

# Coffee Sales Analytics Project

## Project Overview

This project focuses on analyzing coffee sales using customer and product datasets provided in Excel. The objective was to populate the orders sheet using lookup formulas, analyze sales patterns, and create an interactive dashboard.

## Objectives

- Populate the orders sheet by merging data from the customers and products datasets.
- Analyze sales trends based on customer demographics and product preferences.
- Develop an interactive dashboard to visualize key metrics.

## Process

1. **Data Population:**
  - Used lookup formulas like INDEX-MATCH to link data from the customers and products sheets.
  - Populated columns like Coffee Type, Roast Type, Unit Price, and Sales.
2. **Data Analysis:**
  - Created pivot tables to analyze sales trends, such as:
    - Top-selling coffee types.
    - Sales performance by customer demographic and country.
3. **Dashboard Development:**
  - Designed a dashboard with visualizations, including:
    - Sales by Coffee Type (bar charts).
    - Timeline slicers for date range analysis.
    - Top-performing customers and regions.
4. **Tools and Techniques:**
  - **Excel Functions:** VLOOKUP, INDEX-MATCH, Pivot Tables.
  - **Data Visualization:** Interactive slicers, bar charts, and line graphs.

## Key Insights

- Medium roast coffee was the most popular among customers.
- Loyalty card holders contributed significantly to overall sales.
- Specific customer bases showed higher preferences for certain coffee types, offering opportunities for targeted marketing.