Coffee Shop Analysis

KPI's Requirements

1. Total Sales Analysis:
   - Calculate the total sales for each respective month.
   - Determine the month-on-month increase or decrease on sales.
   - Calculate the difference in sales between the selected month and the previous month.

2. Total Order Analysis:
   - Calculate the total number of orders for each respective month.
   - Determine the month-on-month increase or decrease in the number of orders.
   - Calculate the difference in the number of orders between the selected month and the previous month.

3. Total Quantity Sold Analysis:
   - Calculate the total Quantity sold for each respective month.
   - Determine the month-on-month increase or decrease in the total quantity sold.
   - Calculate the difference in the total quantity sold between the selected month and the previous month.

Charts Requirements

1. Calander Heat Map:
   - Implement a calendar heat map that dynamically adjusts based on the selected month from a slicer.
   - Each day on the calendar will be color-coded to represent sales volume, with darker shades indicating higher sales.
   - Implement tooltips to display detailed metrics (Sales, order, Quantity) when hovering over a specific day.

2. Sales Analysis by weekdays and weekends:
   - Segment sales data into weekdays and weekends to analyse performance variation.
   - Provide Insights into whether sales patterns differ significantly between weekdays and weekends.

3. Sales Analysis by store location:
   - Visualise Sales Data by different store locations.
   - Include month-over-month (MoM) difference metrics based on the selected month in the slicer.
   - Highlight MoM difference metrics based on the selected month in the slicer.

4. Daily Sales Analysis with Average Line:
    - Display Daily sales for the selected month with a line chart.
    - Incorporate an average line on the chart to represent the average daily sales.
    - Highlight bars exceeding or falling below the average sales to identify exceptional sales days.

5. Sales Analysis by product Category:
    - Analyse sales performances across different product categories.
    - Provide insights into which product categories contribute the most to overall sales.

6. Top 10 Product by sales:
    - Identify and display the top 10 products based on sales volume.
    - Allow users to Quickly visualise the best-performing products in terms of sales.

7. Sales Analysis by Days and Hours:
    - Utilise a heat map to visualize sales patterns by day and hours.
    - Implement tooltips to display detailed metrics (Sales, Order, Order quantity) when hovering over a specific day Hour.