

# Coffee Sales Report

# Introduction

- **Purpose:** Visualize coffee sales across time, product type, and customer behavior.
- **Business Value:** Identify trends, peak demand, and guide decisions on marketing and operations.
- **Approach:** Transform raw sales data into interactive dashboards using Power BI.
- **Storytelling:** Present insights clearly for management and stakeholders.
- **Skills Shown:** Data cleaning, modeling, DAX measures, visualization, and business communication.

## Total Sales

- Overall revenue recorded: **112K**.
- Provides the baseline for all comparative analysis.

## Sales by Time of Day

- Morning: **38.13K (33.97%)**
- Afternoon: **38.19K (34.02%)**
- Night: **35.93K (32.01%)**
- Distribution is balanced, with Afternoon slightly leading.

## Sales by Hour of Day (Peak Hours)

- Highest demand between **10 AM – 12 PM** and **3 PM – 7 PM**.
- These hours account for the majority of daily transactions.

## Sales by Month

- Top months: **March (15.9K), October (15K), February (13.9K)**.
- Lowest month: **April (5K)**.

## Sales by Coffee Type

- Latte: **27K** (highest selling product).
- Americano (variants): **~25K**.
- Cappuccino: **20K**.
- Lower performers: Espresso (**7K**), Cortado (**3K**).
- Product mix shows dominance of milk-based coffees.

## Sales by Weekday

- Weekday demand varies, with certain days consistently outperforming others.
- Weekends show moderate but steady demand compared to weekdays.

# Recommendations

## Optimize Staffing

- Increase staff coverage during peak hours (10–12 AM, 3–7 PM) to reduce wait times.
- Adjust schedules to balance quieter periods with training or prep work.

## Targeted Promotions

- Launch morning commuter deals (e.g., “Latte + Pastry Combo”) to boost early sales.
- Introduce afternoon “Happy Hour” discounts to capture post-work demand.
- Offer loyalty rewards for nighttime customers to strengthen off-peak sales.

## **Seasonal Campaigns**

- Capitalize on high-performing months (March, October, February) with themed promotions.
- Investigate April's low performance and design corrective strategies (e.g., spring specials).

## **Product Strategy**

- Focus marketing and inventory on top sellers (Latte, Americano, Cappuccino).
- Bundle weaker products (Espresso, Cortado) with popular items to stimulate demand.
- Experiment with limited-time flavors to diversify offerings.