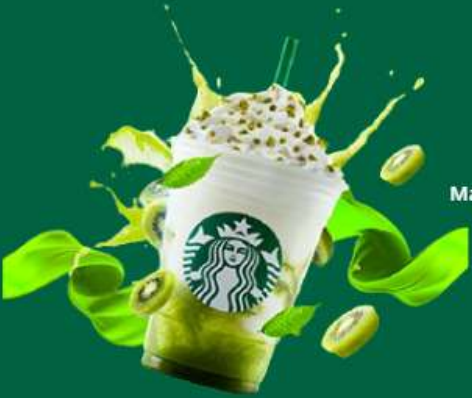
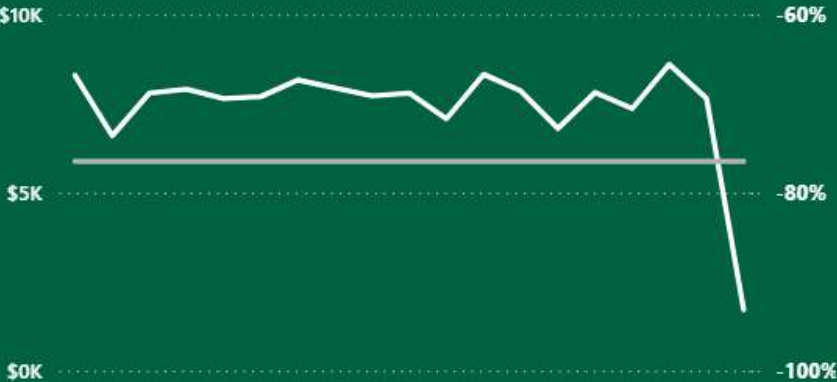
Sales Last Month  
\$69.32K

Net Revenue  
\$140.73K

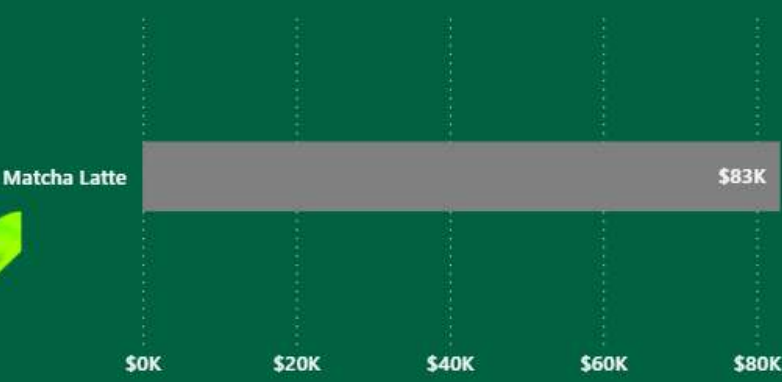
Product Name

Matcha Latte

Month-Over-Month Sales Growth %



Total Profit by Product\_Name



Total Sales by Order\_Month



Average order value by month or city

MonthName	Amsterdam	Auckland	Bangalore	Barcelona	Beijing	Berlin	Buen
April	\$14.90	\$13.65	\$14.22	\$12.00	\$11.45	\$13.02	
August	\$13.23	\$14.16	\$14.10	\$15.93	\$12.20	\$11.97	
December	\$11.54	\$12.29	\$12.44	\$15.20	\$15.46	\$13.26	
February	\$14.31	\$14.07	\$10.61	\$13.37	\$13.67	\$12.02	
January	\$12.49	\$13.68	\$10.46	\$12.46	\$13.41	\$12.44	
July	\$15.25	\$11.32	\$12.42	\$11.80	\$14.68	\$10.93	
June	\$11.86	\$11.59	\$12.13	\$12.46	\$13.29	\$15.47	
March	\$14.56	\$10.60	\$11.03	\$13.61	\$13.28	\$12.11	
May	\$13.20	\$12.45	\$11.65	\$12.17	\$12.11	\$12.60	
Total	\$13.04	\$12.91	\$12.06	\$12.86	\$13.15	\$12.76	



