

Coffee Shop Sales Analysis Dashboard Summary

Md Robiozzaman

Data Analyst

Independent University, Bangladesh

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