**Power BI Project Summary: Dessert Café Sales Analytics**

**Project Title:**

**Demo Analytics for Dessert Café Using Power BI**

**Project Objective:**

To design and build a professional, interactive **sales analytics dashboard** for a dessert café, enabling business stakeholders to make data-driven decisions regarding **product performance, customer behavior, and staff productivity** based on simulated transactional data.

**Business Context:**

A dessert café serving 100–150 customers daily, offering desserts and drinks. The business needs clear visibility into its revenue trends, top-selling products, and employee performance to optimize operations and improve service efficiency.

**Data Range:**

Simulated transactional data from **December 2024 to April 2025**, containing fields such as:

* Timestamps
* Products & categories
* Quantity & total price
* Payment types
* Staff involvement (waiters & cashiers)

**💻Tools & Technologies Used:**

| **Tool/Skill** | **Purpose** |
| --- | --- |
| **Power BI** | Interactive dashboard creation |
| **Excel** | Data generation and preparation |
| **DAX** | Custom columns (e.g., Month, Hour, Top N) |
| **Data Modeling** | Relationship building & calculated metrics |

**Key Visualizations:**

| **Insight Area** | **Visual Element** |
| --- | --- |
| **Revenue Trends** | Daily & Monthly Revenue Line Charts |
| **Product Insights** | Top 5 Products, Category-wise Pie Chart |
| **Customer Behavior** | Hourly Sales Volume (Customer Flow) |
| **Staff Performance** | Total Sales by Cashier & Waiter Bar Charts |

**Project Outcomes:**

* Built an intuitive, user-friendly Power BI dashboard with advanced visualizations
* Identified **peak sales hours**, **top-performing products**, and **high-contributing staff**
* Demonstrated expertise in **interactive design, DAX functions**, and **real-world metrics**
* Provided actionable insights to optimize **staff scheduling**, **product promotion**, and **customer service timing**

**Deliverables:**

* .pbix file (Power BI Desktop dashboard)
* Excel file with simulated data
* Screenshot summary for portfolio and presentation
* Project write-ups for GitHub, Notion, LinkedIn

<https://github.com/dilrabonu/Power-BI/tree/main/Exam>

<https://www.linkedin.com/posts/dilrabo-khidirova-3144b8244_powerbi-dataanalytics-dashboarddesign-activity-7331299914871656449-GSso?utm_source=share&utm_medium=member_desktop&rcm=ACoAADyWIsABKpzpoTIhmDW903QiIanZYxEm1kE>