
📊 Coffee Shop Sales Dashboard – Project Description

This interactive Excel dashboard provides a comprehensive overview of coffee shop sales performance, customer footfall, and product trends. It is designed to help business stakeholders make informed decisions by visualizing key metrics and trends in an easily digestible format.

🔧 Tools Used:

- **Microsoft Excel**
- Pivot Tables & Pivot Charts
- Slicers for interactivity
- Conditional Formatting
- Custom Data Visualizations

📌 Dashboard Features:

1. Key Performance Indicators (KPIs):

- **Total Sales**: $6,98,812.33
- **Total Footfall**: 149,116
- **Average Bill Per Person**: $4.69
- **Average Order Value**: 1.438

2. Filters:

- **Month Selector**: View data by month (January to June)
- **Day Selector**: View data by specific days of the week

3. Visual Components:

- **Quantity Ordered by Hour**: A line chart showing the volume of sales across business hours, identifying peak hours for customer orders.
- **Category Distribution**: A pie chart breaking down product categories such as Coffee, Bakery, Tea, Flavours, etc., with Coffee being the most significant contributor.
- **Order Size Distribution**: Pie chart showing the breakdown of order sizes (Regular, Large, Small, and Undefined), helping identify customer preferences.

- **Footfall by Store Location**: Bar chart comparing footfall across Astoria, Hell's Kitchen, and Lower Manhattan, useful for analyzing location-based performance.
- **Top 5 Products**: Identifies the highest-selling items such as Barista Espresso, Brewed Chai Tea, and Hot Chocolate, helping with inventory and promotion strategies.
- **Sales by Day**: A bar chart tracking sales by day of the week to understand which days generate the most revenue.

🎯 **Purpose and Impact:**

This dashboard enables store managers, regional leads, and executives to:

- Identify best-selling products and peak sales hours
- Optimize staffing and inventory management
- Analyze footfall trends across multiple locations
- Tailor promotions and marketing campaigns based on customer behavior patterns

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