

Coffee Shop Sales - Excel Dashboard Analysis

1. How do sales vary by day and hour?

Most sales happen in the morning, especially around 9 AM. Among the days, Monday to Wednesday are the busiest. Tuesday has the highest number of orders.

2. Are there any peak sales times?

Yes, the peak time is in the morning between 8 AM and 10 AM. This is when most people buy coffee.

3. What is the total sales revenue each month?

The dashboard lets you filter by month. In the example shown, May is selected. The total sales amount is Rs. 6,98,812.33.

4. How do sales differ across store locations?

Hell's Kitchen had the highest sales (\$8,590.96), followed by Astoria and Lower Manhattan. Footfall is similar across all stores.

5. What is the average order price per person?

The average order value is \$4.69, and the average number of items in each order is 1.44.

6. Which products sell the most?

The top 5 products are Barista Espresso, Brewed Chai Tea, Brewed Herbal Tea, Gourmet Brewed Coffee, and Hot Chocolate.

7. How do sales vary by product type?

The Coffee category earns the most (39%), followed by Bakery (28%) and Branded items (11%). Regular and Large sizes are most common.