

■ Coffee Sales Dashboard Project - README

This project demonstrates a complete end-to-end **Coffee Sales Dashboard** built using data analysis and visualization tools like **SQL, Tableau, and Power BI**. The dataset captures daily coffee transactions from **March 2024 to the present**, used to analyze sales performance, trends, and product insights.

■ Database Schema (`coffee_sales`)

Column Name	Data Type	Description
sale_id	INT	Unique identifier for each transaction
sale_date	DATE	Transaction date
coffee_type	VARCHAR(50)	Type of coffee (Latte, Espresso, etc.)
quantity	INT	Number of units sold
unit_price	DECIMAL(10,2)	Price per coffee unit
total_sales	DECIMAL(10,2)	Total revenue from each transaction

■ Key SQL Queries

Total Coffee Sales

```
SELECT ROUND(SUM(total_sales), 2) AS total_sales FROM coffee_sales;
```

Sales by Coffee Type

```
SELECT coffee_type, SUM(total_sales) AS total_sales FROM coffee_sales GROUP BY coffee_type ORDER BY total_sales DESC;
```

Sales Over Time

```
SELECT DATE_FORMAT(sale_date, '%Y-%m') AS month, SUM(total_sales) AS total_sales FROM coffee_sales GROUP BY month ORDER BY month;
```

Top 5 Coffee Products

```
SELECT coffee_type, SUM(total_sales) AS total_sales FROM coffee_sales GROUP BY coffee_type ORDER BY total_sales DESC LIMIT 5;
```

■ Tableau Dashboard Summary

The Tableau dashboard visualizes key insights from SQL data analysis, using a coffee-colored theme to maintain brand aesthetics. It includes:

- Total Coffee Sales KPI
- Sales by Coffee Type (Bar Chart)
- Coffee Sales Trend (Pie Chart)
- Coffee Sales Over Time (Line Chart)
- Top 5 Coffee Products (Horizontal Bar)

■ Output Overview

Input: Raw transactional data from March 2024 onward.

Processing: SQL-based aggregation, cleaning, and KPI derivation.

Output: A clean interactive dashboard that shows performance, trends, and KPIs in real-time.