



Daily Brew Sales Analysis

This Power BI dashboard provides Daily Brew Coffee's leadership with a comprehensive analytical framework to transform 713,000 transactions and \$4M in sales data into actionable business intelligence. The dashboard eliminates decision-making based on intuition by delivering data-driven insights across six critical business dimensions: executive performance, temporal trends, store operations, product optimization, customer intelligence, and staff productivity. With interactive filters for store, year, and month selection, stakeholders can seamlessly navigate from high-level strategic views to granular operational details.



Executive Overview



All Store

2019

Apr



Transactions

39KVs Pv Month: ▲ 55.53%

Total Sales

\$232KVs Pv Month: ▲ 55.57%

Profit Margin

74.1%

Avg Order Value

\$5.94

Executive Overview

Trend Analysis

Store & Ops

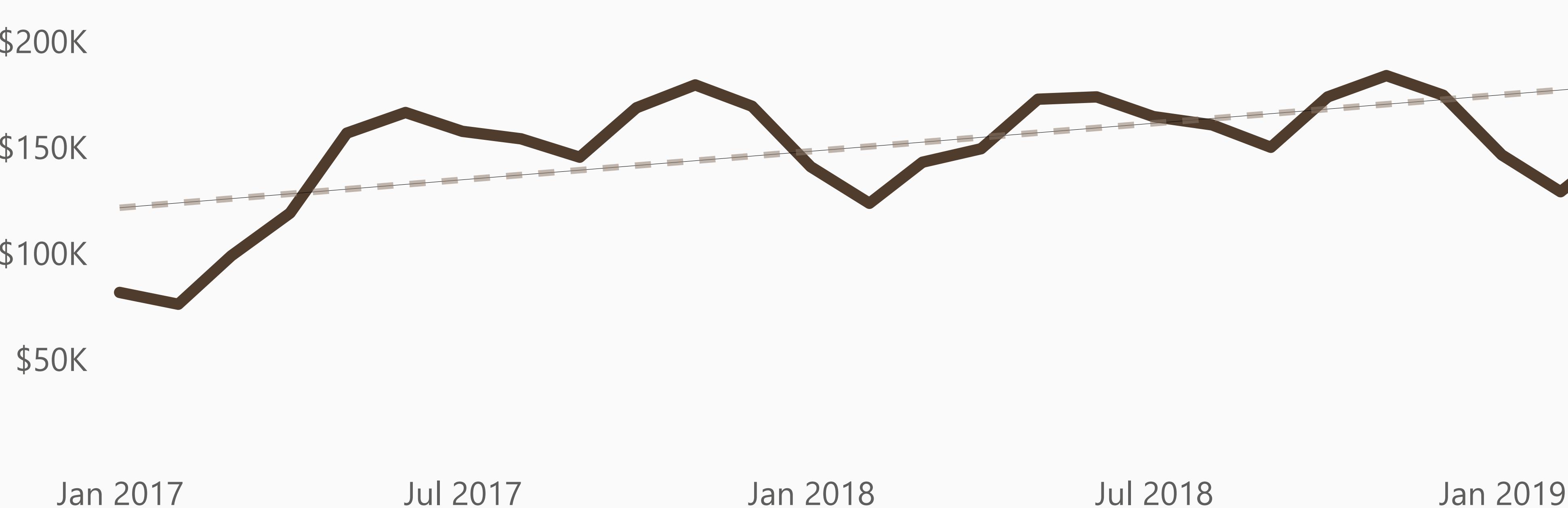
Product Metrics

Customer Details

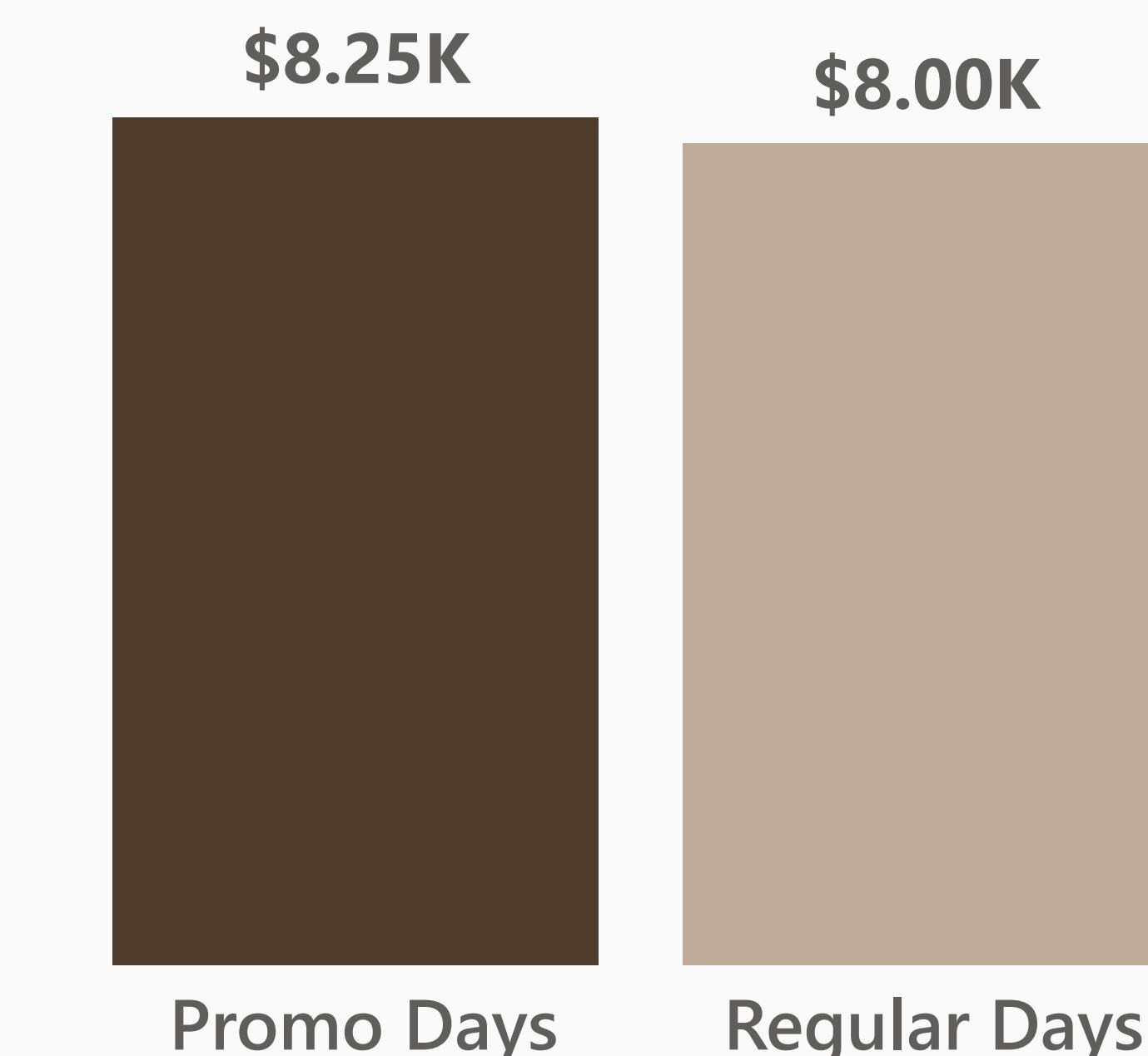
Staff Overview

Insight

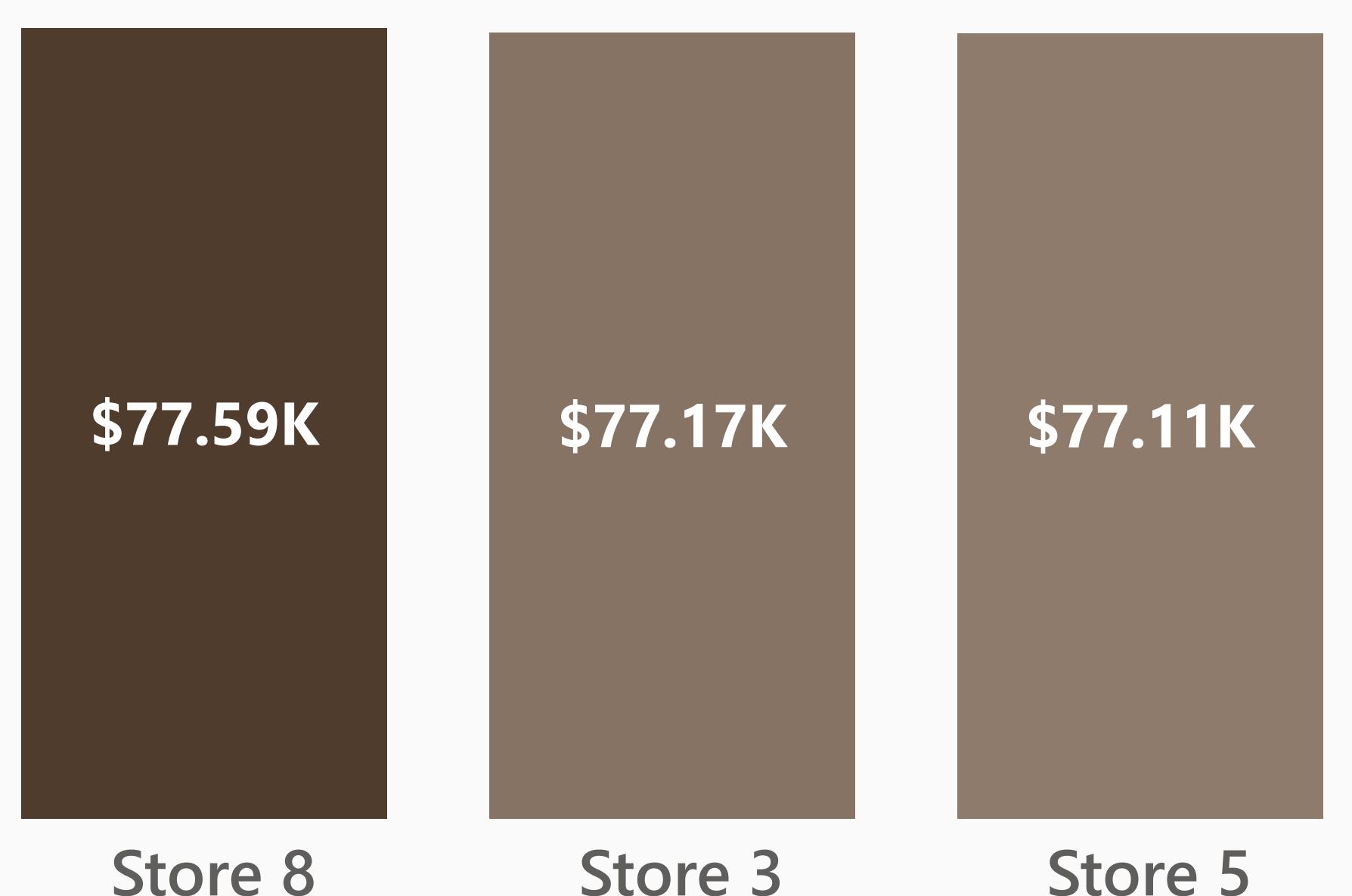
