Coffee Sales Analysis Dashboard

A comprehensive Power BI analysis tracking sales trends, product performance, and customer behaviour to optimise coffee shop operations and drive revenue growth.

Made with GAMMA

Understanding the Business Challenge

To maximise profitability and customer satisfaction, we needed to answer critical questions about our coffee shop performance:

Top Products

Which coffee generates highest sales?

Seasonal Trends

Which month drives most revenue?

Weekly Patterns

When do customers purchase most?

Customer Preferences

Which categories resonate most?

Sales Performance at a Glance

112.25K
Total Sales
Overall revenue generated across all products

1st
Latte Ranking
Top-selling coffee product

March
Peak Month
Highest revenue period

Tues
Best Weekday
Maximum daily sales

Our comprehensive analysis reveals strong performance driven by espresso-based beverages, with clear patterns across time periods and customer preferences.

Product Performance Breakdown

Espresso-Based Drinks Dominate Sales

1

Latte

The undisputed champion, generating maximum revenue and customer demand across all time periods.

2

Cappuccino

Strong second-place performer, particularly popular during morning hours with consistent sales.

3

Americano

Steady seller appealing to customers seeking classic, straightforward coffee experiences.

4

Mocha

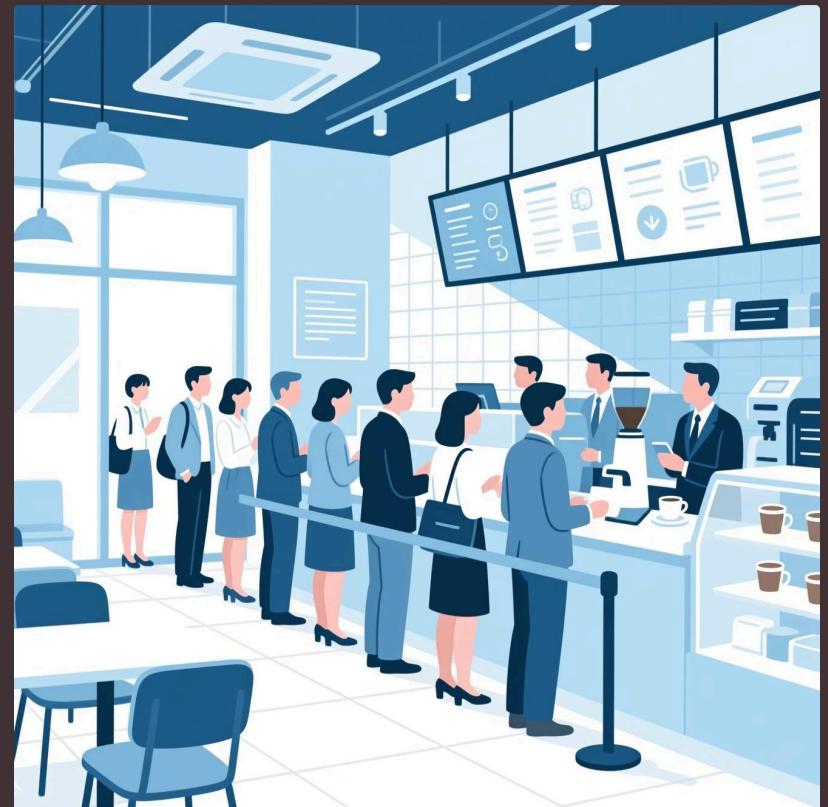Dessert-style favourite, showing strong afternoon and weekend performance patterns.

Time-Based Sales Patterns

Weekly Trends Reveal Key Opportunities

Weekday Dominance: Tuesday leads with maximum sales, followed by strong Monday and Wednesday performance. Weekdays consistently outperform weekends.

Weekend Dip: Saturday and Sunday show notably lower sales volumes, representing untapped potential for targeted promotions.

Afternoon Peak: Sales surge during afternoon hours (12 PM–3 PM), suggesting customers prefer coffee breaks during midday periods.

