

Summary of the Coffee Shop Sales Dashboard

The **Coffee Shop Sales Dashboard** provides a **comprehensive analysis** of sales, customer footfall, and product performance, enabling data-driven decision-making. It highlights key metrics such as **total sales, average bill per person, peak sales hours, top-performing products, and store-wise performance.**

Key insights include:

- Identification of **busiest hours and days** for better staffing and inventory management.
- **Top-selling products and revenue contributors** to refine marketing and promotions.
- **Customer order behavior analysis**, helping to optimize pricing and menu offerings.
- **Store location performance comparison** for strategic business expansion.

Built using **Excel, Pivot Tables, Power Query, and Data Visualization techniques**, this dashboard offers **an interactive and insightful view of business performance**, making it a valuable tool for decision-makers in the retail and hospitality industry.