# Coffee Sales Dashboard Report

## 1. Introduction

The Coffee Sales Dashboard is an interactive Excel-based solution designed to analyze coffee sales trends, customer behavior, and geographic performance. It provides data-driven insights to support strategic business decisions.

## 2. Objectives

* Analyze total sales trends over time
* Identify top customers and their purchasing behavior
* Evaluate the contribution of different coffee types to total sales
* Compare sales performance across different countries
* Provide filtering options for deep insights

## 3. Tools Used

* **Microsoft Excel** – Data Cleaning, Pivot Tables, Advanced Formulas, Conditional Formatting
* **Advanced Excel Features** – Pivot Tables, XLOOKUP, INDEX-MATCH, Data Validation, Charts & Graphs

## 4. Key Insights & Findings

### A. Total Sales Over Time

* The line chart shows coffee sales trends from 2019 to 2022.
* There are multiple peaks, indicating seasonal demand.
* Sales fluctuations suggest that promotional campaigns or external factors influence purchasing patterns.

### B. Top 10 Customers

* The bar chart highlights the top 10 customers based on total spending.
* Kasia Harrison is the highest spender, followed by Shearer Mosher and Peter Kenzbury.
* These high-value customers are crucial for repeat business, and loyalty programs can help retain them.

### C. Coffee Type Contribution to Total Sales

The pie chart illustrates the percentage of sales for each coffee type:

* Arabica - 24%
* Excelsa - 25%
* Liberica - 24%
* Robusta - 25%

### D. Total Sales by Country

* The bar chart compares sales across different countries:
* United States - $9,151
* Ireland - $2,496
* United Kingdom - $960

### E. Advanced Excel Techniques Used

* Pivot Tables – Used for aggregating data and generating reports
* XLOOKUP & INDEX-MATCH – Used for efficient data retrieval
* Conditional Formatting – Applied for highlighting important trends
* Data Validation & Filters – Enabled users to analyze data dynamically

## 5. Conclusion & Recommendations

* Sales Peaks & Seasonality: Promotions should be aligned with peak demand periods.
* Customer Retention Strategies: Loyalty discounts for high-spending customers can drive repeat business.
* Geographic Expansion: Sales in the UK are low, and targeted marketing efforts could improve performance.
* Product Line Stability: Since all coffee types contribute almost equally to sales, a diverse product portfolio should be maintained.