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# Coffee Sales Analysis

## 📊 Project Overview

This project is focused on analyzing \*\*coffee sales data\*\* using Excel. The goal is to visualize and understand trends in sales performance, customer behavior, and product performance.

It includes two files:

1. \*\*Coffee Analysis.xlsx\*\* – The final, cleaned file containing an interactive \*\*Excel dashboard\*\* with visualizations.

2. \*\*Coffee Analysis Raw Data.xlsx\*\* – The original unprocessed dataset before cleaning and analysis.

The project demonstrates how raw data can be transformed into actionable insights through \*\*data cleaning\*\*, \*\*analysis\*\*, and \*\*visual storytelling\*\*.

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## 🚀 Features of the Dashboard

The Excel dashboard provides:

- \*\*Total Sales Over Time\*\* – A line chart showing sales trends by coffee type (Arabica, Robusta, Excelsa, Liberica).

- \*\*Sales by Country\*\* – A bar chart showing revenue contributions by country.

- \*\*Top 5 Customers\*\* – A bar chart ranking the top-performing customers.

- \*\*Interactive Filters\*\* for:

- Date ranges

- Roast type (Dark, Light, Medium)

- Package size (0.2 kg, 0.5 kg, 1.0 kg, 2.5 kg)

- Loyalty card status (Yes/No)

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## 🗂️ Files Included

| File Name | Description |

|------------|-------------|

| \*\*Coffee Analysis.xlsx\*\* | Cleaned and processed dataset with an interactive Excel dashboard. |

| \*\*Coffee Analysis Raw Data.xlsx\*\* | The raw dataset before cleaning and analysis. |

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## 🔧 Tools Used

- \*\*Microsoft Excel\*\*

- Data cleaning and preparation

- Pivot tables and pivot charts

- Slicers for interactivity

- Dashboard creation

- \*\*GitHub\*\* – Version control and project sharing

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## 📈 Insights

Some key findings from the analysis:

- The \*\*United States\*\* is the highest contributing country in total sales.

- Sales peak in specific months, showing \*\*seasonal buying trends\*\*.

- A few key customers drive the majority of revenue.

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## 🧩 How to Use the Dashboard

1. Download \*\*Coffee Analysis.xlsx\*\* from this repository.

2. Open the file in \*\*Microsoft Excel (2016 or later)\*\*.

3. Use the slicers and filters to interact with the data and customize your view.

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## 💡 Learning Outcome

This project demonstrates:

- End-to-end \*\*data analysis\*\* workflow.

- The importance of \*\*data cleaning\*\* before visualization.

- How to design an \*\*interactive Excel dashboard\*\* for stakeholders.

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## 🤝 Contribution

If you'd like to suggest improvements, feel free to fork this repository and submit a pull request.

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