



# Coffee Shop Sales Analysis

Branch-wise and Category-wise Insights (2024)

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Data Analyst Internship – Task 3 (Power BI)

Tool Used: Power BI Desktop

Dataset Source: Kaggle



# Objective & Dataset Overview

## Objective:

- To analyze coffee shop sales across multiple branches and categories.
- Identify top-performing products and monthly trends for decision making.

## Dataset Details:

- Dataset Name: Coffee Shop Sales Data (Kaggle)
- Columns: transaction\_date, store\_location, product\_category, product\_detail, transaction\_qty, unit\_price,



# KPIs & DAX Measures

## Key KPIs:

- Total Sales – SUM(Sales)
- Total Quantity Sold – SUM(transaction\_qty)
- Average Unit Price – AVERAGE(unit\_price)
- Transaction Count – COUNTROWS(Transactions)

## DAX Measures:

- Total Sales = SUM('Transactions'[Sales])
- Total Quantity = SUM('Transactions'[transaction\_qty])
- Average Unit Price = AVERAGE('Transactions'[unit\_price])
- Transactions Count = COUNTROWS('Transactions')



# Dashboard Design & Visual Details

## Dashboard Layout:

- Four KPI Cards at top (Sales, Quantity, Avg Price, Transactions)
- Filters (Slicers): Store Location & Product Category
- Visuals: Bar Chart, Line Chart, Donut Chart, Table

## Theme:

- Dark Coffee Aesthetic – Background: Espresso (#1E1E1E)
- Accent Colors: Caramel Gold (#DDB892), Cream (#F5E6CA)



# Key Insights & Findings

- Coffee and Bakery items are top-selling categories.
- Hell's Kitchen branch achieved the highest total sales.
- Sales trend shows strong growth in the first quarter.
- Astoria branch maintains stable performance throughout the year.
- Average Unit Price remains consistent across all branches.



# Conclusion & Submission

## Conclusion:

- The analysis provides clear insights into product and branch performance.
- Helps management make data-driven decisions to improve profitability.

## Files Submitted via GitHub:

- Coffee\_Shop\_Sales\_Analysis.pbix
- Transactions.csv
- PPT\_Summary.pptx
- README.md

Submission Form: <https://forms.gle/S7hRFbGEQJPVeq2T6>