

kafely **Power BI Dashboard**

Welcome to my dashboard!

Kafely is a fictional coffee shop chain based in New York, currently with three outlets and more than two thousands loyalty program members. Not only selling coffee, **Kafely** also sells tea, drinking chocolate, and other non-beverage products such as pastries and branded merchandises.

Using its **customer, receipt, and sales outlet** data, I made two dashboards:

Head Office - Now that **Kafely** already has three outlets, use this dashboard to keep abreast of the coffee shop chain's overall performance and sales. Know **Kafely**'s revenue trend, everyone's favorite products, and the growth of its membership club.

Member Activity - Speaking of membership, more members join **Kafely**'s club every day, but how are our members doing? Keep them happy and use this dashboard to find out what they're up to!

Head Office

Member Activity

*Hold **Ctrl** and **click** on the buttons above to see the dashboard.
Don't forget to click **Kafely**'s icon when you want to return here!*

Note: Only receipt data for April 2019 is available from the data source.



\$234.21K

Total Revenue

\$73.27K

Total Profit

72K

Total Product Sold

2246

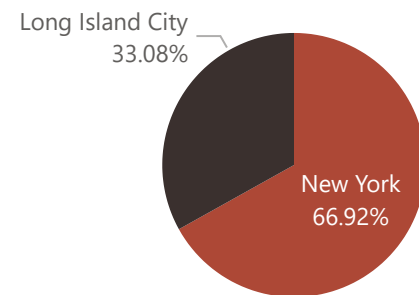
Total Members

25

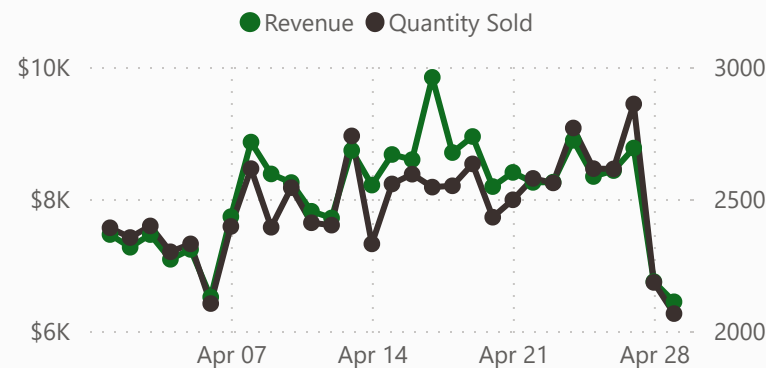
New Members

Outlet Revenue

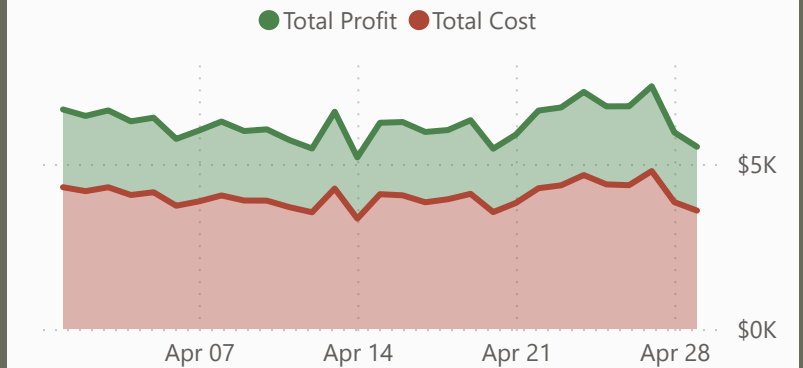
Click to filter outlets & drill down!



