



COFFEE SHOP SALES DASHBOARD

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INTRODUCTION

Coffee Shop Sales Dashboard Project Overview

This project presents a comprehensive Sales Dashboard designed specifically for a coffee shop. The primary objective is to transform raw sales data into a visually compelling and interactive tool for business analysis. By leveraging the advanced features of Microsoft Excel, including PivotTables, PivotCharts, Slicers, and Conditional Formatting, this dashboard provides a clear and dynamic view of the company's performance.

The dashboard empowers coffee shop owners and managers to make informed, data-driven decisions. It provides critical insights into key business metrics, such as identifying top-selling products, analyzing sales trends over time, and understanding customer behavior during peak hours.

Ultimately, this project serves as a valuable business intelligence tool. It not only visualizes data but also delivers actionable insights that can be used to optimize menu offerings, manage inventory effectively, and develop targeted marketing strategies, all of which contribute to sustained growth and success.

PROJECT OBJECTIVES

The primary objectives of this dashboard project are to provide clear, actionable insights into the coffee shop's sales performance. This will enable managers and owners to make more effective business decisions. The key goals include:

- To Monitor and Analyze Sales Performance: Create a central hub to track daily, weekly, and monthly sales trends, revenue, and transaction volume.
- To Identify Top-Performing Products: Determine which menu items are most popular and profitable, allowing for strategic menu adjustments and inventory management.
- To Understand Customer Behavior: Analyze sales data to identify peak business hours, days of the week, and seasonal trends to optimize staffing and marketing efforts.
- To Streamline Data Reporting: Automate the process of converting raw sales data into easy-to-read visualizations, eliminating the need for manual reports.
- To Support Data-Driven Decisions: Provide a reliable tool that offers valuable insights for improving business efficiency, increasing revenue, and enhancing the overall customer experience.

