Power BI Dashboard Assignment: Case Study

# 🧩 Case Study: Daily Brew Coffee – From Data Chaos to Clarity

Daily Brew Coffee Ltd. is a fast-growing coffee chain operating in New York City. They have over 15 cozy outlets, a strong local presence, and a loyal customer base who keep coming back for their signature blends. The company offers a wide range of products—from whole bean and espresso roasts to premium teas and baked goods.  
  
Although business is growing, the leadership team is struggling to understand how well things are going across their stores.  
  
They’re collecting huge volumes of data—every transaction, every product sold, every customer visit is being recorded—but no one is analyzing it.  
  
The result? Decisions are being made based on feelings, not facts.  
  
They don’t know:  
- Which stores are doing great and which are underperforming  
- Whether their promotions are working or not  
- If their loyal customers are returning or disappearing  
- How well their new products are doing compared to older ones  
  
They believe it’s time to change that—and they’ve brought in someone new to make it happen.

# 🎯 Your Mission: Become the Brain Behind Daily Brew’s Growth

You’ve just joined Daily Brew Coffee Ltd. as a Junior Business Intelligence Analyst.  
  
Your manager, Rachel, brings you in and says:  
  
“We know our business is growing, but we don’t understand it.  
We need a Power BI dashboard that shows what’s really happening—clearly, visually, and with no confusion.  
I don’t want just numbers. I want meaning.”  
  
This is your opportunity to help shape real decisions in a real business.  
  
You’ve been given access to raw data—sales, stores, products, customers, employees, calendar—and your task is to build an interactive, 3–4 page Power BI dashboard that makes it all clear and understandable.

## 💡 Here’s what they want to know:

- 📈 How are we performing month by month?  
- 🏪 Which stores are bringing in the most revenue?  
- ☕ Which products are our top sellers?  
- 🎯 Are promotional items actually boosting sales?  
- 👥 Who are our most valuable and loyal customers?  
- 🕐 What time of day are we making the most sales?  
- 👨‍🍳 How are our staff performing in terms of sales?  
- 🛒 What is the average customer basket size?

# 📄 Final Page: Insight & Recommendation

In addition to the visual dashboards, your report should include one dedicated page for descriptive analysis.  
  
On this page, you will write (in short bullet points or text cards):  
- The key insights you found from the data  
- Any trends, anomalies, or patterns  
- Your recommendations to improve sales, product offerings, or customer retention  
  
💬 Example:  
- “Sales are highest on weekends, but staff coverage is lowest—consider adjusting shifts.”  
- “Store 8 is generating high revenue despite being smaller in size—possible best practices to explore.”  
- “Promo items drive volume but reduce per-unit margin—needs better targeting.”

This isn’t just a class project.   
This is your first shot at acting like a real BI Analyst—  
Helping a business stop guessing, and start knowing.  
  
You’re not just building a dashboard—  
You’re building clarity.