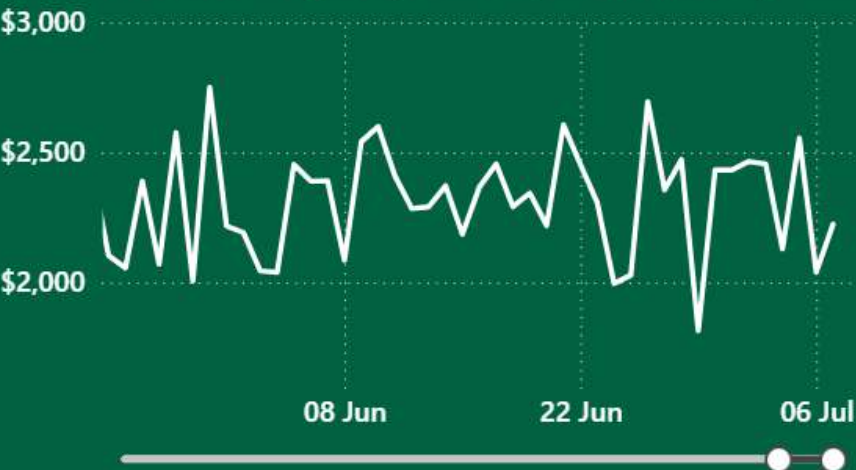
# Starbuck Customer Insights 2024-2025

2024

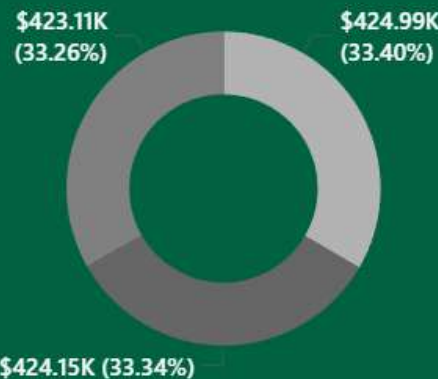
2025

Returning Customer Rate  
33.24%

Net Revenue by Year, Quarter, Month and Day



Customer Type Distribution



Cities with Most Repeat Customers



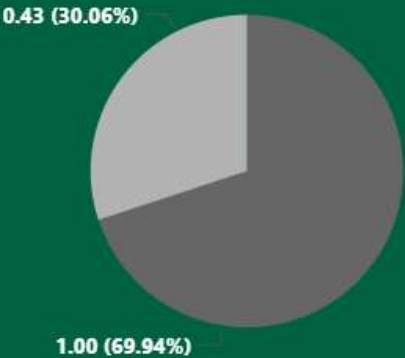
Revenue by Customer Type



Returning Customer Rate



Promotion Conversion Rate





# STARBUCKS PRODUCT ANALYTICS DASHBOARD (2024-2025)



Total Profit  
\$3.75K

Total Orders  
\$494

Revenue  
\$6.29K

Total Discount  
\$220.3800...