Sales Trend

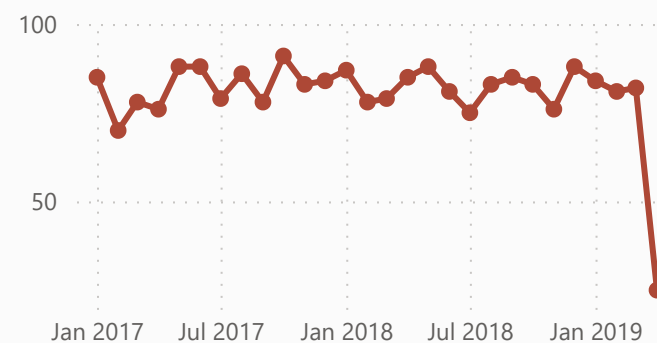


Profit-Cost Trend



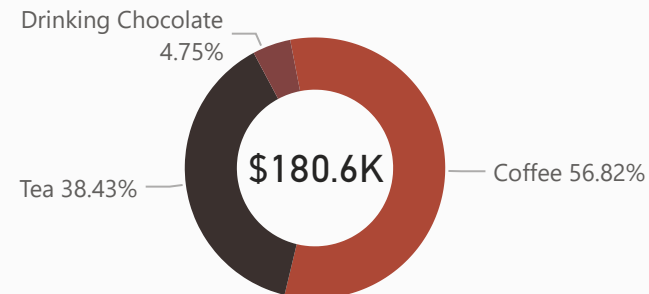
Member Added

by Year, Quarter and Month



Beverages Earnings

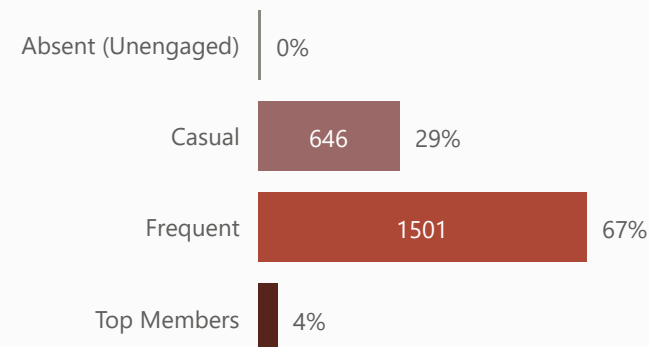
Click to filter & drill down!



Top Beverages Products

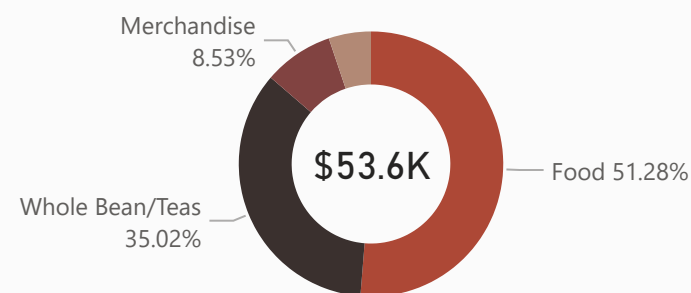
Top Products	Quantity Sold
Coffee - Ethiopia	4445
Coffee - Brazilian	4368
Coffee - Our Old Time Diner Blend	4323
Coffee - Columbian Medium Roast	4320
Coffee - Jamaican Coffee River	4185

Member Engagement ?



Non-Beverages Earnings

Click to filter & drill down!



Top Non-Beverages Products

Top Products	Quantity Sold
Bakery - Chocolate Croissant	1040
Flavours - Sugar Free Vanilla Syrup	966
Flavours - Chocolate Syrup	875
Bakery - Ginger Scone	872
Flavours - Carmel Syrup	832





