



## **Title: US Coffee & Tea Sales Performance Analysis**

**Delve into the sales performance of coffee and tea products throughout the United States. This report breaks down sales by units, revenue, and product categories, identifying areas of strong performance and opportunities for growth across different US markets.**





# SALES ACROSS USA DASHBOARD

Select date range

Product

Category

State

Toal Sales  
**\$8,127.30**  
↑ 1.6%

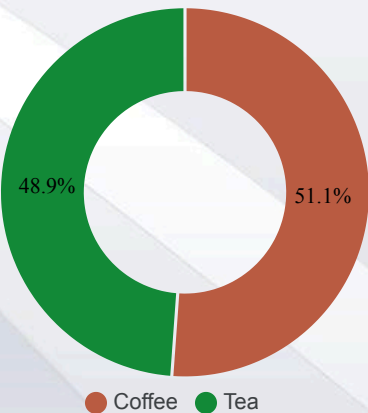
Total Order  
**962**  
↓ -3.8%

Units Sold  
**2,338**  
↓ -22.1%

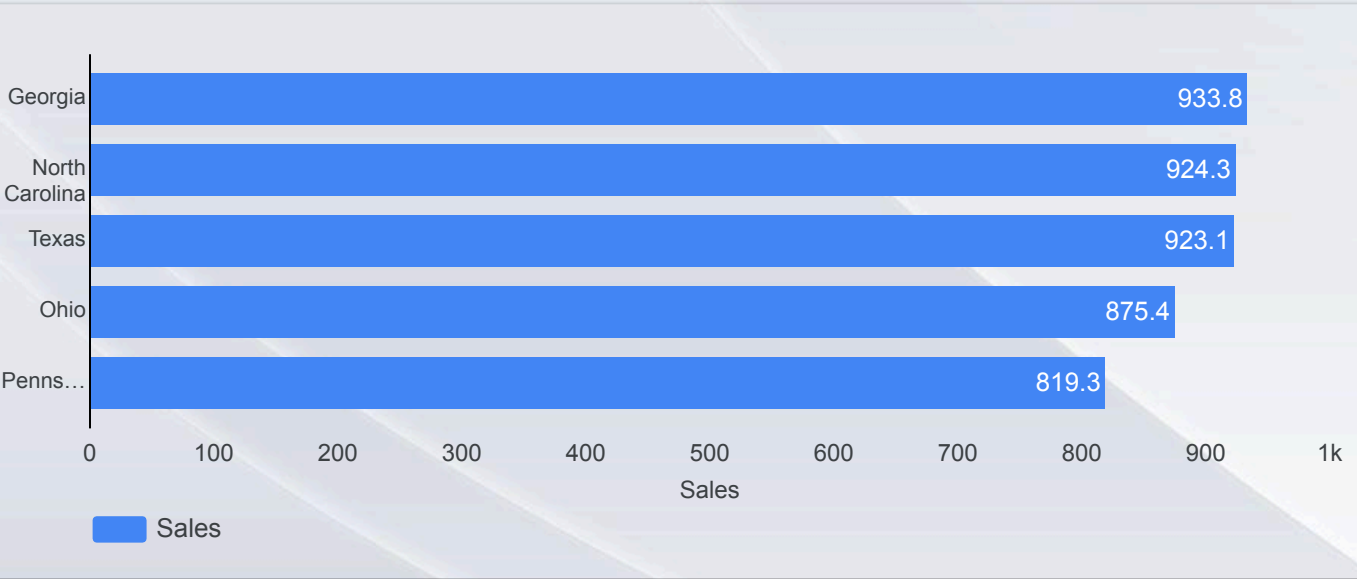
Avg Total Sales  
**8.45**  
↓ -57.8%

Avg Unit Sold  
**2.43**  
↓ -19.0%

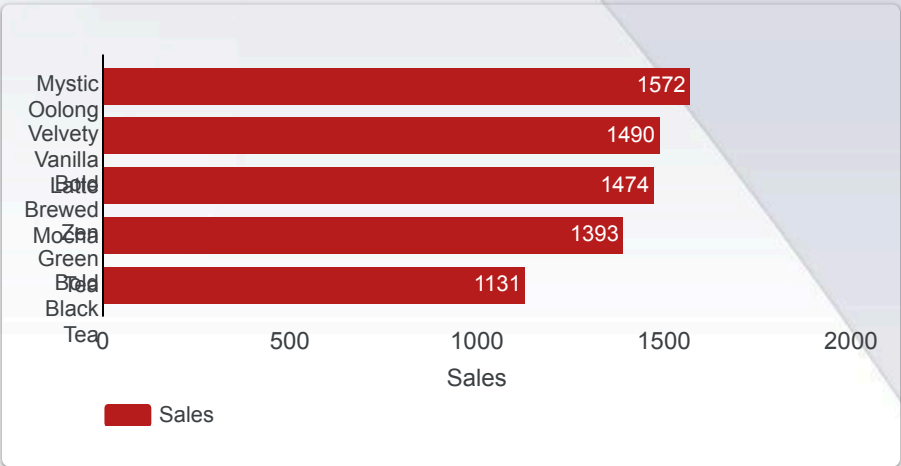
Sales By Categories



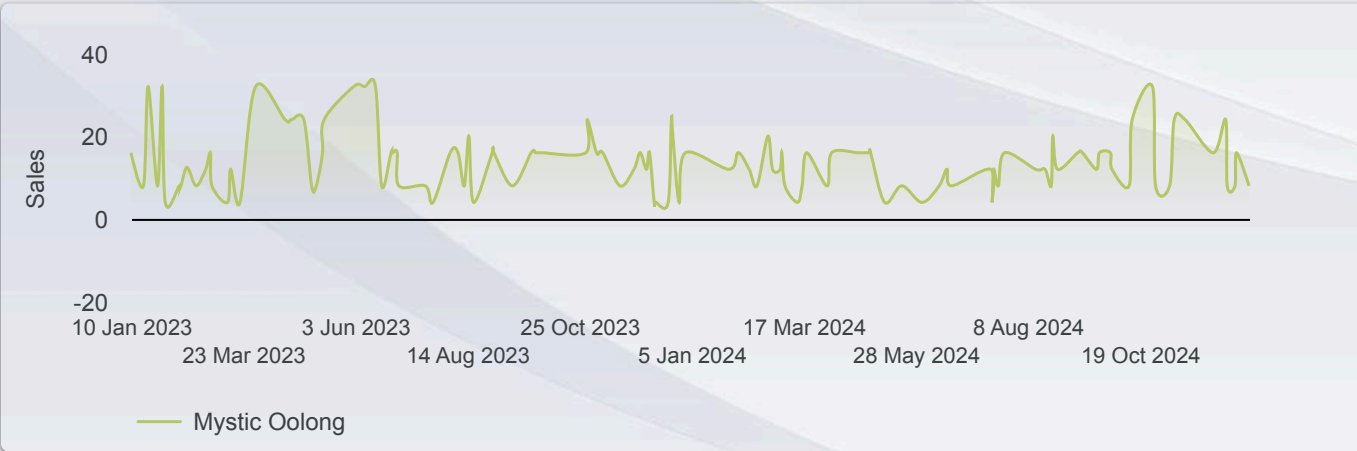