Total Sales  
6.51K

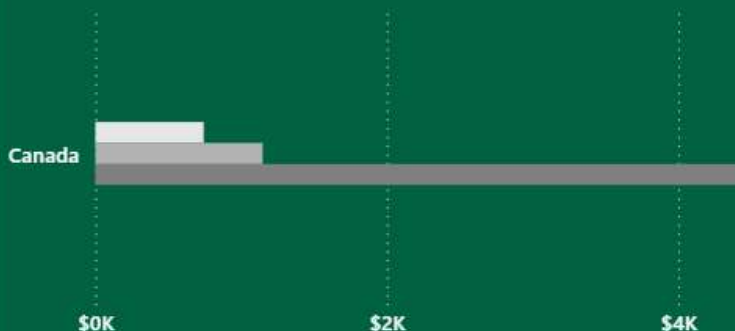
Country, City

- ☐ Argentina
- ☐ Australia
- ☐ Brazil
- ☒ Canada

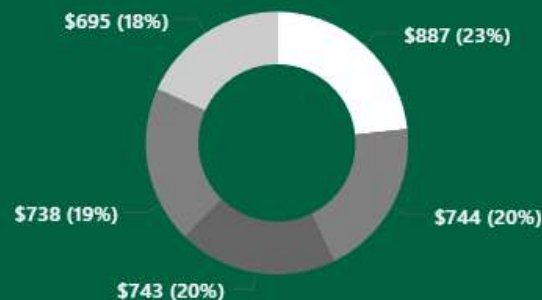
MonthYear

- ☐ Jan 2024
- ☐ Feb 2024
- ☐ Mar 2024
- ☒ Apr 2024

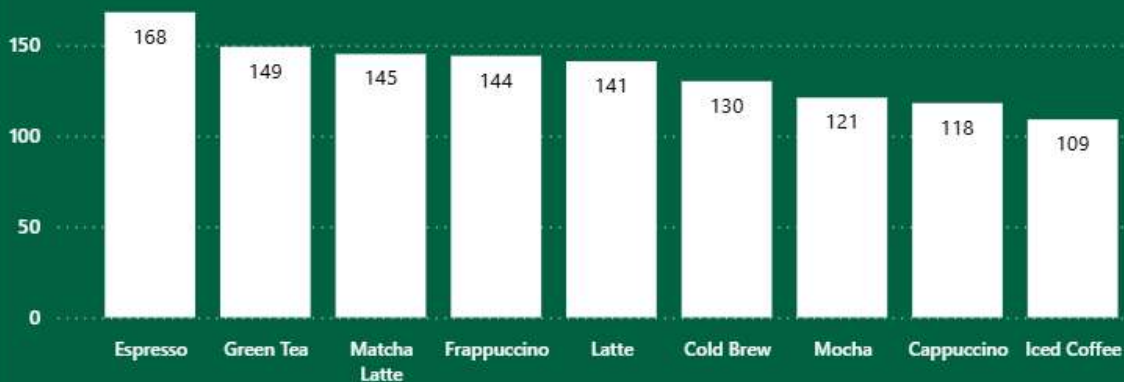
Category Performance by Region



Top 5 Products



Most Popular Products Overall



Revenue by Size





# PAYMENT & PROMOTION ANALYSIS DASHBOARD



## Payment Mode Distribution

Final\_Sale\_Am...

