**Project Title:** **Coffee Shop Stats Dashboard for Performance Analysis**

**Objective**

This project aimed to create an interactive dashboard that visualises key performance metrics for a coffee shop. This enables business owners and managers to make data-driven decisions about product performance, customer behaviour, and sales trends.

**Tools and Amp: Technologies Used**

- **Data Source:** Point-of-Sale (POS) CSV exports

**- Data Cleaning:** Excel

- **Visualisation Tool:** Power BI / Excel Dashboard

- **Analysis Methods:** Aggregations, time-series analysis, category comparisons

**Data Preparation**

**Imported raw data from the point of sale system containing:**

- Product category

- Product detail

- Product id

- Product type

- Store id

- Cleaned data by Excel

- Removing missing or duplicate entries

- Standardising product names/categories

- Creating calculated fields like Total Revenue (Quantity × Price)

**Key Metrics Analysis**

- Total Revenue

- Total Transaction

- Total Quantity

- Total Unit price per category

- Total revenue

- Average price per unit

**Dashboard Features**

- Overview Page: Displays total revenue by product name, total revenue by product category, unit sold by store location, average unit price by product type, product details and transaction date.

- Time Trends: Visual breakdown of sales by hour/day/month using a line chart.

- Product Performance: Comparison of categories (e.g. coffee, pastries, tea, branded) using Donut chart.

- Filter Options: Ability to filter by date range, product category, or time slot.

**Key Insights**

- Peak sales occur between 8–10 AM and 3–5 PM.

- Coffee is the highest-selling item in all the locations.

- Days show the highest daily revenue.

- Some items have consistently low sales — candidates for replacement or promotion e.g Gourmet beans

**Recommendations**

- Run promotions during quiet periods (e.g. during the day).

- Offer combo deals to boost lower-selling items.

- Stock more of high-performing products during peak times.

- Automate dashboard updates weekly using scheduled data imports. - Add customer feedback data (if available) to improve product offerings.

- Consider integrating loyalty program insights.