Member Activity

This Month

2246

Total Members

25

New Members

\$114.6K

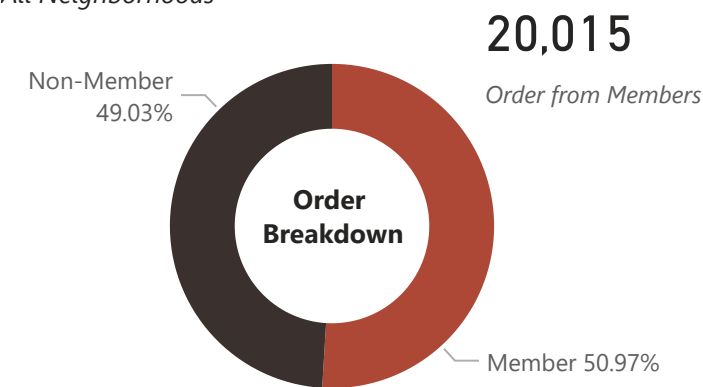
Revenue from Members

Member Neighborhood

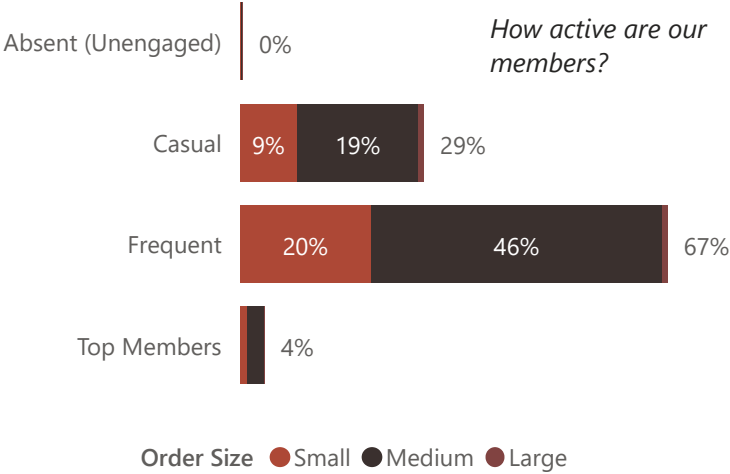
All

Order Contribution

All Neighborhoods

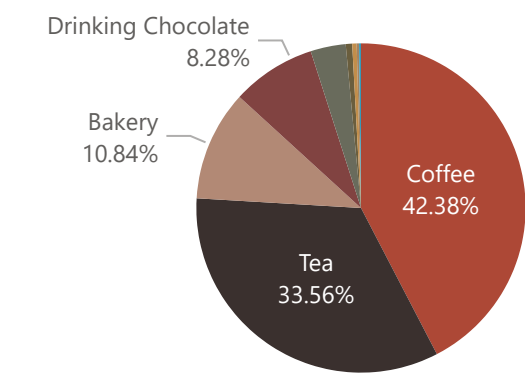


Member Engagement ?



Product Category Bought

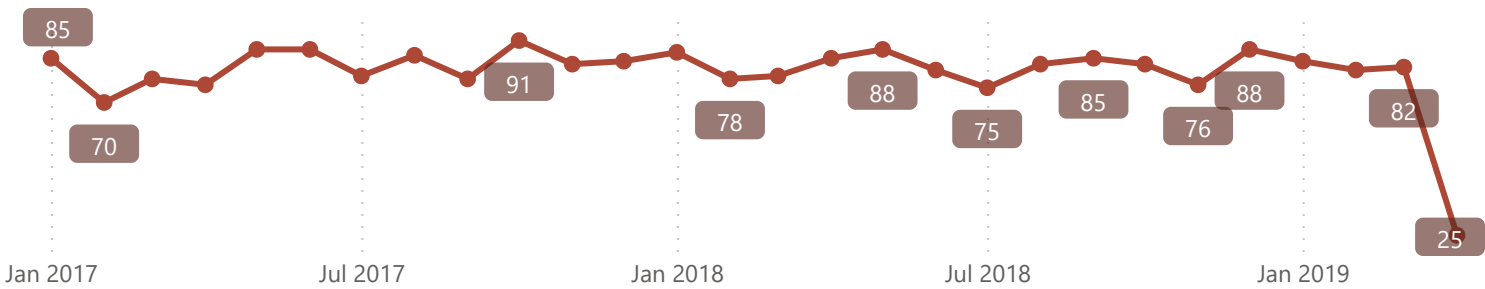
Drill down available!



Top 15 Bought Products

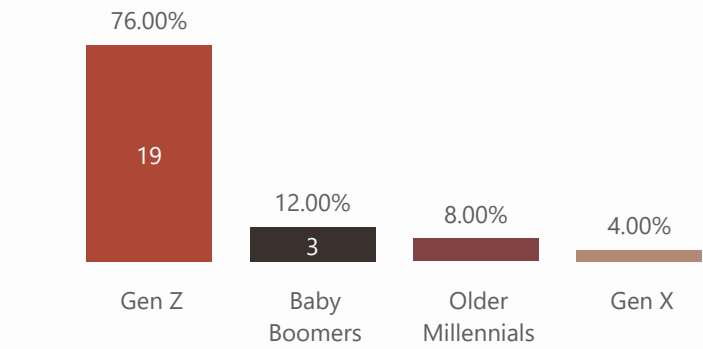
Top Products	Quantity Bought
Coffee - Brazilian	2247
Coffee - Our Old Time Diner Blend	2207
Coffee - Ethiopia	2204
Coffee - Columbian Medium Roast	2187
Coffee - Jamaican Coffee River	2105

Member Acquisition

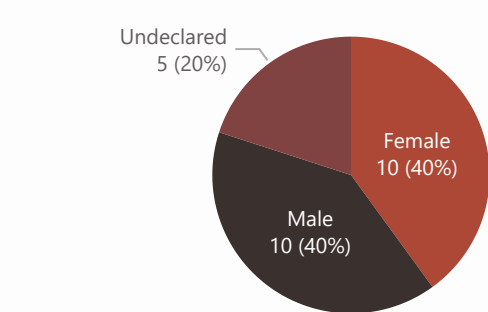


More On New Members

By Generation



By Gender



By Home Stores