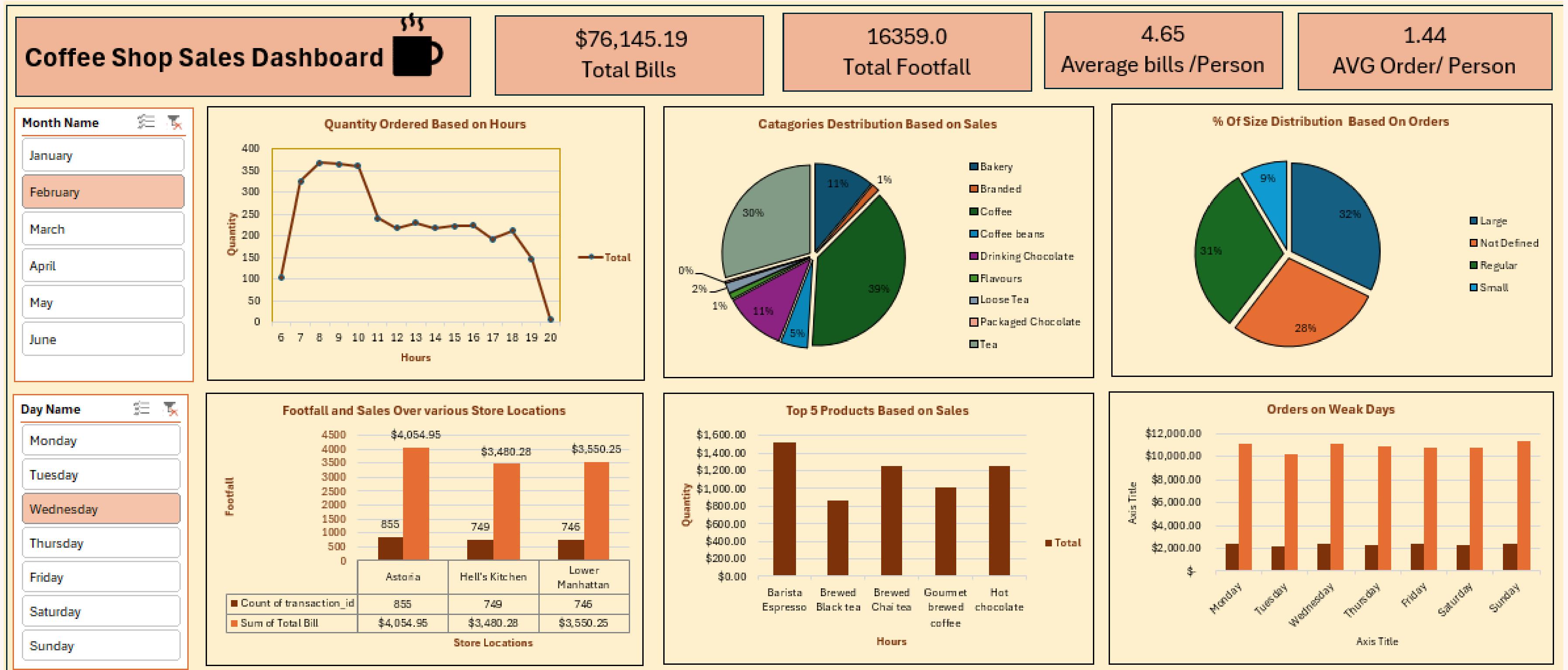
METHODOLOGY

Methodology: A Step-by-Step Approach

The development of this dashboard followed a systematic, four-phase methodology to ensure data accuracy and create a functional tool.

1. Data Preparation: The project began with the collection of raw sales data from a Point-of-Sale system. This data was then thoroughly cleaned in Microsoft Excel by removing duplicates and ensuring consistent formatting to prepare it for analysis.
2. Data Analysis: Key Performance Indicators (KPIs) like total sales revenue, average order value, and transaction counts were calculated using Excel functions. This step transformed raw data into meaningful business metrics.
3. Visualization: The analyzed data was then used to create dynamic PivotCharts, including line, bar, and pie charts. These visualizations were designed to provide a clear and intuitive view of the coffee shop's performance.
4. Interactivity: Finally, Slicers were implemented and connected to all charts, allowing users to interactively filter the data by date, product category, or payment method for on-demand insights.

DASHBOARD & DISCRIPTION



Dashboard Description

The Coffee Shop Sales Dashboard is an interactive tool built in Microsoft Excel. It transforms raw sales data into clear, visual insights, including sales trends, top-selling products, and key performance indicators. The dashboard uses Slicers to allow users to filter data and gain real-time insights, supporting data-driven decisions.

CONCLUSION

The creation of the Coffee Shop Sales Dashboard successfully achieved its primary objective of transforming complex sales data into a clear and actionable business intelligence tool. This project demonstrates how data visualization, when executed thoughtfully, can directly empower stakeholders to make informed decisions. By providing a dynamic view of sales trends, top-selling products, and peak business hours, the dashboard offers more than just numbers; it provides valuable insights. This tool can now be used to optimize inventory, streamline operations, and develop targeted strategies to drive revenue and enhance overall business performance. Looking ahead, the dashboard can be further enhanced by incorporating a predictive analytics feature to forecast future sales or by integrating a live data feed for real-time reporting. Ultimately, this project serves as a strong foundation for continuous data-driven growth for the coffee shop.