## Discount Amount by Month Year



## Discount Amount by City



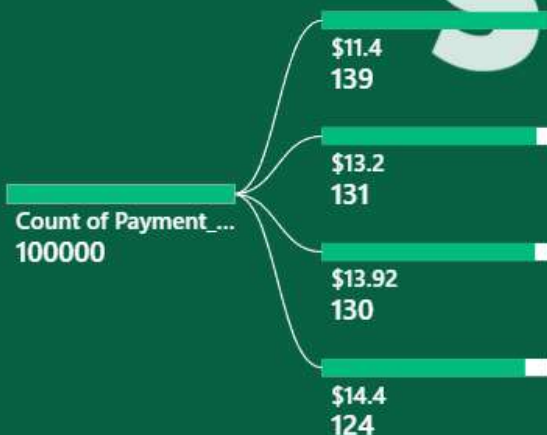
# STARBUCKS

Promotion use and sales volume

CSR 2020

Total Profit

\$749.05K



## Avg Sale by Payment Mode

Gift Card	12.8
Credit Card	12.7
Cash	12.7
UPI	12.7
Debit Card	12.7

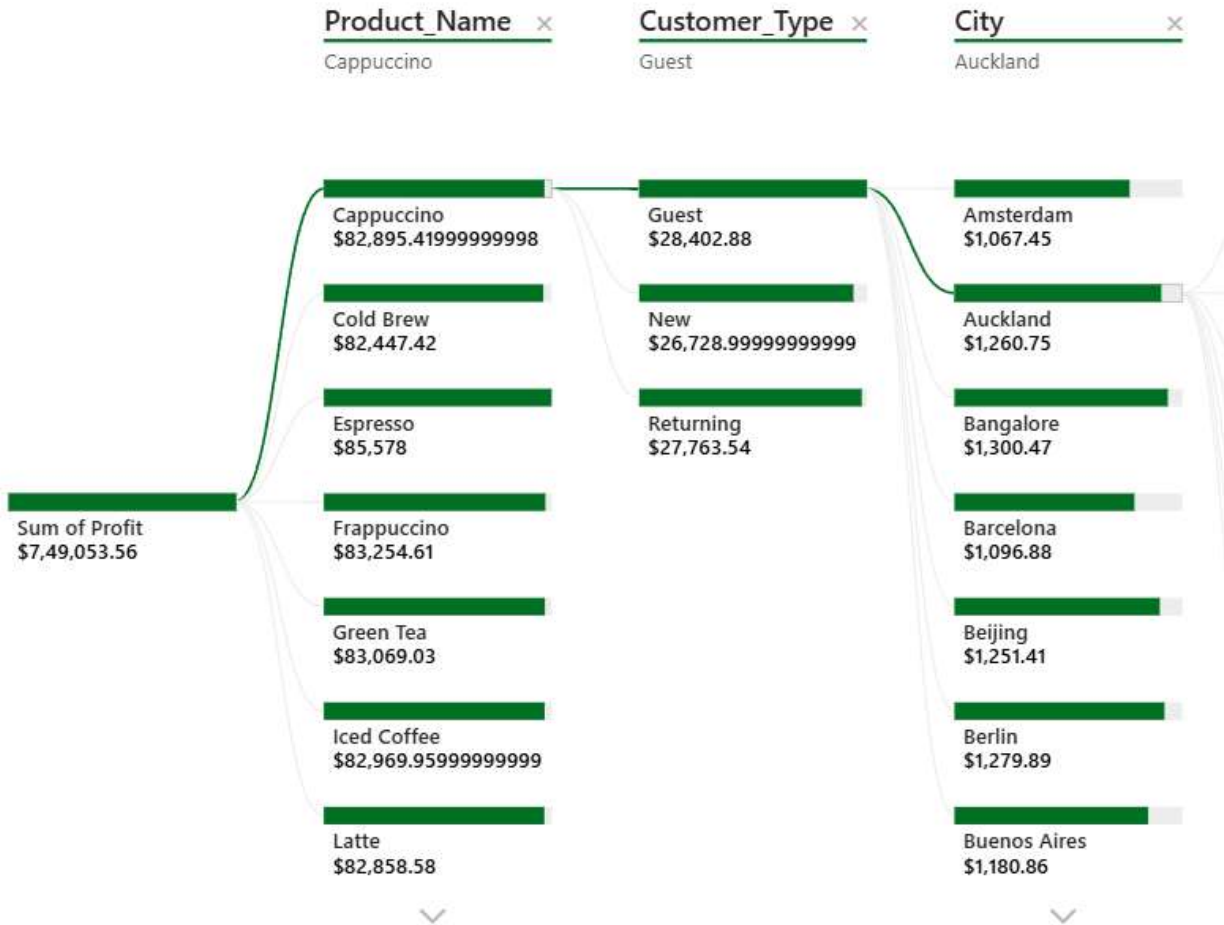




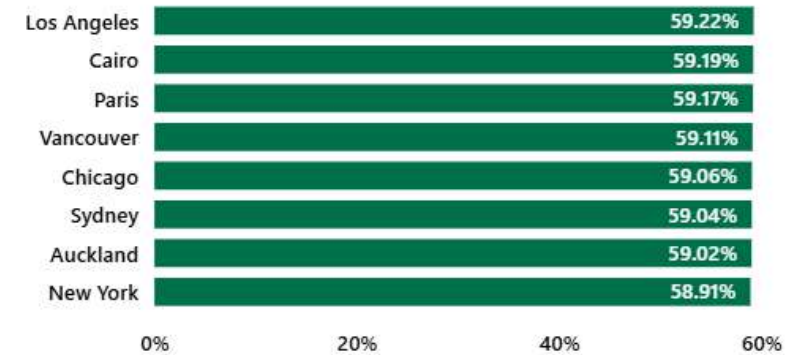
# Starbucks Sales & Marketing Intelligence Dashboard



Profit Drivers: Product → Customer Type → Region → Month



Profit % by City



Correlation Between Quantity and Profit

