

Title: Coffee Chain Sales Dashboard

Subtitle: Task 4DA – Data Analyst Internship

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Objective :

- To analyze sales and profitability trends of the coffee business and provide actionable insights using Tableau.

Dataset Description :

- Brief overview of data fields: Date, Product Type, Market, Region, Sales, Profit, Quantity

KPIs and Metrics :

What are KPIs?

Key Performance Indicators (KPIs) are measurable values that reflect how effectively a business is achieving its objectives. In this dashboard, KPIs help monitor sales performance and profitability across different regions, products, and time periods.

KPIs Used in the Dashboard:

1. Total Sales

- **Definition:** The total revenue generated from selling coffee products.
 - **Purpose:** Indicates the overall earning power of the business.
 - **Usage in Dashboard:** Displayed as a card at the top to quickly understand business scale.
 - **Insight Example:** Helps identify which regions or product categories contribute the most revenue.
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2. Total Profit

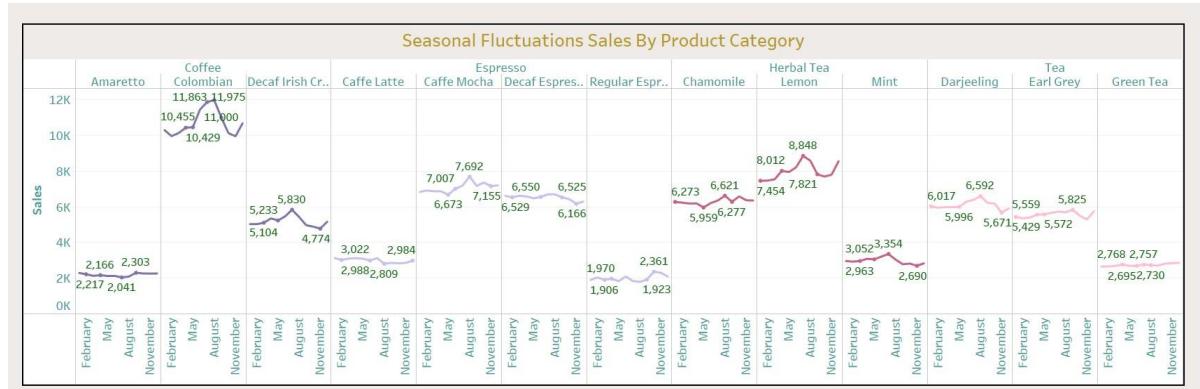
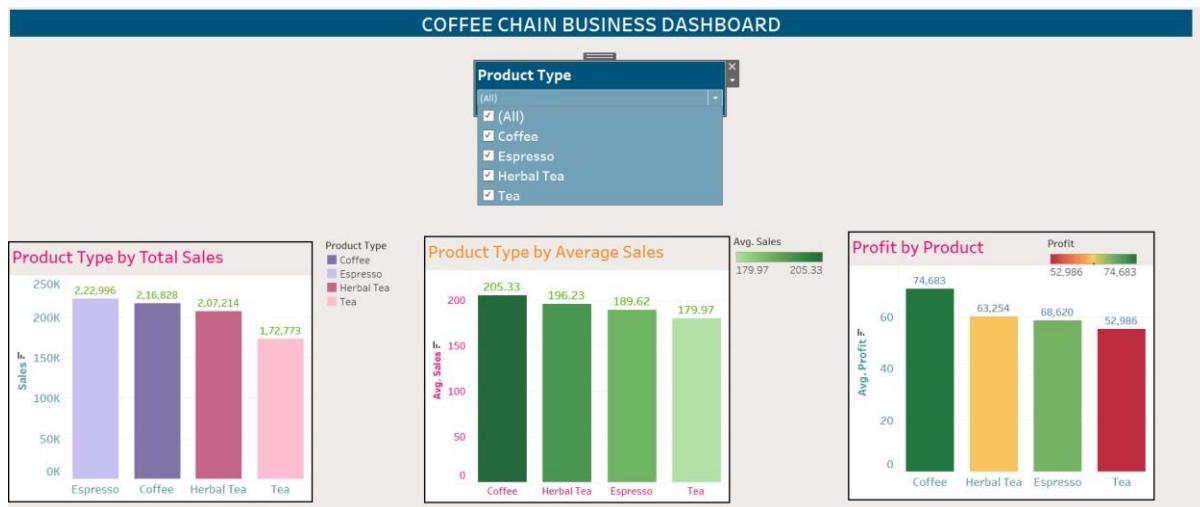
- **Definition:** The amount earned after subtracting costs from sales ($\text{Profit} = \text{Sales} - \text{Cost}$).
 - **Purpose:** Shows the true financial gain and efficiency.
 - **Usage in Dashboard:** Positioned as a key summary card and also shown on the regional map.
 - **Insight Example:** Helps discover which markets are highly profitable versus those generating losses.
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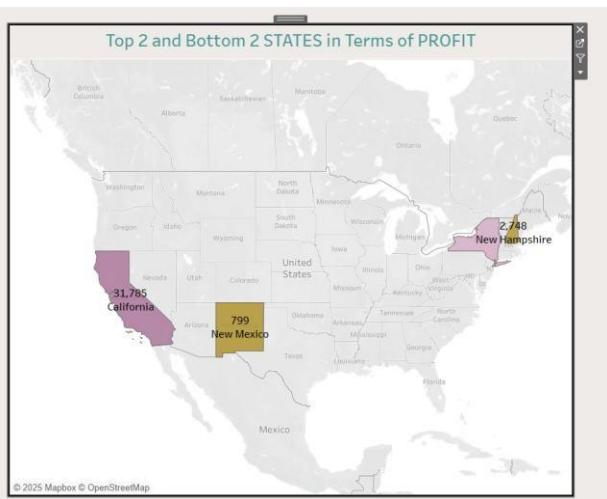
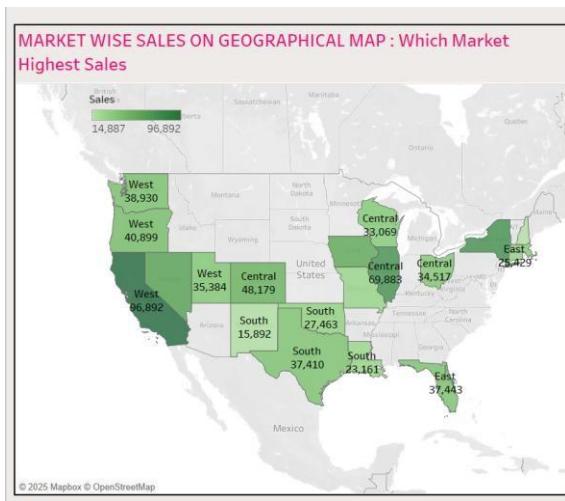
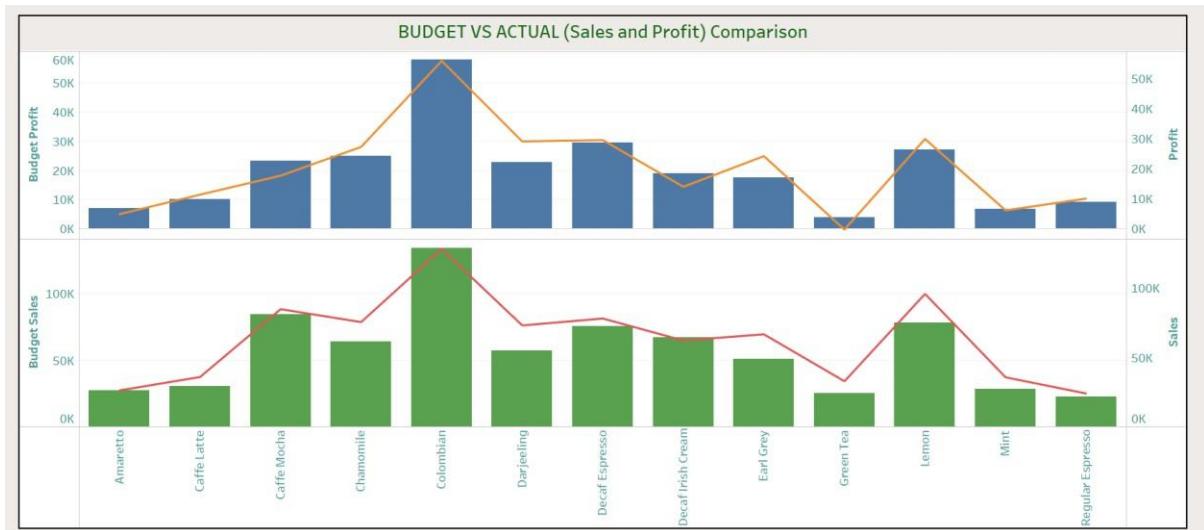
3. Quantity Sold

