

Coffee Sales Dashboard

Overview

This dashboard provides a comprehensive analysis of coffee sales, customer data, and product performance to support data-driven decision-making. The dashboard leverages data from multiple sheets to visualize key metrics and trends.

Data Sources

1. Orders

- **Description:** Contains detailed transactional data for coffee orders.
- **Key Fields:**
 - Order ID, Order Date
 - Customer details: Customer ID, Customer Name, Email, Country
 - Product details: Coffee Type, Roast Type, Size, Unit Price
 - Financial metrics: Quantity, Sales

2. Customers

- **Description:** Provides customer profiles and loyalty information.
- **Key Fields:**
 - Customer ID, Customer Name
 - Contact information: Email, Phone Number, Address
 - Loyalty Card status

3. Products

- **Description:** Details about the coffee products sold.
- **Key Fields:**
 - Product ID, Coffee Type, Roast Type
 - Size and pricing: Size, Unit Price, Price per 100g
 - Profit per product

4. Total Sales

- **Description:** Aggregated sales data, segmented by coffee type and year.
- **Key Fields:**

- Row Labels (e.g., year, month)
- Coffee types: Arabica, Exelsa, Liberica, Robusta
- Grand Total for all categories

5. Dashboard

- **Description:** Placeholder sheet used to support visualizations in the dashboard.

Features

The dashboard integrates data from these sources to provide the following insights:

- **Sales Analysis:** Tracks total sales by coffee type, roast type, and time period.
- **Customer Insights:** Highlights customer distribution by country, loyalty status, and spending patterns.
- **Product Performance:** Analyzes profitability and popularity of different coffee types and sizes.

Tools and Visualizations

- **Filters:** Allows dynamic exploration of sales by date, product type, and customer segments.
- **Charts:**
 - Bar and line charts for sales trends
 - Pie charts for customer loyalty distribution
- **Tables:** Summary tables for total sales, customer rankings, and product performance.

Purpose

This dashboard helps stakeholders:

- Identify high-performing products and underperforming categories.
- Understand customer preferences and loyalty behavior.
- Make informed decisions on inventory and marketing strategies.
- **The inspiration and guidance of this project was:**
<https://www.youtube.com/watch?v=m13o5aqeCbM&t=1706s>