☕ Coffee Sales Dashboard Project —

❖ About Dataset

➢ **Purpose:**
To analyze and visualize coffee sales performance, identify top-selling products, understand customer preferences, and track revenue trends by region and product type.

➢ **Rows:** 1,000 (each representing a unique sales order)

❖ Columns (Features):

- `Order ID` → Unique identifier for each order
- `Order Date` → Date of purchase
- `Customer ID` → Unique identifier for each customer
- `Product ID` → Product code
- `Quantity` → Number of units ordered
- `Customer Name` → Buyer's name
- `Email` → Customer email address
- `Country` → Customer location
- `Coffee Type` → Coffee variety (Arabica, Robusta, Excelsa, Liberica)
- `Roast Type` → Roast preference (Large, Medium, Dark)
- `Size` → Cup size (0.2, 0.5, 1.0 Kg, 2.5 Kg)
- `Unit Price` → Price per unit
- `Sales` → Total sales value (Quantity × Unit Price)

➢ **Dataset Type:** Structured (Numeric + Categorical)

❖ Use Case:
Build an **interactive Excel dashboard** to help management track performance, product trends, and regional opportunities for growth.

❖ Business Problem

➢ The coffee company lacked a unified system to track and analyze sales across regions, roast types, and customer segments. Reports were manual, time-consuming, and fragmented — preventing quick decision-making on product strategy and revenue optimization.

❖ Objective

➢ Develop a **centralized, interactive Excel dashboard** to:

- Monitor **sales performance** across coffee types, roasts, and sizes
- Analyze **regional revenue contribution**
- Identify **top customers**
- Enable **data-driven decisions** for marketing and product planning

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❖ Approach & Methodology

➢ Data Cleaning

- Removed duplicates and standardized text entries (e.g., country names)
- Converted data types for date and numeric fields
- Created calculated columns like `Total Sales = Quantity × Unit Price`

➢ Data Analysis (Excel)

- Used **Pivot Tables** to summarize data by coffee type, roast type, and region
- Created **time-based hierarchies** (Year, Quarter, Month, and Day)
- Applied **Slicers and Timelines** for dynamic filtering
- Used **Conditional Formatting** to highlight top products

➢ Dashboard Development

- **Bar Chart:** Top-selling coffee types
- **Pie Chart:** Country-wise sales performance
- **Yearly, quarterly, monthly and day wise sales trend:** Using Timeline
- **Column Chart:** Coffee Sales Performance and Top 5 Customers
- **KPIs:** Total Sales, Top Country, Top Ranked Coffee Type, Best Selling Roast and Total Orders

➢ Insights Extraction

- Compared product-level and regional sales
- Identified best-performing roast and cup size combinations
- Highlighted high-demand periods and customer patterns

❖ Key Insights

- ☕ **Excelsa** generated the highest sales, followed by **Liberica**.
- 🌍 **United States and Ireland** emerged as top markets.
- 📅 **2021** recorded the highest sales.
- 🔥 **The 2.5 Kg** coffee pack generated the highest sales.
- 💸 **Large-roast-type** had the highest revenue contribution.

❖ Business Impact

- Enhanced **sales visibility** with a single interactive dashboard.
- Improved **decision-making speed** for management and marketing.
- Enabled identification of **top-performing products and regions**, guiding promotional strategy.

❖ Conclusion

➢ This project successfully converted raw coffee sales data into a **dynamic Excel dashboard** that provides instant insights on sales performance, product preferences, and regional opportunities — empowering the business to make faster, smarter, and data-driven decisions.

❖ Project Information

- **Project Name:** Coffee Sales Dashboard Project
- **Tools Used:** Microsoft Excel (Pivot Tables, Charts, Slicers, Timelines, IF, Vlookup)
- **Report Type:** Sales & Performance Dashboard
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- **Year:** *2025*