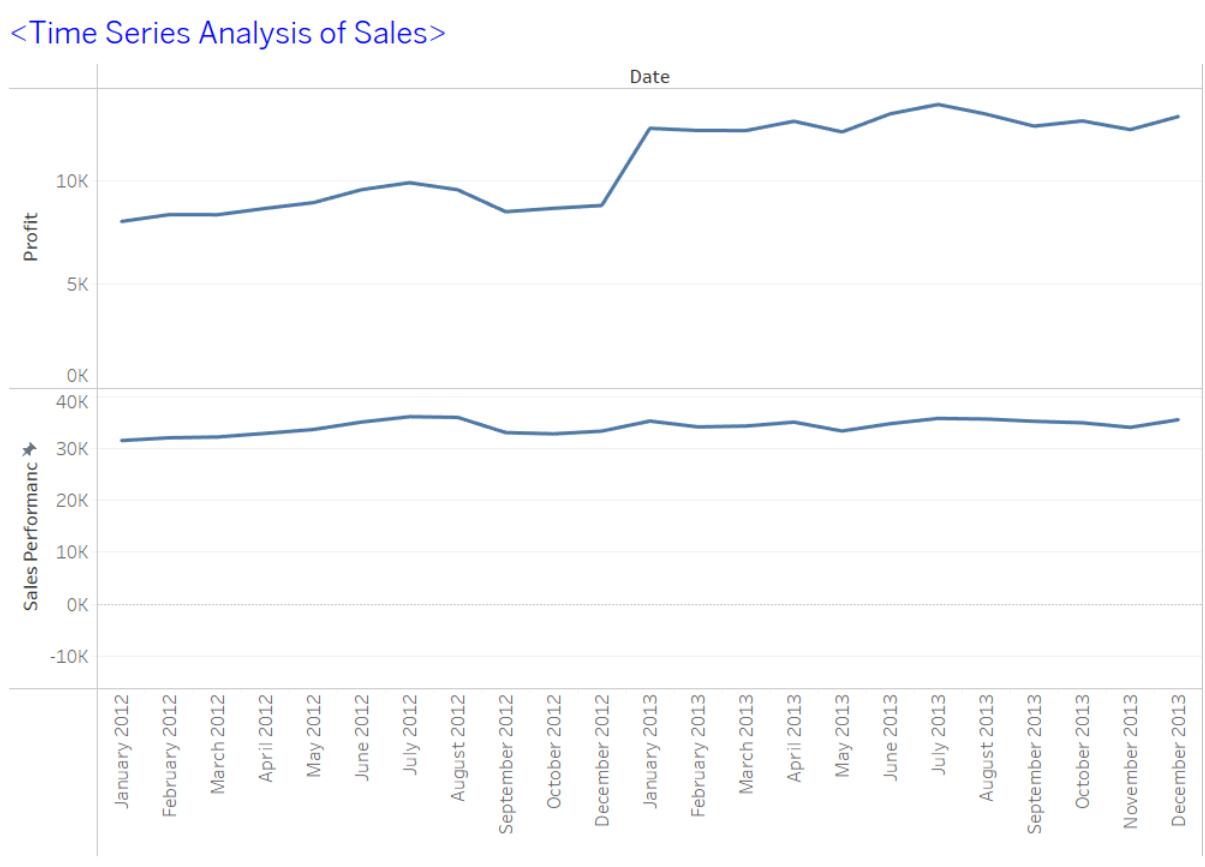
- **Definition:** Total number of product units sold.
- **Purpose:** Measures demand and sales volume.
- **Usage in Dashboard:** Used to analyze customer purchase behavior and product movement.
- **Insight Example:** High quantity with low profit may indicate pricing issues or discounts.

