Coffee Shop Dashboard – *Breakdown*

**The Situation**

* You’ve recently become a franchise owner at Maven Roasters, a coffee shop chain with three locations in New York City.

**The Assignment**

* To better understand purchase behavior and streamline operations, you’ve collected transactional data from Jan-Jun 2023.
* **Your goal is to transform the data into a dynamic dashboard that franchise owners can use to identify patterns, trends, and opportunities for the business**.

**The Objectives**

1. Profile and prepare the raw data for analysis. (**FINISHED**)
   * Take a moment to familiarize yourself with the data. How many transactions were recorded, over what period of time? What products and product categories were sold?
   * Add a new column to calculate Revenue (price \* quantity)
   * Add new columns to calculate **Month** and **Day of Week** based on the transaction date (**BONUS**: display them as text (i.e. “Jan”, “Feb”, “Sun”, “Mon”), instead of numerical values).
   * Add a new column to extract **Hour** from the transaction time.
2. Explore the data with Excel Pivot Tables
   * Insert a PivotTable into a new tab to show **revenue** by **month**.
   * Add two more PivotTables (on the same sheet) to show the **number of transactions** by day of week and by **hour of day**.
   * Add a PivotTable (on the same sheet) to show the **number of transactions** by **product category**, sorted descending by transactions.
   * Add a PivotTable (on the same sheet) to show the **number of transactions** and **revenue** by **product type**, sorted descending and filtered to the Top 15 (by transactions).
3. Build a dynamic dashboard to visualize patterns and trends.
   * Add Pivot Charts to show revenue by month as a **line chart**, transactions by day of week and hour as **column charts**, and transactions by product category as a **bar chat**.
   * Assemble the charts into a rough dashboard layout and include space for the PivotTable showing the **Top 15** product types (you can design your own layout or follow the solution).
   * Add a **slicer** for **store location** and connect it to all of the PivotTables on the sheet.
   * Adjust formatting alignment and polish to finalize the dashboard (**TIP**: hide the raw PivotTables and remove the worksheet gridlines!)
   * Do you notice any interesting patterns or trends? What recommendations might you offer to improve Maven Roasters operations?