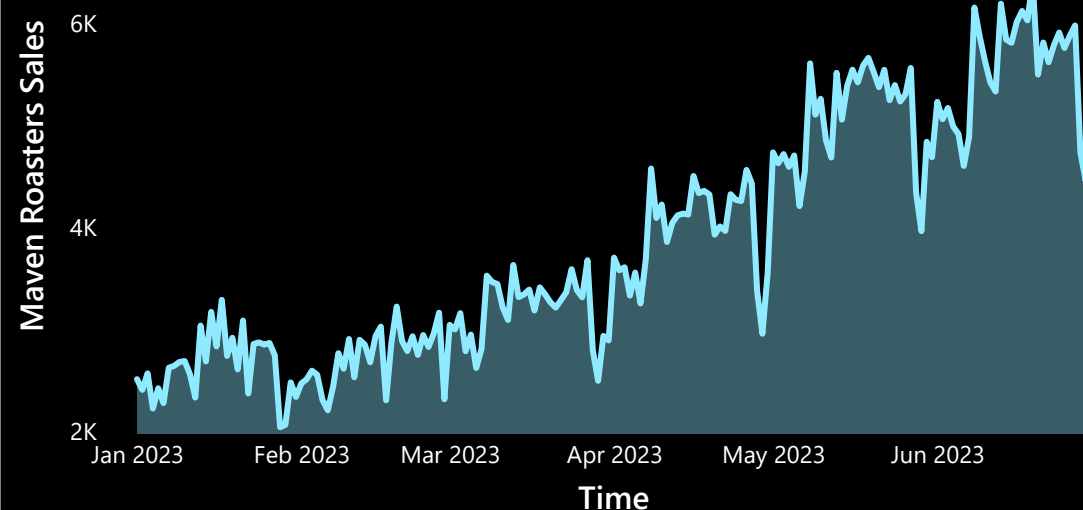
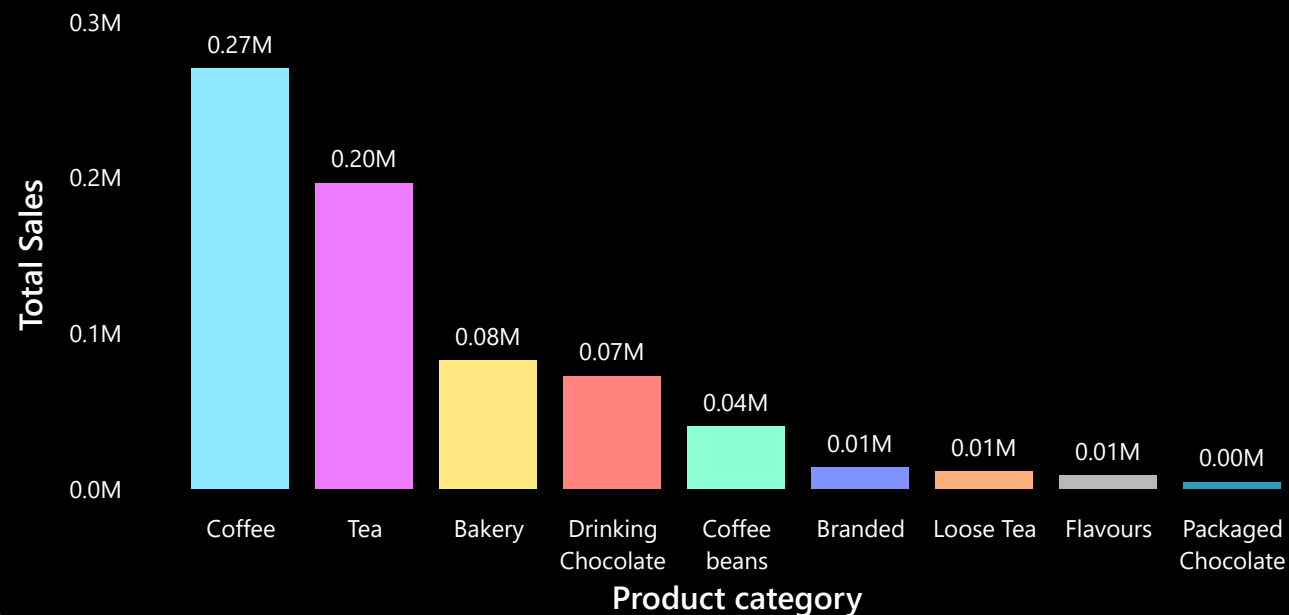


Maven Roasters sales trended over time

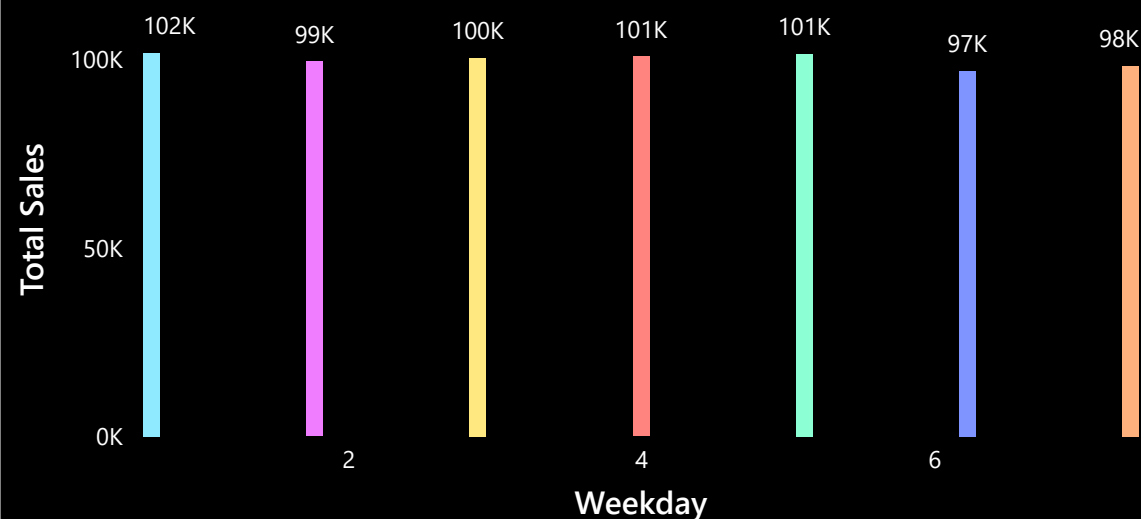


Product generating most revenue for the business



Days of the week tend to be busiest

Monday = '1' 1 2 3 4 5 6 7



Report

1. In Sales Trend graph we can see that there is almost 200% increase in sales of Maven Roasters from start of January 23 to the end of June 23. This is done by simply plotting transaction date on X-axis and total sales of each day on Y-axis. Total sales is calculated by multiplying transaction quantity column with unit price column in a new column.
2. In Revenue Generating Product graph we can see that the coffee is the most sold and most revenue generating product while packaged chocolate is the least sold product. This is done by simply plotting product category on X-axis and total sales on Y-axis.
3. In Week Days graph we can see that there is not much difference in sales on 7 days of the week. Generally sales of restaurants or bakeries are usually higher on weekends. This shop may lie near corporate offices and weekend places. This is done by plotting weekdays on X-axis and Total sales on Y-axis. Weekdays are obtained by adding new column using WEEKDAY function (**DAX**).