**Coffee Shop Sales Dashboard Documentation**

# Introduction

This documentation provides a detailed explanation of the Coffee Shop Sales Dashboard developed in Power BI. The dashboard tracks sales performance from January to June 2023 and is designed to provide actionable insights into key business metrics such as Total Sales, Total Orders, and Total Quantity Sold. It incorporates Month-over-Month (MoM) Growth analysis, trend lines, tooltips, and interactive visuals to make the insights intuitive, even for beginners.

# Key Metrics and KPIs

The dashboard highlights three main KPIs across the 6-month range:

1. Total Sales (Revenue generated)

2. Total Orders (Number of transactions)

3. Total Quantity Sold (Items sold)

Each KPI is displayed with a Month-over-Month (MoM) Growth measure. This includes the percentage change and difference from the previous month, along with directional arrows (▲ for positive, ▼ for negative). If there is no previous month for comparison (e.g., January 2023), the dashboard shows 'No Previous Month'.

# Month-over-Month (MoM) Growth Analysis

MoM growth measures how the current month's performance compares to the previous month. It is especially useful for identifying short-term trends:

* January 2023: Acts as the baseline month (no previous month for comparison).
* February 2023: Shows negative MoM growth in all KPIs (Total Sales, Orders, and Quantity Sold). This means performance declined compared to January. The dashboard displays ▼ arrows and negative percentages.
* March to June 2023: All subsequent months display positive MoM growth, showing consistent recovery and upward momentum.
* June 2023: Recorded the highest overall totals for Sales, Orders, and Quantity Sold, making it the peak month.

# Trend Analysis & Visuals

The dashboard includes line charts that show how Sales, Orders, and Quantities changed over time. These visuals make it easy to spot peaks, declines, and general momentum. For example, February’s decline is clearly visible in the ▼ arrows, while June’s peak shows strong upward momentum.

# Tooltips and Interactivity

To make the dashboard more interactive and beginner-friendly, tooltips were added:

* Calendar Chart Tooltip: Each day on the calendar provides a tooltip showing sales performance trends for that day of the week.
* Sales Day | Hour Tooltip: This visual allows drilling down to see what time of the day generates the highest sales.

These tooltips ensure that even at a glance, users can understand not just the 'what' but also the 'when' of sales performance.

# Sales by Category and Location

The dashboard further breaks down performance into categories and store locations:  
- Product Categories: Coffee leads in sales, followed by Tea and Bakery items.  
- Product Types: Barista Espresso and Brewed Chai stand out as top performers.  
- Locations: Certain locations like Hell’s Kitchen contribute significantly to sales.  
  
This breakdown helps businesses identify which products and locations drive the most value.

# Conclusion

The Coffee Shop Sales Dashboard provides a comprehensive and interactive way to analyze business performance. It not only tracks overall totals but also highlights changes using Month-over-Month growth measures. The key story told by the dashboard is:

- February showed a decline in MoM growth across all KPIs (▼ arrows).  
- From March onwards, the coffee shop steadily improved, culminating in June’s peak performance.

By integrating KPIs, MoM growth, tooltips, and breakdowns by product and location, the dashboard empowers decision-makers/stakeholders to understand performance shifts and take action.