

# Coffee Shop Sales Analysis Dashboard Summary

Md Robiozzaman

Data Analyst

Independent University, Bangladesh

[mdfahid68@gmail.com](mailto:mdfahid68@gmail.com)

## COFFEE SHOP SALES ANALYSIS DASHBOARD - EXCEL PROJECT SUMMARY

### PROJECT OBJECTIVE

Analyze Coffee Shop sales data to create a dynamic Excel dashboard that automatically updates by month or weekday.

Insights: Total sales, footfall, average bill per person, average order per person, store performance, and top products.

### DATASET USED

Dataset from Maven Analytics: Transaction ID, Date, Time, Quantity, Store, Product details (category, type, size, price).

### DATA CLEANING & TRANSFORMATION (POWER QUERY)

- Text.AfterDelimiter -> Extract time only.
- Trim () -> Remove white spaces.
- Conditional Column -> Create size category (Small, Regular, Large).
- Replace Values -> Clean abbreviations (LG, RG, SM).
- Add Custom Column -> Total Bill = Unit Price \* Quantity.
- Extract Date Components -> Month, Day, Hour.
- Sort by Column -> Chronological order.

### PIVOT TABLES & CHAt

- Count (Transaction ID) -> Footfall
- SUM (Total Bill) -> Sales
- SUM(Quantity) -> Orders

Charts: Line (hourly sales), Bar (weekday sales), Pie (category/size), Column (top 5 products).

## FUNCTIONS & TOOLS USED

SUM(), COUNT(), DISTINCTCOUNT(), AVERAGE(), IF(), Trim(), Replace(), Date.MonthName(), Date.DayOfWeekName(), Power Query, Power Pivot, Slicers.

### KEY PERFORMANCE INDICATORS (KPIs)

1. Total Sales = SUM (Total Bill)
2. Footfall = DISTINCTCOUNT (Transaction ID)
3. Avg Bill per Person = SUM (Total Bill) / DISTINCTCOUNT (Transaction ID)
4. Avg Orders per Person = SUM(Quantity) / DISTINCTCOUNT (Transaction ID)

## DASHBOARD DESIGN

6 key charts with a coffee-themed brown palette, round KPI boxes, icons, gridlines, and labels.

## INTERACTIVITY

Slicers for Month & Weekday are connected to all pivot tables except one, with a fixed daily trend.

## PROTECTION

Charts locked, only slicers editable. Password-protected for dashboard integrity.

## PROCESS SUMMARY

1. Import & Clean Data -> Power Query
2. Add Calculations -> Columns for Month, Day, Hour, Size
3. Create Pivots -> Build KPIs
4. Visualize -> Charts, Slicers, Design
5. Protect & Publish -> GitHub / LinkedIn