

ANALYSIS & RECOMMENDATION

BUSINESS SALES

SENJA COFFEE SHOP ON JUNE 2025

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BACKGROUND & OBJECTIVES

01 BACKGROUND

This project is a sales analysis case study for a fictional coffee shop, namely “Senja Coffee Shop”. The aim is to process raw transaction data for the period of June 2025 into an interactive dashboard. This dashboard is designed to provide business insights that can give the shop owner a better understanding of their business, helping them to shift from intuitive to data-driven decision making.

02 OBJECTIVES

1. Which products are the best sellers and worst sellers?
2. How the daily sales trends for products on june 2025?
3. When is the busiest time at “Senja Coffee Shop”?
4. Which product category has the highest revenue?

METHODOLOGICAL PROCESS

DATA PREPARATION

Creating a fictional dataset for Senja Coffee Shop for the month of June 2025.

DATA CLEANING

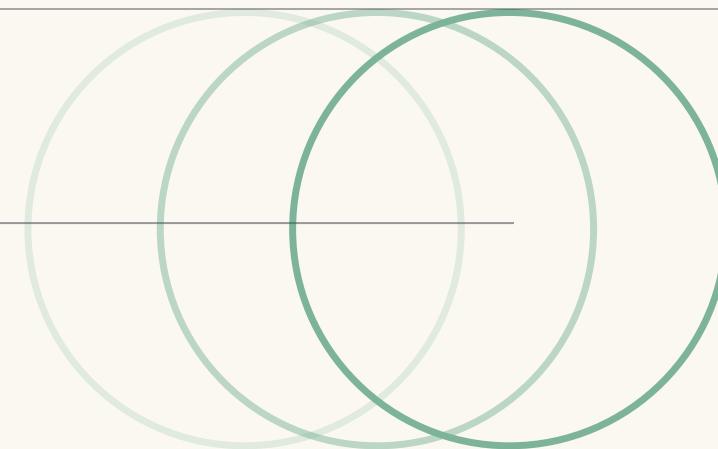
Cleaning data such as name inconsistencies, empty data and incorrect formats using the TRIM, UPPER, PROPER, FIND AND REPLACE and FILTER formulas.

DATA VISUALIZATION

Building an interactive dashboard using PivotTable and slicer for data visualisation.

