The main objective of this project is to analyze retail sales data to gain actionable insights that will enhance the performance of the Coffee Shop.

Start Your Day With Coffee

Recommended Analysis

- How do sales vary by day of the week and hour of the day?

We have added a bar chart showing the sales every day in a week, and even slicers.

- Are there any peak times for sales activity?

Yes, to analyse the peak times a line graph is added which shows the hourly orders received by the shop.

- What is the total sales revenue for each month?

To calculate the total sales of each month a slicers is added, the result is visible at the header of dashboard.

- How do sales vary across different store locations?

To show the sales across different cities, the pivot char is made and the dashboard shows a bar graph with top 5 store location with highest sales.

- what is the average price/order per person.

A average price/ person is calculated and displayed on the dashboard.

Recommended Analysis

- Which products are the best-selling in terms of quantity and revenue?

The dashboard includes bar graph showing and varies according to the slicers for showing best selling products.

- How do sales vary by product category and type?

Barsita expresso is among the top selling product which can be clearly seen the graph.