Dashboard Overview (Screenshot of dashboard)

Coffee Chain Sales Business Dashboard







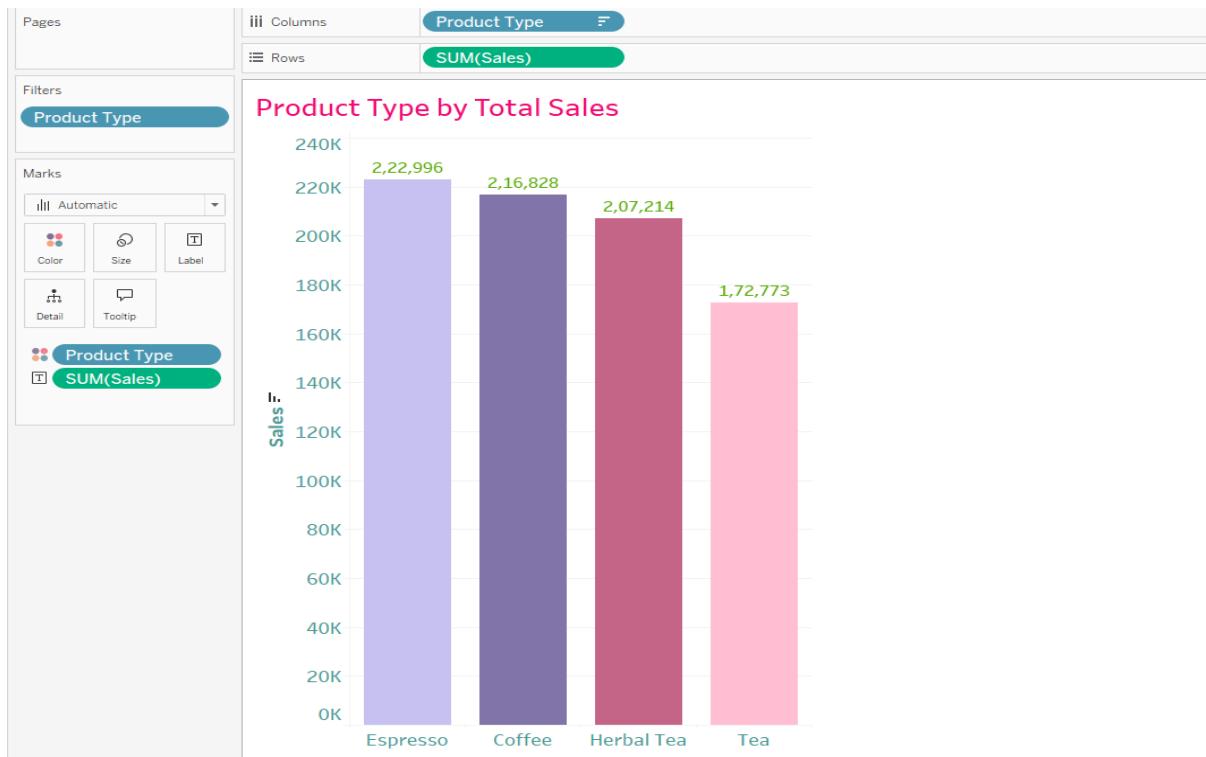
Overview of some graph :

Sales by Product Type (Bar Chart)

What it Shows: Total sales grouped by product types such as Espresso, Coffee, Tea, Herbal Tea, etc.

Insights:

- **Espresso and Coffee** are leading in sales volume.
- These products are the **most popular among customers**.



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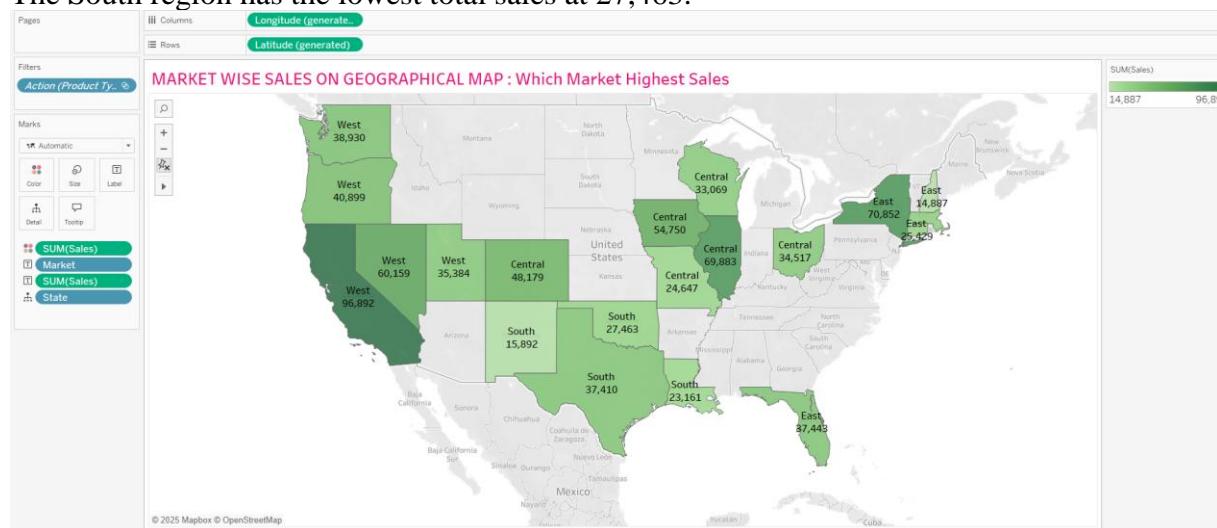
Market Wise Sales on Geographical Map: Which Market Has the Highest Sales

