**Analysis Of the Coffee Sales Dashboard**

1. **Dashboard Analysis**
2. **Total Sales Over Time Dashboard**

* **Arabica**: Peaks significantly around **March 2021** and **February 2022**, indicating potential seasonal demand or effective promotional periods. There are also consistent smaller peaks, suggesting steady interest throughout the period.
* **Excelsa**: Shows **high variability** with major peaks around **April 2019, November 2020**, and **June 2022**. This type seems to have fluctuating demand, but significant spikes suggest occasional high interest.
* **Liberica**: **Peaks** significantly around **April 2019** and **February 2022**, with consistent variability like Excelsa. This indicates sporadic but strong demand at certain times.
* **Robusta**: Lower overall sales compared to the other types, with **minor peaks** around **November 2019 and April 2022**. This type appears less popular or possibly under-promoted.

1. **Sales by Country Dashboard**

* **United States:** Dominates the sales with **$35,639**, indicating a strong market presence and high customer base.
* **Ireland**: Moderate sales at **$6,697**, showing a decent market presence but with room for growth.
* **United Kingdom**: Lowest among the three with **$2,799**, suggesting a smaller market share or potential for expansion.

1. **Top 5 Customers**

* **Allis Wilmore**: Top customer with $317 in sales.
* **Brenn Dundredge**: Close second with $307 in sales.
* **Terri Farra, Nealson Cutler, and Don Flintiff**: Also, significant contributors with sales ranging from $278 to $289.

1. **Conclusions**

* **Strong US Market**: The **US market** is clearly the **strongest**, suggesting that marketing and sales strategies are effectively targeting this region. Continued focus and possibly expanded offerings could further enhance sales.
* **High Variability in Sales:** The significant peaks in **Arabica**, **Excelsa**, and **Liberica** sales indicate **opportunities** for targeted promotions during peak demand periods. Robusta’s lower sales suggest a need for increased marketing or repositioning.
* **Top Customers' Contribution**: A small group of top customers contribute significantly to sales, indicating the importance of maintaining strong relationships with these key buyers.

1. **Recommendations**

* **Targeted Promotions**: Leverage the data on peak sales periods to run targeted promotions and discounts, especially for **Arabica, Excelsa, and Liberica.**
* **Market Expansion in the UK and Ireland:** Focus on expanding the market share in the United Kingdom and Ireland through localized marketing campaigns, partnerships, and promotional offers.
* **Increase Robusta’s Popularity:** Develop marketing strategies to boost **Robusta** sales, such as highlighting unique benefits, offering samples, or bundling with more popular coffee types.
* **Loyalty Programs:** Enhance loyalty programs to retain top customers and encourage repeat purchases. Consider personalized offers based on purchase history.
* **Product Diversification:** Explore new product variations or limited editions to spark interest and cater to diverse customer preferences.
* By implementing these strategies, the business can capitalize on existing strengths, address areas with growth potential, and ultimately boost overall sales and market presence.