Coffee Shop Sales Dashboard

MS Excel

Business Problem (Objective & KPI Overview)

Key Metrics Overview — This section presents the core performance indicators, providing a snapshot of business health and customer behavior.

- **Total Revenue:** Calculated by summing the sales value, which is derived from the multiplication of product price by quantity sold. This metric helps evaluate the overall financial performance.

- **Total Footfall:** This is determined by counting the unique transaction IDs, giving insight into customer traffic and engagement levels.

- **Average Bill per Transaction:** Computed by dividing the total revenue by the total number of transactions. This helps understand how much customers are spending on average per visit.

- **Top/Bottom Selling Ingredients:** Identifies the most and least popular ingredients based on sales volume, providing insight into product preference trends.

Business Problem (Visual Analysis Overview)

Sales and Traffic Insights — This section showcases the visual representations of the data trends through charts and graphs, making it easier to understand key patterns and insights at a glance.

- **Hourly Order Quantity Trend:** Shows the variation in order volumes at different hours of the day, highlighting peak and low activity times, aiding in workforce planning and resource management.

- **Product Category vs Revenue Table:** Presents a table with columns for Product Category, Total Footfall, and the percentage of total revenue each category contributes, offering a concise breakdown of how different categories perform.

- **Order Size Distribution:** Provides an overview of how orders are distributed across different sizes—small, regular & large. This breakdown helps understand customer preferences for portion sizes.

Business Problem (Further Analysis)

Store and Product Insights — This section focuses on store and product performance, offering deeper insights for improving operations and strategy.

- **Footfall & Sales Across Store Locations:** A comparison of footfall and revenue across different store locations. This analysis helps in identifying which locations are performing well in terms of both customer traffic and sales volume.

- **Top 5 Best-Selling Product Types:** Highlights the top 5 product types that are driving sales. This ranking assists in identifying which product lines contribute the most to overall revenue.

- **Orders by Day of the Week:** Displays the distribution of orders across different days, revealing trends in daily sales performance and customer behavior throughout the week.

Coffee Shop Sales ☕

Total Sales	Total Footfall	Avg. Bill/Person
💵 $698,812	🥤 149,116	🍴 $4.69

- *Best Selling Product_detail:*
  Ethiopia
- *Worst Selling Product_detail:*
  Guatemalan Sustainably Grown

Month:

- January
- February
- March
- April
- May
- June

Day:

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

Hourly Order Quantity Trend

Product Category Footfall Table

Product Category	Footfall	% of Total Revenue
Coffee	58,416	38.6%
Tea	45,449	28.1%
Bakery	22,796	11.8%
Drinking Chocolate	11,468	10.4%
Coffee beans	1,753	5.7%
Branded	747	1.9%
Loose Tea	1,210	1.6%
Flavours	6,790	1.2%
Packaged Chocolate	487	0.6%
Total	149,116	100%

Orders Distribution by Size Category

Small 9%
Large 30%
Regular 31%
Not Defined 30%

Footfall & Sales Across Store Locations

- Lower Manhattan: 47.8K / 230.1K
- Hell's Kitchen: 50.7K / 236.5K
- Astoria: 50.6K / 232.2K

Top 5 Best-Selling Product Types

- Barista Espresso: 91K
- Brewed Black tea: 48K
- Brewed Chai tea: 77K
- Gourmet brewed coffee: 70K
- Hot chocolate: 72K

Orders by Day of the Week

- Monday: 21.6K
- Tuesday: 21.2K
- Wednesday: 21.3K
- Thursday: 21.7K
- Friday: 21.7K
- Saturday: 20.5K
- Sunday: 21.1K

11-10-2024