What the Graph Shows:

The map displays the total sales across different regions/markets in the United States. The regions are color-coded based on the total sales values. The sales data is shown for the following regions: West, Central, East, and South.

Key Insights:

The West region has the highest total sales at 96,892.
The Central region has the second highest total sales at 69,883.
The East region has the third highest total sales at 70,852.
The South region has the lowest total sales at 27,463.



Time Series Analysis of Sales

Key Insights:

Sales Performance: The graph shows the sales performance over time. The sales trend has been generally increasing, with some fluctuations throughout the period.

Profit Trend: The profit trend is also shown, which has been more volatile compared to the sales trend. There are periods where profit has decreased, even as sales have increased.

Seasonal Patterns: The data appears to exhibit some seasonal patterns, with peaks and troughs occurring at regular intervals. This suggests that sales and profit may be influenced by seasonal factors.

Overall Trend: The overall trend for both sales and profit is upward, indicating that the business is growing over the long term.



Profit by Product:

The image shows the average profit generated by different products in the company's portfolio. The key insights are:

Coffee: This product has the highest average profit at \$74,683.

Herbal Tea: The second highest average profit is \$63,254 for Herbal Tea.

Espresso: The average profit for Espresso is \$68,620, placing it as the third most profitable product.

Tea: This product has the lowest average profit at \$52,986 among the four shown.



Insights & Observations :

1. Strong Sales Growth Over Time :

The line chart reveals a consistent upward trend in sales from Q1 2012 to Q4 2013, with the highest spike in sales during Q4 2013.

This suggests a seasonal pattern, possibly due to increased coffee consumption in colder months or year-end promotions.

2. West Region Leads in Performance :

The West region generated the highest total sales and profit among all regions. Its performance indicates a strong and loyal customer base, efficient distribution, and potential for future expansion.

3. Espresso and Coffee Are Top-Selling Product Types :

The bar chart shows that Espresso and Coffee dominate product sales, together contributing the largest share of total revenue.

This highlights consumer preference for strong coffee beverages, which can be leveraged in future campaigns or new product launches.

4. Central Region – High Sales, Low Profit

Despite recording a high volume of sales, the Central region showed comparatively lower profit margins.

This may indicate discount-heavy pricing, higher operational costs, or inefficiencies in supply chain logistics, and calls for deeper cost analysis.

5. Underperforming Regions and Products :

The South region consistently underperformed in both quantity sold and profit generated. Additionally, product types like Herbal Tea and Tea showed minimal contribution to total sales, which could either indicate low demand or lack of promotion.

Recommendations :

Suggest business actions like focusing more on high-profit regions, addressing low-performing product types, etc.

Tools & Skills Used :

Tools: Tableau, Excel

Skills: Data Visualization, Trend Analysis, KPI Design, Dashboard Interactivity.

Conclusion – Coffee Chain Sales Dashboard :

In this task, a dynamic and interactive sales performance dashboard was developed using Tableau based on the Coffee Chain dataset. The dashboard provides a comprehensive overview of business performance through well-chosen KPIs, time-series visualizations, and region-wise sales and profit breakdowns.

Key features of the dashboard include:

- Clear KPI Cards for Total Sales, Profit, and Quantity.
- Time-Series Analysis showing monthly trends in sales.
- Bar and Map Visualizations to identify top-performing regions and product types.
- Interactive Filters that allow users to slice the data by product type, market, region, and time period.
- Consistent visual theme and layout for ease of interpretation.

Through the dashboard, several actionable insights were identified, such as:

- Peak sales periods in Q4,
- The dominance of Espresso and Coffee in sales,
- Regional disparities in performance and profitability.

This dashboard equips business stakeholders with the tools to monitor key metrics, identify trends, and make data-driven decisions that can improve operational efficiency and strategic planning.

