☕ Cafe Sales Dashboard - 2023 Report

🔍 Overview

This dashboard presents insights from cafe sales data across 2023. The original dataset was incomplete and inconsistent, requiring extensive data cleaning using **SQL** before visualization.

🧹 Data Cleaning Process (SQL-Based)

• Standardised invalid entries ('ERROR', 'unknown', blanks → NULL)
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• Imputed missing values:
• **Location** → 'Takeaway'
• **Payment Method** → 'Digital Wallet'
•
• Reconstructed values using logic:
• Inferred **Item** based on **Price Per Unit**
• Calculated missing values for **Quantity**, **Price**, or **Total Spent**
• Assigned **random 2023 dates** for missing transaction records
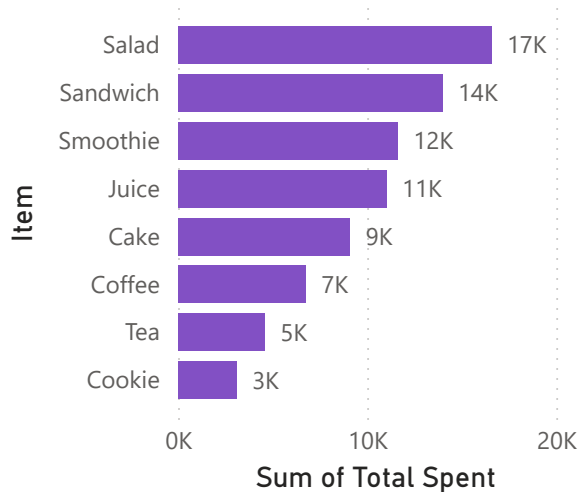• Final dataset exported and imported into Power BI

🎯 Purpose

• **Track sales by item**, **payment method**, and **location**
• **Identify consumer preferences and trends**
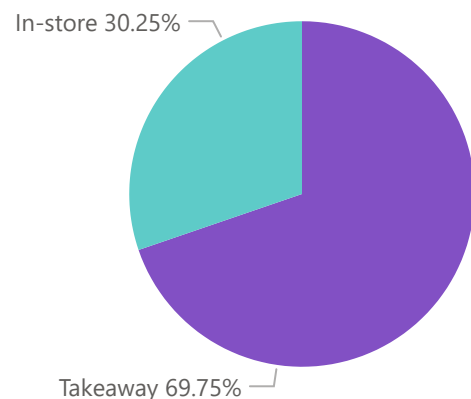• **Support informed decisions in pricing, stock, and strategy**
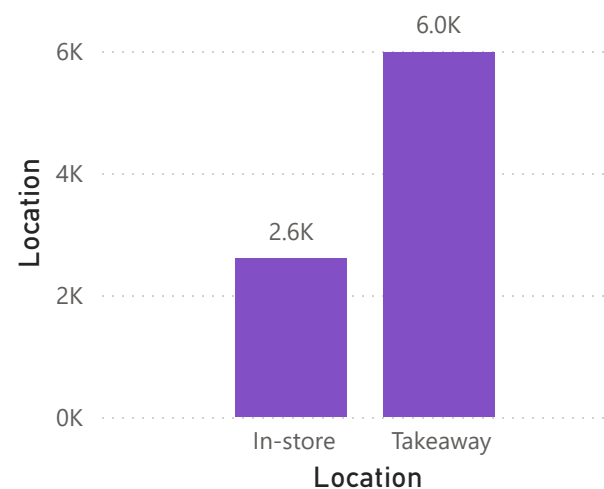
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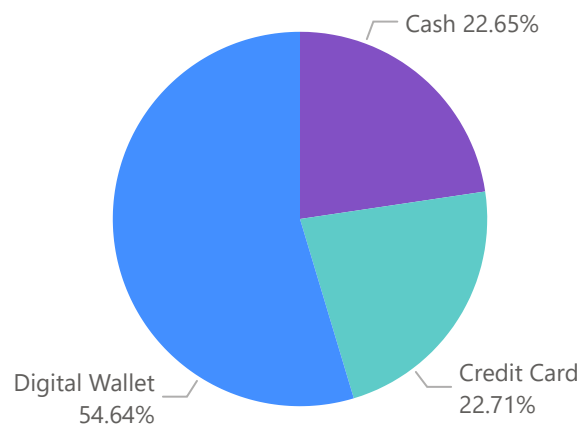
Total Spent by Item

Item	Sum of Total Spent
Salad	17K
Sandwich	14K
Smoothie	12K
Juice	11K
Cake	9K
Coffee	7K
Tea	5K
Cookie	3K

Location

In-store 30.25%

Takeaway 69.75%

Location

In-store 2.6K

Takeaway 6.0K

76.65K

Total Spent

Payment Method

Cash 22.65%

Credit Card 22.71%

Digital Wallet 54.64%

Payment Method

Payment Method	
Cash	1.9K
Credit Card	1.9K
Digital Wallet	4.7K
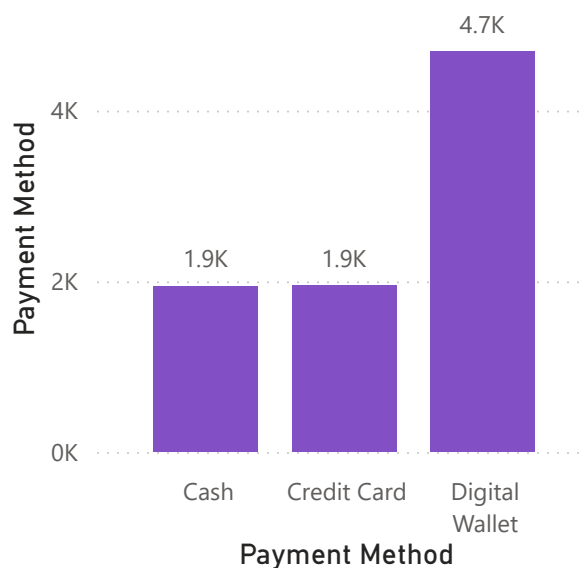
Price Per Unit by Item and Location

Location ● In-store ● Takeaway

Item: Salad, Sandwich, Smoothie, Juice, Cake, Coffee, Tea, Cookie

Transaction Date

1/01/2023 — 13/12/2023