Monday–Wednesday

Peak weekday sales period

Weekend

Opportunity for growth

1

2

3

Thursday–Friday

Moderate steady performance

March Success: The Winning Formula

March emerged as our highest-revenue month, providing valuable insights into successful sales strategies that can be replicated year-round.
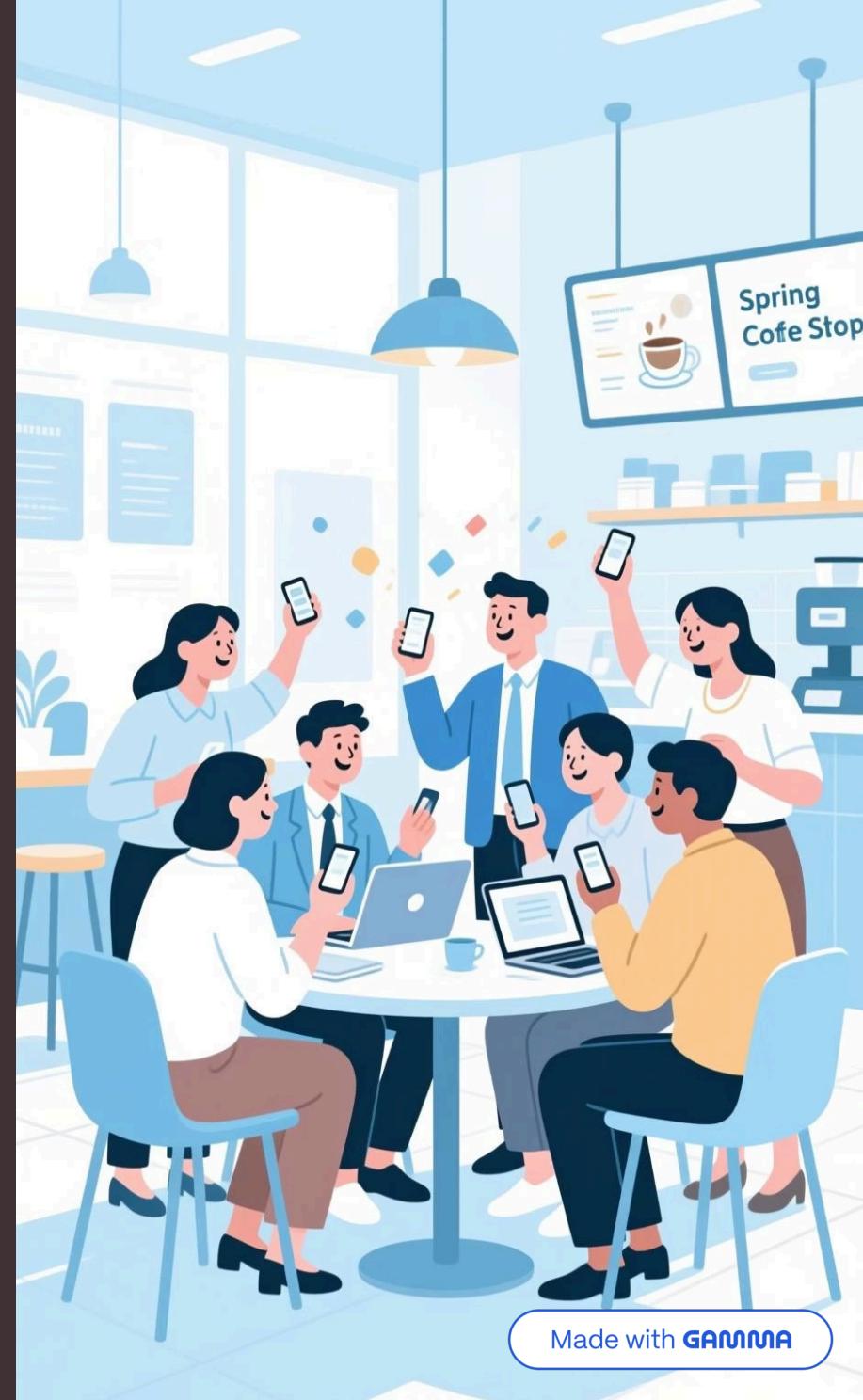
Marketing Push

Coordinated promotional campaigns and social media engagement drove customer traffic.

