# Coffee Sales analysis

## Project Target

Create a Power BI dashboard to utilize the Sales Data and achieve below goals:

- **Visualize & Analyse Customer Data at below levels**

- **Calendar heat map**

- **Sales Analysis by weekdays and weekends**

- **Daily sales analysis with average line**

- **Sales analysis by product category**

- **Sales analysis by days and hours**

- **Total sales ,orders ,traffic by month**

- **Month on month increase or decrease in sales**

## Data Cleaning  – Check Nulls

our data was already cleaned

# Power BI Transform

## Create a new table reference for date

date table =
CALENDAR(MIN('index'[date]),MAX('index'[date]))

## Add a new column in date table

1. Month = FORMAT('date table'[Date],"mmm")

2. Month number = MONTH('date table'[Date])

3. Month year = FORMAT('date table'[Date],"mmm yyyy")

4. Day name = FORMAT('date table'[Date],"DDD")
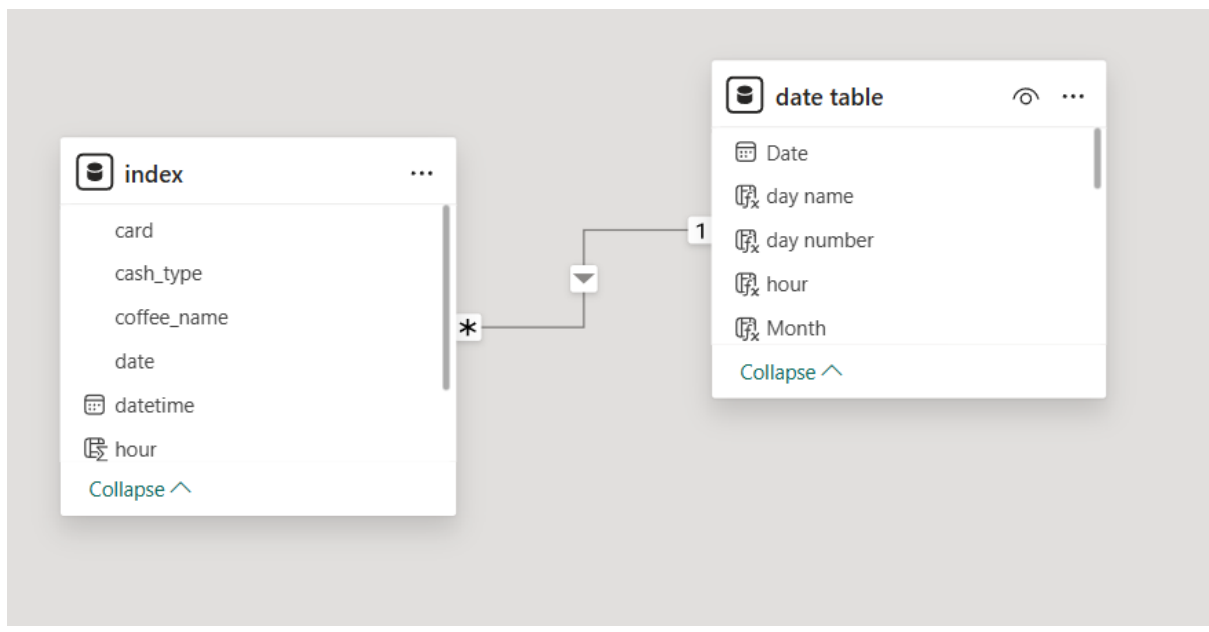
5. Week number = WEEKNUM('date table'[Date],2)

6. Day number = FORMAT('date table'[Date],"D")

7. weekday number = WEEKDAY('date table'[Date],2)

8. weekday/weekend = IF('date table'[day name] = "Sat" || 'date table'[day name] = "Sun","weekend","weekday")

9. hour =  HOUR(datetime)

# **Data modelling**



Built a relation between index and date table on date column which is one to many relation

# Power BI Measure

1. total sales = sum('index'[money])

2. total order in month = COUNT('index'[coffee_name])

3. Total Traffic = DISTINCTCOUNT('index'[card])

4. pm sales = CALCULATE([cm sales],DATEADD('date table'[Date],-1,MONTH))

5. mom growth and diff sales =

    VAR month_diff = [cm sales] - [pm sales]

    VAR mom = ([cm sales]-[pm sales])/[pm sales]

    VAR _sign = IF(month_diff > 0,"+","")

    VAR _sign_trend = IF(month_diff>0," ▲","▼")

    RETURN

    _sign_trend&" " & _sign & FORMAT(mom,"#0.0%" & " | "&_sign & FORMAT(month_diff/1000,"0.0k")) & " " & "vs LM"

6. daily average sales = AVERAGEX(
ALLSELECTED('index'[date]),[total sales])

7. color for bars = IF([total sales]>[daily average sales],"Above Average","Below Average")

# **Power BI Visualization**

# **Summary Page**

1.KPI'S

- total sales

   With month on month difference in sales

-Total order in month

-Total traffic in month

2. heat map of month sales  each day and color-coded to represent sales volume , dark colour high sales

Implemented a tooltip to display detailed metrics(sales ,Orders , Quantity) when hovering over a specific day

