Coffee Shop Sales Evaluation:  
Create a Power BI task aimed at scrutinizing the sales statistics of a coffee shop. The goal of this project is to build an all-inclusive dashboard offering valuable insights into various facets of sales performance, such as total sales figures, order breakdowns, trends in sales by time and location, as well as the performance of specific products.  
  
Main Goals:  
  
1. \*\*Complete Sales Review\*\*:   
 - Measure the overall sales for each month.  
 - Identify the increase or decline in sales on a month-to-month basis.  
 - Compare the sales for the current month to the prior month to see changes.  
  
2. \*\*Order Review\*\*:   
 - Count the total orders for each month.  
 - Observe the growth or reduction in the number of orders month over month.  
 - Find the difference in orders between the current and previous months.  
  
3. \*\*Total Products Sold Evaluation\*\*:  
 - Calculate the number of products sold per month.  
 - Assess whether the total sold quantity rises or drops compared to the previous month.  
 - Quantify the difference in sold quantities between the selected month and the prior month.  
  
Visualization Requirements:  
  
1. \*\*Interactive Heat Map\*\*:  
 - Incorporate a dynamic calendar heat map that changes based on the chosen month.  
 - Color-code each day to represent the sales volume, with darker shades indicating higher sales.  
 - Use hover-over tooltips to give more details when users focus on specific days.  
  
2. \*\*Sales by Weekday and Weekend\*\*:  
 - Separate the sales data into weekdays and weekends to understand any differences.  
 - Provide insights into how the sales behavior varies between these two periods.  
  
3. \*\*Sales by Store Locations\*\*:  
 - Display sales data according to different shop locations.  
 - Show the month-on-month variation for each location to detect trends.  
 - Highlight any increases or decreases in store-specific sales on a monthly basis.  
  
4. \*\*Daily Sales Overview with Average Line\*\*:  
 - Plot daily sales for the selected month on a line chart.  
 - Include a line showing the average daily sales.  
 - Identify which days outperformed or underperformed by coloring bars above or below the average line.  
  
5. \*\*Product Category Sales Performance\*\*:  
 - Break down sales performance for various product categories.  
 - Point out the product categories contributing the most to the overall revenue.  
  
6. \*\*Top 10 Selling Products\*\*:  
 - List the top 10 products in terms of sales volume.  
 - Enable users to instantly visualize the most successful items.  
  
7. \*\*Sales by Days and Hours\*\*:  
 - Use a heat map to display sales behavior across different days and times.  
 - Add hover-over tooltips to offer detailed metrics (like sales volume, order count, and quantities) for each day-hour combination.