Seasonal Offers

Limited-time specials and combo deals created urgency and increased average transaction values.

Product Innovation

New flavour introductions and seasonal menu items attracted both new and returning customers.

Strategic Recommendations

Product Strategy

- Launch Latte-based combo promotions with pastries
- Introduce flavoured and iced Latte variations
- Expand espresso drink menu with seasonal offerings
- Create loyalty programmes rewarding repeat purchases
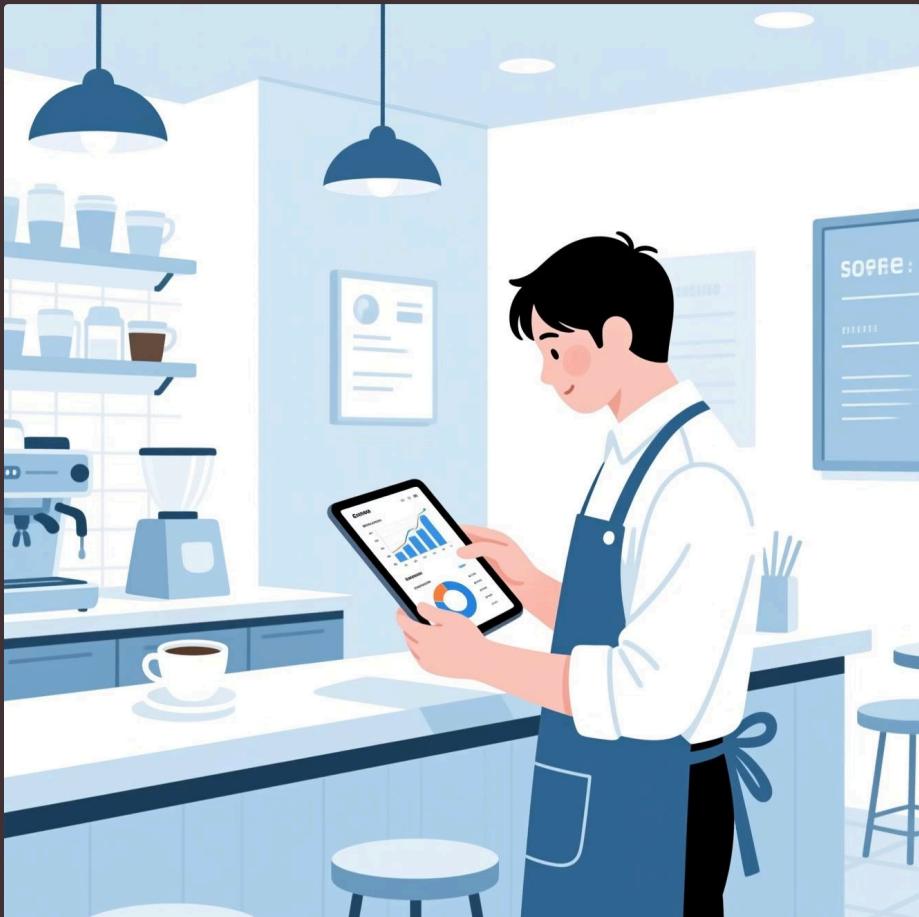
Seasonal Planning

- Replicate March's successful campaign tactics quarterly
- Plan promotional calendars around peak months
- Introduce limited-time seasonal drink collections
- Leverage holidays for themed marketing pushes

Weekend Revival

- Launch Saturday–Sunday exclusive discounts
- Create weekend family combo offers
- Introduce brunch pairings and afternoon specials
- Host weekend events to drive foot traffic

Driving Revenue Through Data

Tools & Methodology

Power BI

Interactive dashboards for visualisation

SQL

Data extraction and querying

DAX

Deep analytical calculations

Key Takeaway: This dashboard empowers coffee shop owners to make data-driven decisions, optimise product focus, strengthen marketing campaigns, and ultimately increase revenue through actionable insights into customer behaviour and sales trends.