3. Donut  chart to display weekdays and weekend sales

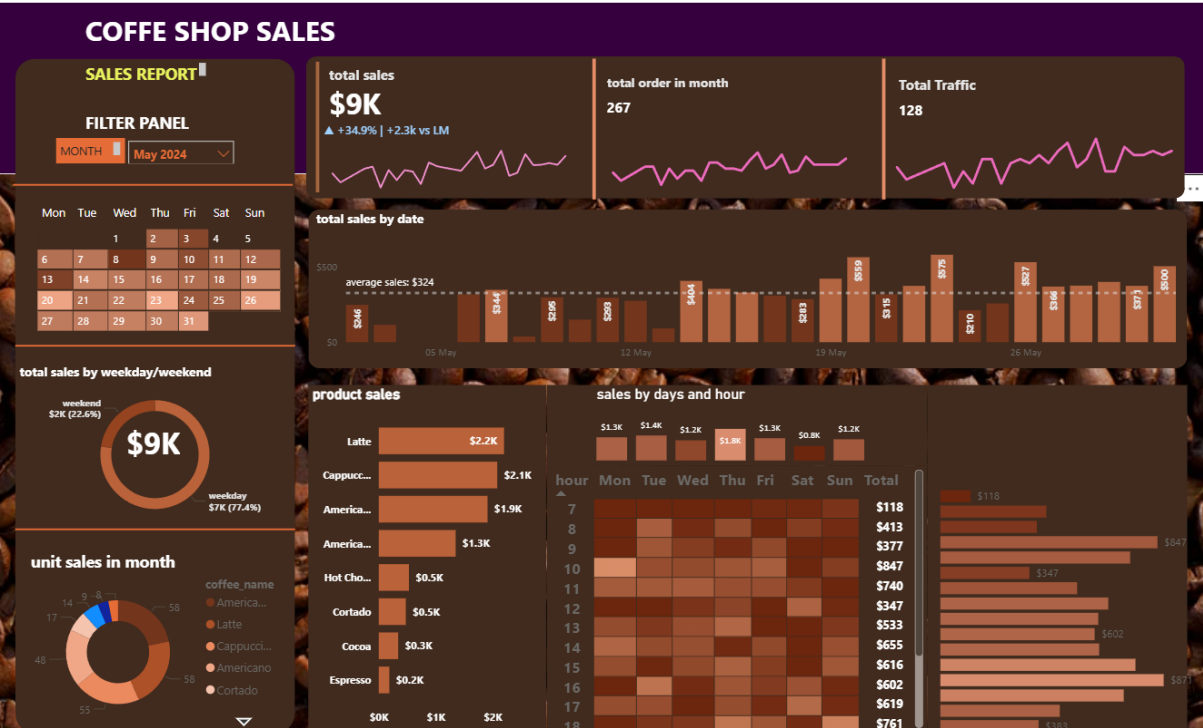4. Line chart to display daily sales of selected month with average line

5. bar chart to analyse performance across different products

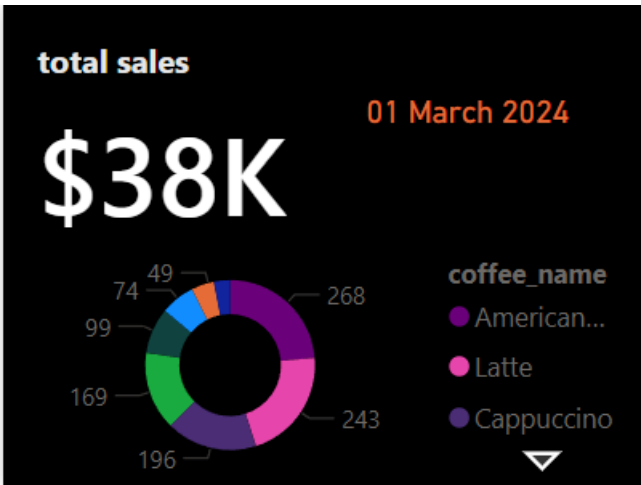6.pie chart to display unit sales

7. Heat map to visualize sales patterns by days and hour

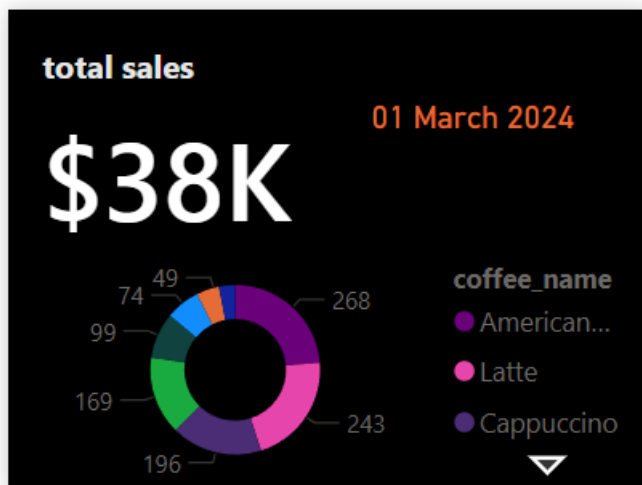Implemented a tooltip to display detailed metrics(sales ,Orders , Quantity)

# Sales analysis page



# Toolpit calendar chart

# Toolpit hour chart



That's it, now you have a attractive Power BI dashboard with all sales analysis required to improve the sales of store .