PIVOT TABLE

DATA SHEET

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	transaction_id	transaction_date	transaction_time	store_id	store_location	product_id	transaction_qty	unit_price	product_category	product_type	product_detail	size	Total Bill	Month Name
2	114301	01-06-2023	11:33:29	3 Astoria		45	1	3 Tea	Brewed herbal tea	Peppermint	Large		3 June	
3	115405	02-06-2023	11:18:24	3 Astoria		45	1	3 Tea	Brewed herbal tea	Peppermint	Large		3 June	
4	115478	02-06-2023	12:02:45	3 Astoria		45	1	3 Tea	Brewed herbal tea	Peppermint	Large		3 June	
5	116288	02-06-2023	19:39:47	3 Astoria		45	1	3 Tea	Brewed herbal tea	Peppermint	Large		3 June	
6	116714	03-06-2023	12:24:57	3 Astoria		45	1	3 Tea	Brewed herbal tea	Peppermint	Large		3 June	
7	116739	03-06-2023	12:44:17	3 Astoria		45	1	3 Tea	Brewed herbal tea	Peppermint	Large		3 June	
8	116853	03-06-2023	13:58:14	3 Astoria		45	1	3 Tea	Brewed herbal tea	Peppermint	Large		3 June	
9	117389	03-06-2023	18:57:29	3 Astoria		45	1	3 Tea	Brewed herbal tea	Peppermint	Large		3 June	
10	118056	04-06-2023	14:31:43	3 Astoria		45	1	3 Tea	Brewed herbal tea	Peppermint	Large		3 June	
11	118281	04-06-2023	16:30:33	3 Astoria		45	1	3 Tea	Brewed herbal tea	Peppermint	Large		3 June	
12	118428	04-06-2023	17:53:30	3 Astoria		45	1	3 Tea	Brewed herbal tea	Peppermint	Large		3 June	
13	118913	05-06-2023	12:01:03	3 Astoria		45	1	3 Tea	Brewed herbal tea	Peppermint	Large		3 June	
14	119196	05-06-2023	14:19:59	3 Astoria		45	1	3 Tea	Brewed herbal tea	Peppermint	Large		3 June	
15	119240	05-06-2023	14:42:16	3 Astoria		45	1	3 Tea	Brewed herbal tea	Peppermint	Large		3 June	
16	119351	05-06-2023	15:51:35	3 Astoria		45	1	3 Tea	Brewed herbal tea	Peppermint	Large		3 June	
17	119444	05-06-2023	16:52:40	3 Astoria		45	1	3 Tea	Brewed herbal tea	Peppermint	Large		3 June	
18	119692	05-06-2023	19:51:09	3 Astoria		45	1	3 Tea	Brewed herbal tea	Peppermint	Large		3 June	
19	121279	07-06-2023	10:16:40	3 Astoria		45	1	3 Tea	Brewed herbal tea	Peppermint	Large		3 June	
20	121416	07-06-2023	10:59:19	3 Astoria		45	1	3 Tea	Brewed herbal tea	Peppermint	Large		3 June	
21	121493	07-06-2023	12:01:18	3 Astoria		45	1	3 Tea	Brewed herbal tea	Peppermint	Large		3 June	
22	121656	07-06-2023	15:05:47	3 Astoria		45	1	3 Tea	Brewed herbal tea	Peppermint	Large		3 June	
23	121709	07-06-2023	16:17:25	3 Astoria		45	1	3 Tea	Brewed herbal tea	Peppermint	Large		3 June	
24	121876	07-06-2023	19:56:37	3 Astoria		45	1	3 Tea	Brewed herbal tea	Peppermint	Large		3 June	
25	122518	08-06-2023	11:09:47	3 Astoria		45	1	3 Tea	Brewed herbal tea	Peppermint	Large		3 June	
26	122622	08-06-2023	12:09:57	3 Astoria		45	1	3 Tea	Brewed herbal tea	Peppermint	Large		3 June	
27	122818	08-06-2023	15:00:40	3 Astoria		45	1	3 Tea	Brewed herbal tea	Peppermint	Large		3 June	
28	122954	08-06-2023	16:58:47	3 Astoria		45	1	3 Tea	Brewed herbal tea	Peppermint	Large		3 June	
29	123152	08-06-2023	19:54:56	3 Astoria		45	1	3 Tea	Brewed herbal tea	Peppermint	Large		3 June	
30	123465	09-06-2023	08:39:35	3 Astoria		45	1	3 Tea	Brewed herbal tea	Peppermint	Large		3 June	
31	123499	09-06-2023	08:55:36	3 Astoria		45	1	3 Tea	Brewed herbal tea	Peppermint	Large		3 June	
32	123540	09-06-2023	09:10:06	3 Astoria		45	1	3 Tea	Brewed herbal tea	Peppermint	Large		3 June	
33	123603	09-06-2023	09:32:40	3 Astoria		45	1	3 Tea	Brewed herbal tea	Peppermint	Large		3 June	
34	123972	09-06-2023	12:04:39	3 Astoria		45	1	3 Tea	Brewed herbal tea	Peppermint	Large		3 June	
35	125324	10-06-2023	14:03:46	3 Astoria		45	1	3 Tea	Brewed herbal tea	Peppermint	Large		3 June	
36	126049	11-06-2023	09:10:48	3 Astoria		45	1	3 Tea	Brewed herbal tea	Peppermint	Large		3 June	
37	126086	11-06-2023	09:26:48	3 Astoria		45	1	3 Tea	Brewed herbal tea	Peppermint	Large		3 June	
38	126107	11-06-2023	09:32:07	3 Astoria		45	1	3 Tea	Brewed herbal tea	Peppermint	Large		3 June	
39	126787	11-06-2023	19:17:53	3 Astoria		45	1	3 Tea	Brewed herbal tea	Peppermint	Large		3 June	
40	128042	13-06-2023	07:33:17	3 Astoria		45	1	3 Tea	Brewed herbal tea	Peppermint	Large		3 June	
41	128558	13-06-2023	10:02:57	3 Astoria		45	1	3 Tea	Brewed herbal tea	Peppermint	Large		3 June	
42	128752	13-06-2023	10:56:47	3 Astoria		45	1	3 Tea	Brewed herbal tea	Peppermint	Large		3 June	
43	129022	13-06-2023	14:16:00	3 Astoria		45	1	3 Tea	Brewed herbal tea	Peppermint	Large		3 June	



THANK YOU

See you next time