Coffee Sales Analysis

1) Raw Data:  
The raw data consists of orders, customer, and products sheets.  
  
A screenshot of a computer

Description automatically generated  
  
2) Data gathering using XLOOKUP and INDEX MATCH:

As the orders tab has fields such as Customer Name, Email, Country etc. which need to be populated, we use XLOOKUP and INDEX MATCH to search this data from customers and product tabs.

XLOOKUP Formula to get Customer Name: =XLOOKUP(orders!C2,customers!$A$1:$A$1001,customers!$B$1:$B$1001,,0)

XLOOKUP Formula to get Email:  
=IF(XLOOKUP(C2,customers!$A$1:$A$1001,customers!$C$1:$C$1001,,0)=0,"",XLOOKUP(C2,customers!$A$1:$A$1001,customers!$C$1:$C$1001,,0))

XLOOKUP Formula to get Country:  
=XLOOKUP(C2,customers!$A$1:$A$1001,customers!$G$1:$G$1001,,0)  
  
Create INDEX MATCH Formula to fill Coffee Type, Roast Type, Size, Unite Price columns:  
=INDEX(products!$A$1:$G$49,MATCH(orders!$D2,products!$A$1:$A$49,0),MATCH(orders!I$1,products!$A$1:$G$1,0))

To calculate Sales:  
Sales = Unite Price \* Quantity

Created column coffee type name to convert the abbreviations to full names of coffee type.  
=IF(I2="Rob","Robusta",IF(I2="Exc","Excelsa",IF(I2="Ara","Arabica",IF(I2="Lib","Liberica",""))))  
  
Create column roast type name :  
=IF(J2="M","Medium",IF(J2="L","Light",IF(J2="D","Dark","")))  
  
A screenshot of a computer

Description automatically generated  
  
Format the Order Date format with month abbreviations:  
  
A screenshot of a computer

Description automatically generated  
  
Formatted Size column to show metric and converted unite price and sales into currency:

A screenshot of a computer

Description automatically generated

Converted orders sheet into table:

A screenshot of a computer

Description automatically generated

Data Analysis:  
1) Total Sales Pivot Table

A screenshot of a spreadsheet

Description automatically generated

2)Sales by Country  
A graph on a computer screen

Description automatically generated  
  
3)Top 5 Customers  
A screenshot of a graph

Description automatically generated