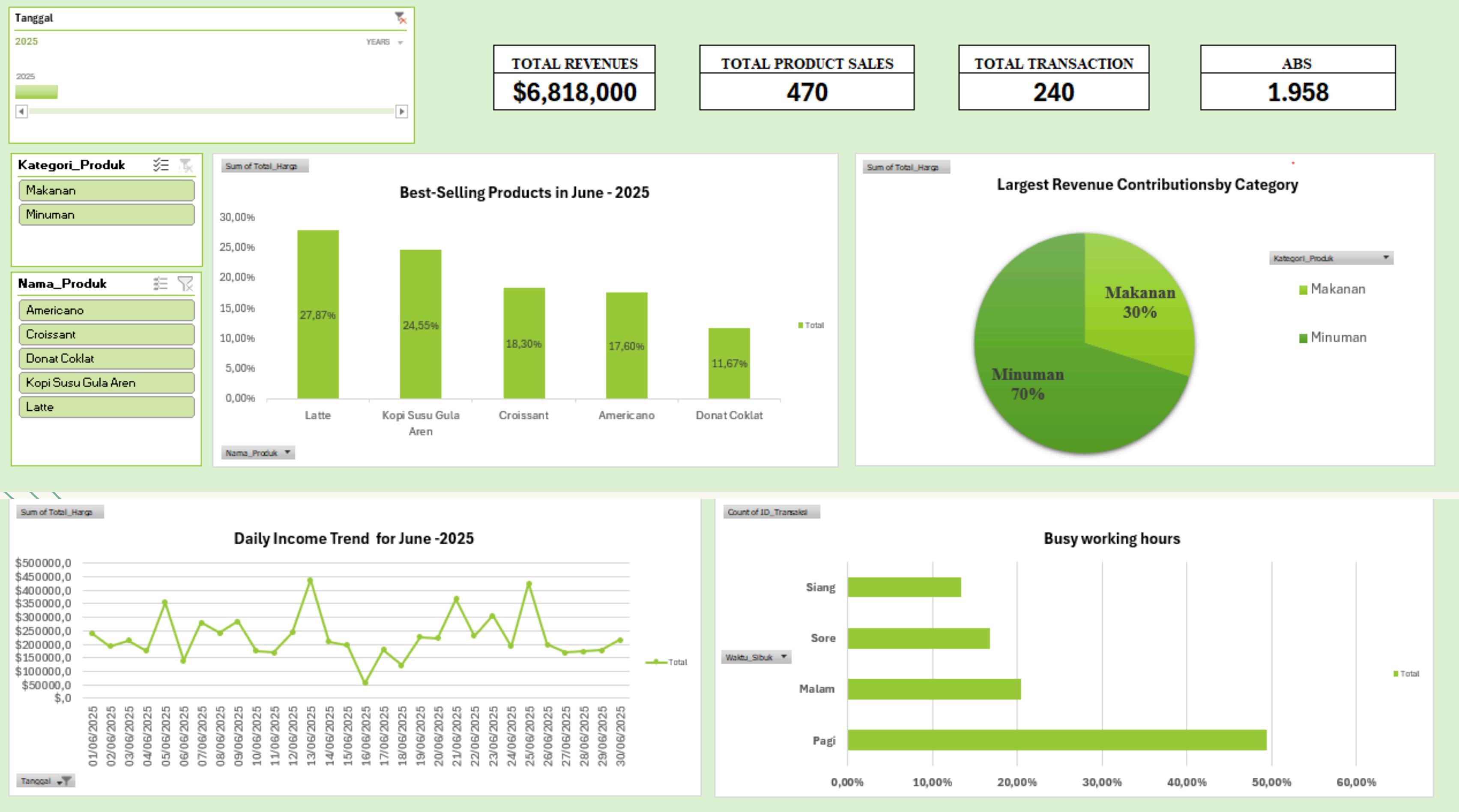
DATA ANALYSIS

Analysing data using PivotTable to identify sales patterns and trends.



SENJA COFFEE SHOP

SALES PERFORMANCE DASHBOARD IN 2025



INSIGHT

PRODUCT DOMINATED

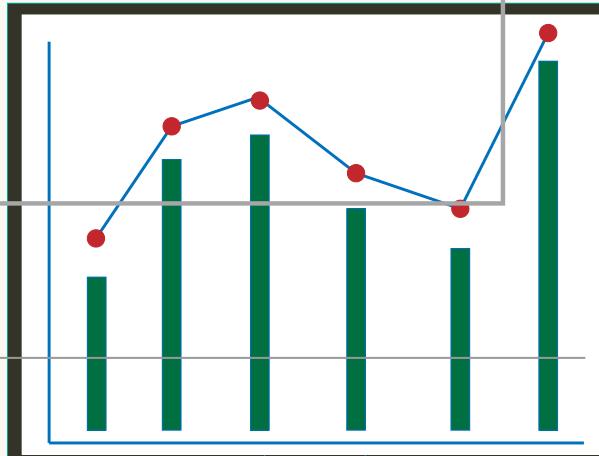
Coffee lattes contributed the most to total revenue at 28%, while chocolate doughnuts contributed the least at 11.67% of total revenue.

WEEKLY PATTERN SALES

There is a clear sales pattern where peak sales always occur between Wednesday and Friday.

BUSIEST TIME/CROWDED

The morning hours (00:00–11:00) are the most crucial time period, accounting for 49.38% of total daily orders/transactions.



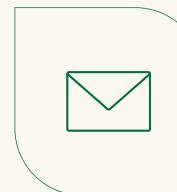


RECOMMENDATION

Insight	Implications	Recommendation
Coffee lattes contributed the most to total revenue at 28%, while chocolate donut contributed the least at 11.67% of total revenue.	<ul style="list-style-type: none"> - Latte is a flagship product. - Palm sugar milk coffee is not popular in the market. 	<ol style="list-style-type: none"> 1. Add new variants (mix with Latte) or increase the price of Latte by 5%-10%. 2. Evaluate the Chocolate Donut product by improving the flavour formula or replacing it with a new food item.
There is a clear sales pattern where peak sales always occur between Wednesday and Friday.	<ul style="list-style-type: none"> - Wednesday to Friday are the store's peak business days. - Raw materials and staff must be optimised on those days. 	Create a weekday promotion on Wednesdays to Fridays with a 15% discount on every purchase of more than two drinks.
The morning hours (00:00-11:00) are the most crucial time period, accounting for 49.38% of total daily orders/transactions.	A sales operational error in the morning will have a significant impact.	<ol style="list-style-type: none"> 1. Add breakfast menu items. Example: Package A (Donut + Latte). 2. Allocate staff by adding employees during the morning shift.



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