Sales By Product



Sales By Product



Sales By Product

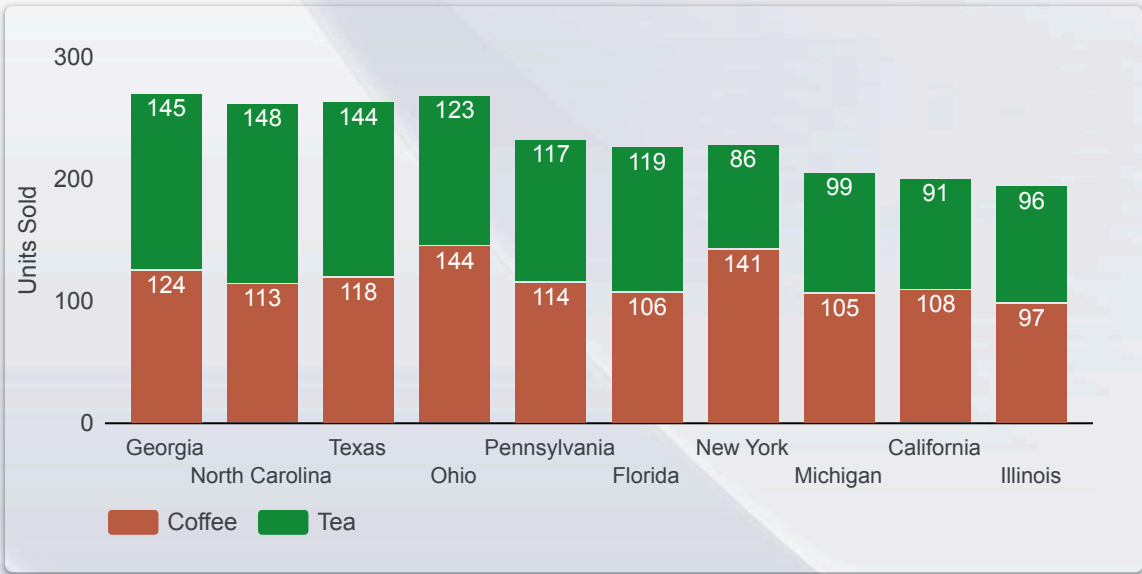


# SALES DASHBOARD

Sales By unit price and sold



Sales By unit sold



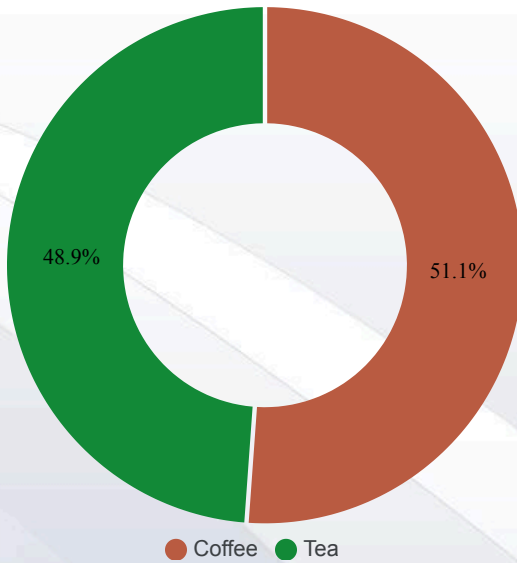
Revenu and Sales by Date



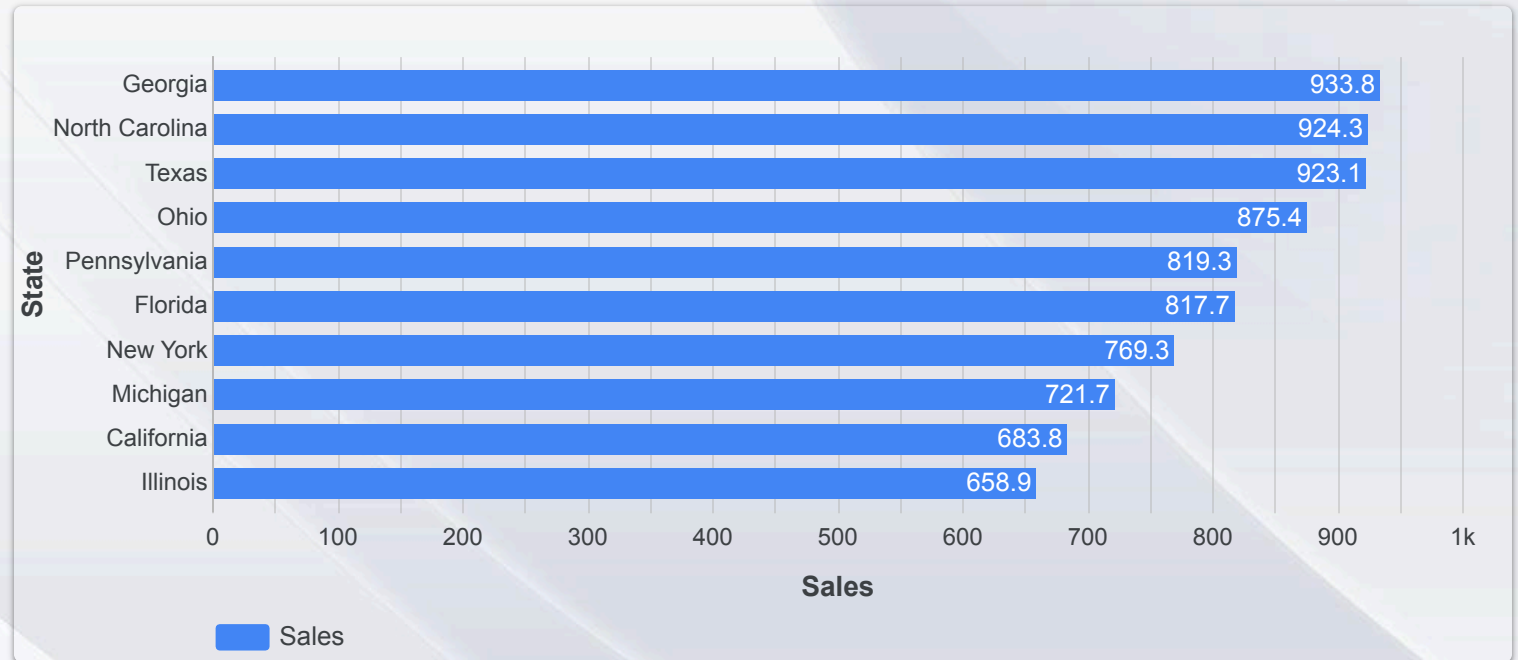


# SALES ACROSS USA DASHBOARD

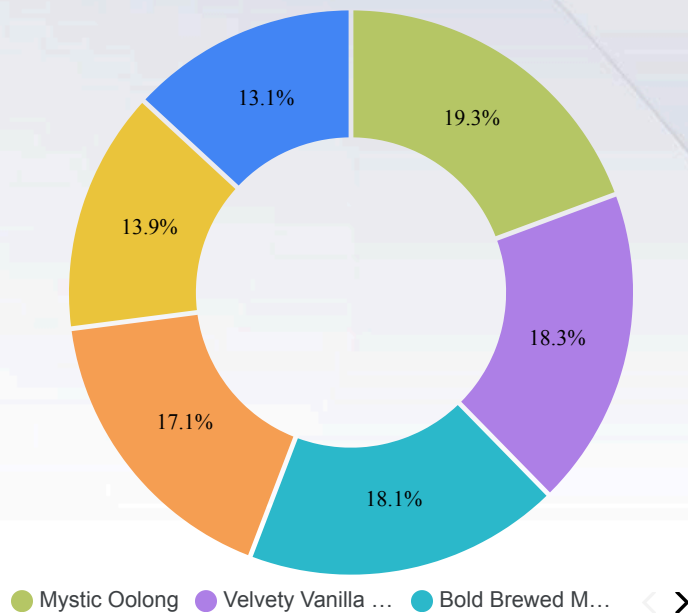
## Sales By Categories



## Sales By Categories



## Sales By Categories



Descision:- Invest more in the "Coffee" category, as it currently holds 51.1% of sales compared to "Tea" at 48.9%. This suggests it's a slightly larger revenue driver

Increase marketing spend, explore new coffee product variations (e.g., flavored coffees, different roast types), optimize supply chain for coffee products to meet higher demand