Sales and Inventory Analysis — Coffee Retail Dashboard

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Role: Data Analyst

Tool Used: Power BI

1. Total Sales Revenue Over Time

- • Total revenue: $302.5

- • Peak months: February ($70.5) and March ($65.5)

- • Gradual decline through April ($57) and May ($56.5)

- **Insight:** Early-year growth driven by promotions or campaigns. Mid-year dip suggests the need for new marketing strategies.

2. Product Category Contributions

- • Coffee: $108 (35.7%)
- • Pastry: $106.5 (35.2%)
- • Café (Other Beverages): $88 (29.1%)

- **Insight:** Coffee slightly leads in revenue but pastries perform nearly as well, indicating cross-selling success between beverages and food.

3. Product Performance Analysis

- • Top performers: Croissant, Latte, Cappuccino

- • Underperformers: Espresso, Americano

- **Insight:** Croissant dominates sales, emphasizing bakery strength. Espresso and Americano may need pricing adjustments or visibility improvement.

4. Inventory and Reorder Insights

- • Near-reorder: Espresso (100 stock / 50 reorder), Americano (90 / 40)
- • Low stock: Latte and Croissant (30 each)

- **Insight:** Immediate replenishment required for fast-moving items to prevent stockouts and maintain sales flow.

5. Top Customers by Total Spending

- 1. John Doe — $73
- 2. Michael Brown — $65
- 3. Emily White — $63
- 4. Chris Johnson — $59
- 5. Jane Smith — $43

- **Insight:** Top 5 customers generate significant revenue. Loyalty programs or targeted offers could enhance retention and engagement.

6. Average Order Value (AOV)

- • Current AOV: $6.05

- • Target AOV: $8.00

- **Insight:** Orders fall short of target. Consider introducing combo deals, minimum spend discounts, or cross-selling tactics to increase order value.

7. Supplier Performance Overview

- • BeanWorld: $215 in total sales

- • PastryPro: $89 in total sales

- Insight: BeanWorld drives most of the revenue via high-performing coffee products. Strengthen partnership and negotiate favorable supply terms.

8. Monthly Sales Trends and Seasonality

- • Sales peaks: February and March ($65+ each)

- • Decline after March

- Insight: Seasonal dependency observed. Repeating early-year promotions mid-year can help balance annual sales performance.

Key Insights Summary

- • Total revenue: $302.5 with 100 units sold
- • Coffee and pastries dominate performance
- • Croissant and Latte are top sellers
- • Low stock levels need restocking
- • Top 5 customers are key to sales volume
- • AOV below target — upselling opportunity
- • BeanWorld is most valuable supplier
- • Sales peak early in the year — strong forecasting indicator

Business Recommendations

- 1. Replenish Croissant and Latte stock immediately.

- 2. Boost AOV with combo or upselling offers.

- 3. Replicate February–March promotions in later months.

- 4. Launch customer loyalty programs for high-value clients.

- 5. Strengthen BeanWorld partnership to maintain supply reliability.