

COFFEE SALES ANALYSIS WITH EXCEL

Abstract

In this research, coffee sales data is examined using Microsoft Excel and a dashboard, with a specific focus on crucial elements such as the average sales of various coffee types, cumulative sales by country over time, top customers, and the overall sales trajectory. The primary objective is to reveal valuable insights about consumer preferences, regional differences, and customer behaviour. By making use of Excel's tools, including charts and tables, this analysis offers a clear and detailed comprehension of the coffee market, providing practical guidance for businesses seeking to refine their strategies.

Dataset

The "Coffee Product Analytics" dataset gives a detailed look at different coffee products, covering types, roast levels, sizes, pricing, and profitability. It's a valuable tool for businesses and analysts looking to understand and improve their coffee product lineup.

The dataset was taken from Kaggle;

<https://www.kaggle.com/datasets/mohammadkaiftahir/coffee-orders-data>

Methodology

The dataset comprised three tables: order, products, and customers. A new table was formed by extracting necessary columns using functions like XLOOKUP and Index matching from these three tables. Following that, the data underwent transformation and cleaning. Subsequently, pivot tables, tables, and visualizations were generated for further analysis.

Order ID	Order Date	Customer ID	Product ID	Quantity	Customer Name	Email	Country	Coffee Type	Roast Type	Size	Unit Price	Sales	Coffee Type Nam	Roast Type Nam	Loyalty Card
QEV-37451-860	05-Sep-2019	17670-51384-MA	R-M-1		2 Aloisia Allner	aallner0@lulu.com	United States	Rob	M	1.0 kg	\$ 9.95	\$ 19.90	Robusta	Medium	Yes
QEV-37451-860	05-Sep-2019	17670-51384-MA	E-M-0.5		5 Aloisia Allner	aallner0@lulu.com	United States	Exc	M	0.5 kg	\$ 8.25	\$ 41.25	Excelsa	Medium	Yes
FAA-43335-268	17-Jun-2021	21125-22134-PX	A-L-1		1 Jami Redholes	jredholes2@gmail.co	United States	Ara	L	1.0 kg	\$ 12.95	\$ 12.95	Arabica	Light	Yes
KAC-83089-793	15-Jul-2021	23806-46781-OU	E-M-1		2 Christoffer O' Shea		Ireland	Exc	M	1.0 kg	\$ 13.75	\$ 27.50	Excelsa	Medium	No
KAC-83089-793	15-Jul-2021	23806-46781-OU	R-L-2.5		2 Christoffer O' Shea		Ireland	Rob	L	2.5 kg	\$ 27.49	\$ 54.97	Robusta	Light	No
CVP-38956-553	04-Aug-2021	86561-91660-R8	L-D-1		3 Beryle Cottier		United States	Lib	D	1.0 kg	\$ 12.95	\$ 38.85	Liberica	Dark	No
IPP-31994-879	21-Jan-2022	65323-29612-C8	E-D-0.5		3 Shaylyn Lube	slube@nifty.com	United States	Exc	D	0.5 kg	\$ 7.29	\$ 21.87	Excelsa	Dark	Yes
SNZ-45340-705	20-May-2022	21134-41576-FR	L-L-0.2		1 Melvin Wharfe		Ireland	Lib	L	0.2 kg	\$ 4.76	\$ 4.76	Liberica	Light	Yes
EZT-48571-459	02-Jan-2019	03096-68805-2C	R-M-0.5		3 Guthrey Petracci	gpetracci@livejuni	United States	Rob	M	0.5 kg	\$ 5.97	\$ 17.91	Robusta	Medium	No
NWQ-70061-912	05-Sep-2019	61021-27840-ZN	R-M-0.5		1 Rodger Raven	rraven9@ed.gov	United States	Rob	M	0.5 kg	\$ 5.97	\$ 5.97	Robusta	Medium	No
BKK-47233-845	08-Mar-2021	76239-90137-UQ	A-D-1		4 Ferrell Ferber	fferbera@businessw	United States	Ara	D	1.0 kg	\$ 9.95	\$ 39.80	Arabica	Dark	No
VQR-01002-970	28-Oct-2020	49315-21985-88	E-L-2.5		5 Duly Phizackerly	dphizackerly@utext	United States	Exc	L	2.5 kg	\$ 34.16	\$ 170.78	Excelsa	Light	Yes
SZW-48378-399	02-Jul-2022	34136-36674-OM	R-M-1		5 Rosaleen Scholar	rscholarc@myu.edu	United States	Rob	M	1.0 kg	\$ 9.95	\$ 49.75	Robusta	Medium	No
ITA-87418-783	22-May-2020	39396-12890-PE	R-D-2.5		2 Terence Vanyutin	tvanyutin@wic.com	United States	Rob	D	2.5 kg	\$ 20.59	\$ 41.17	Robusta	Dark	No

Results

A dashboard was developed, emphasizing essential elements, including the average sales of diverse coffee types, cumulative sales by country over time, top customers, and overarching trends in sales.



Conclusion

When examining the chart illustrating total sales by country over time, it becomes evident that the United States outperforms both Ireland and the United Kingdom. Similarly, when analyzing the chart depicting average sales of different coffee types, it is observed that Excelsa and Liberica exhibit superior performance compared to Arabica and Robusta, despite fluctuations in their sales over time.