Sales Trend over Time



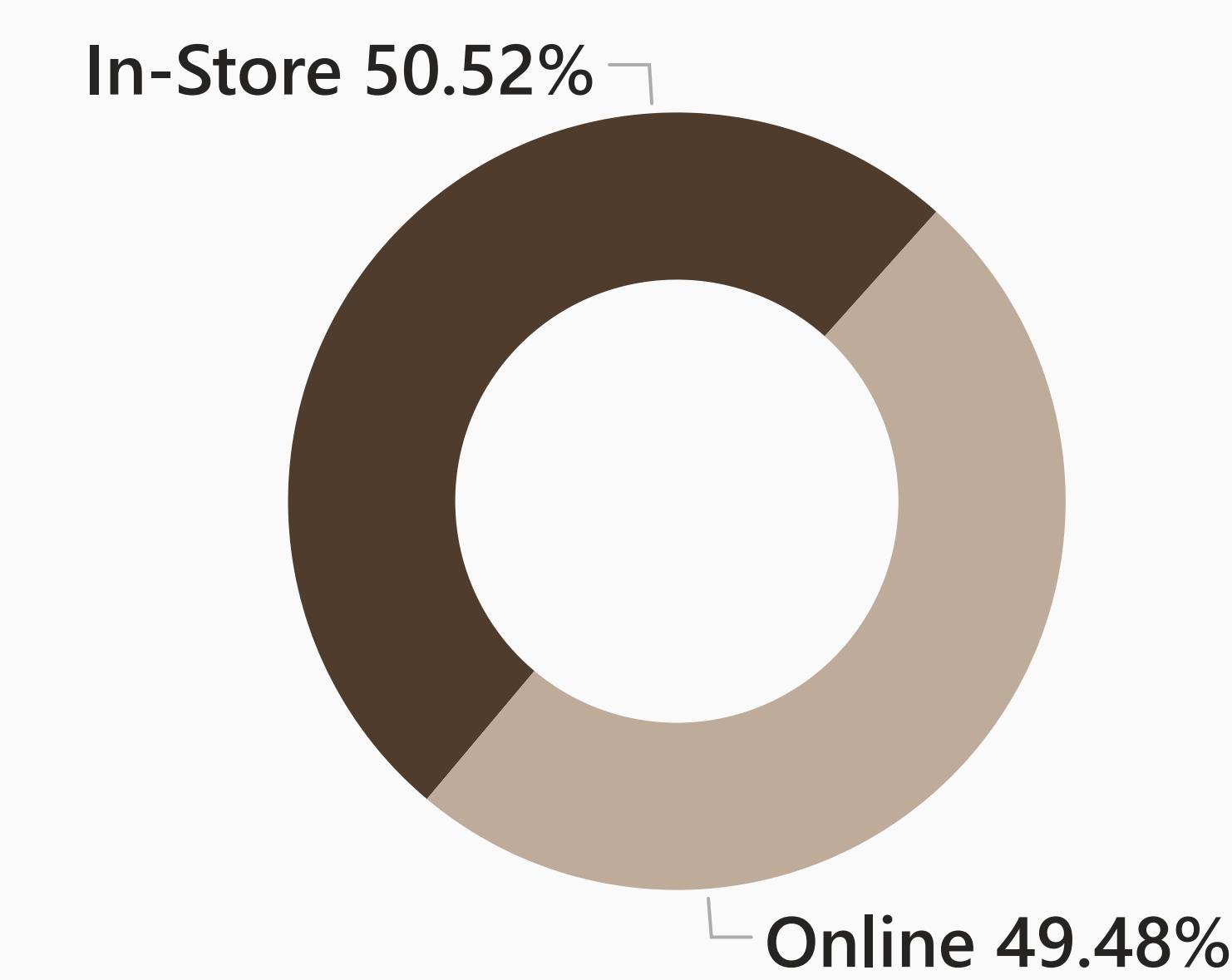
Avg Sales per Day



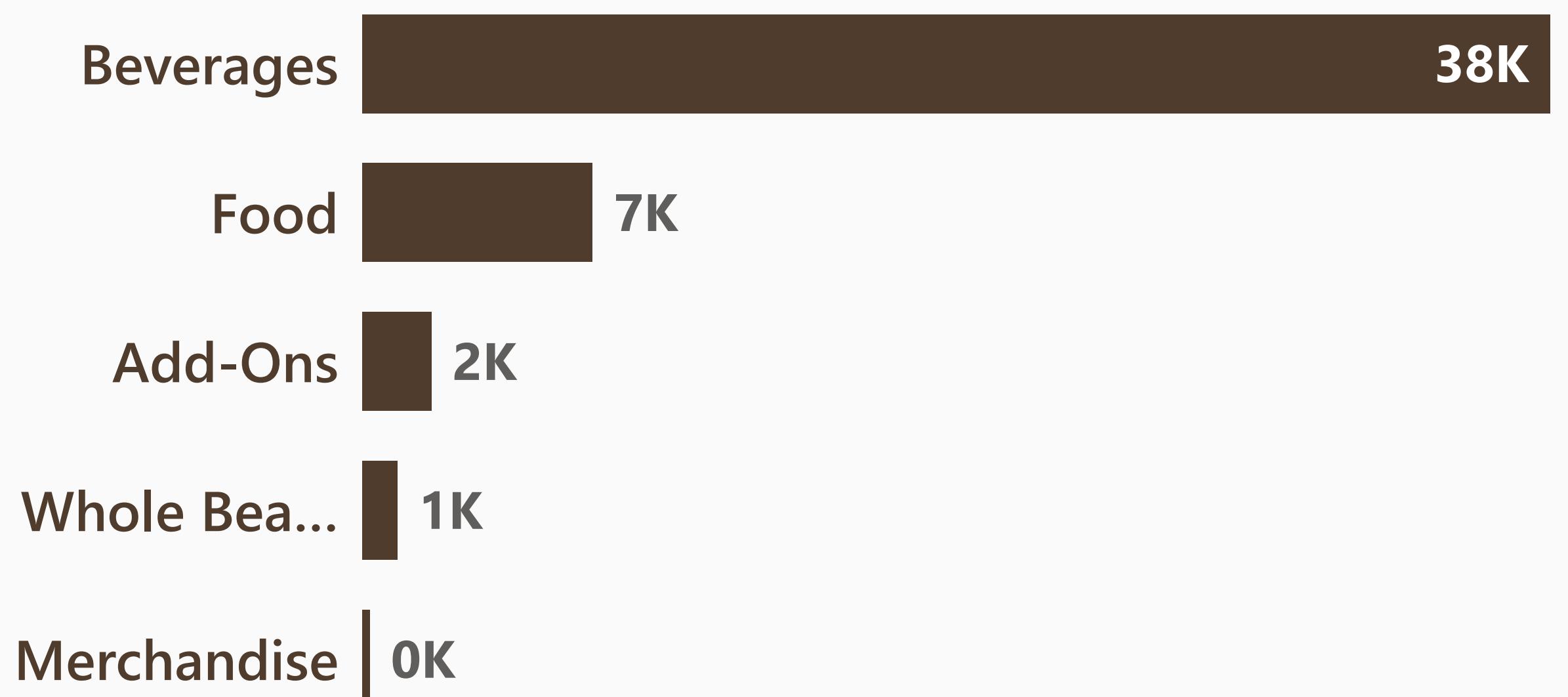
Store wise Sales



Channel wise Sales



Group wise Transactions





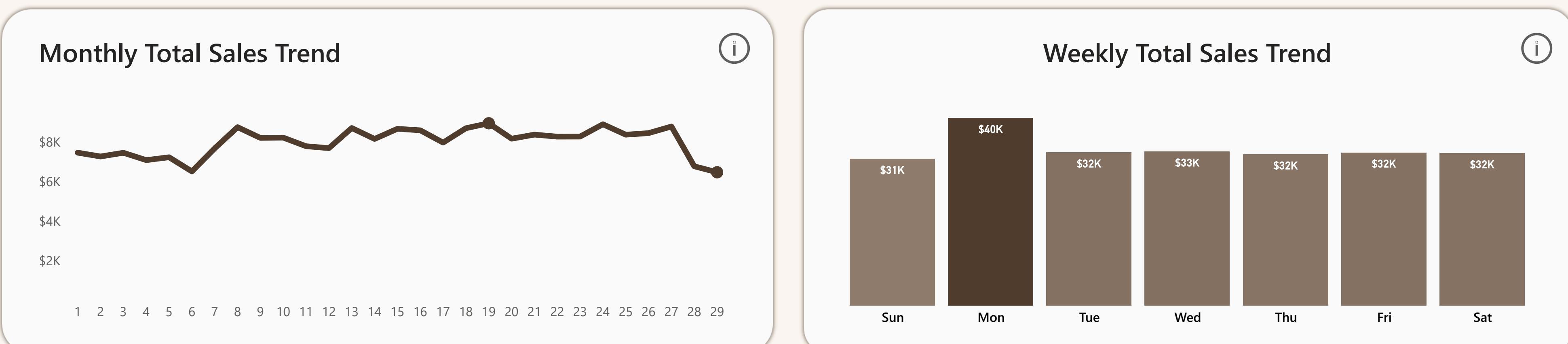
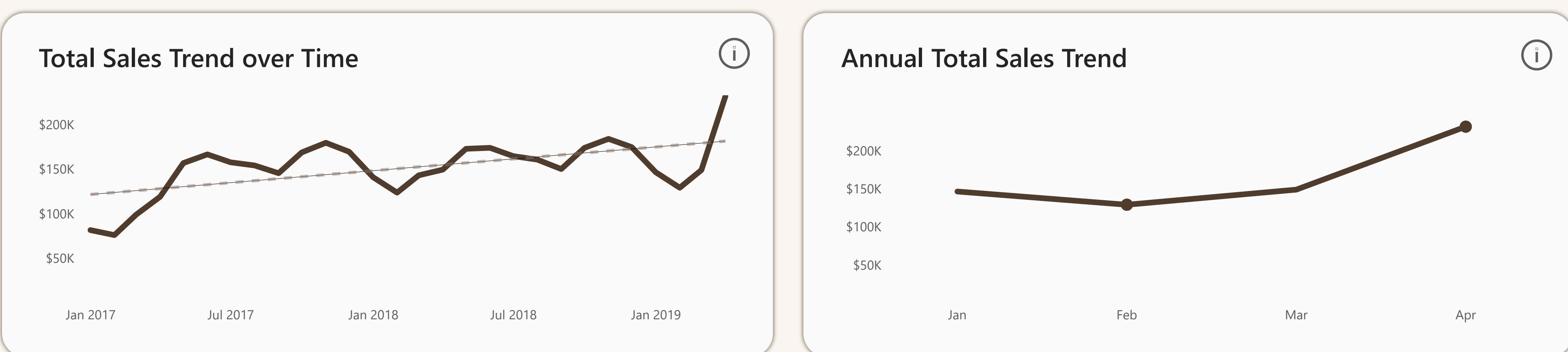
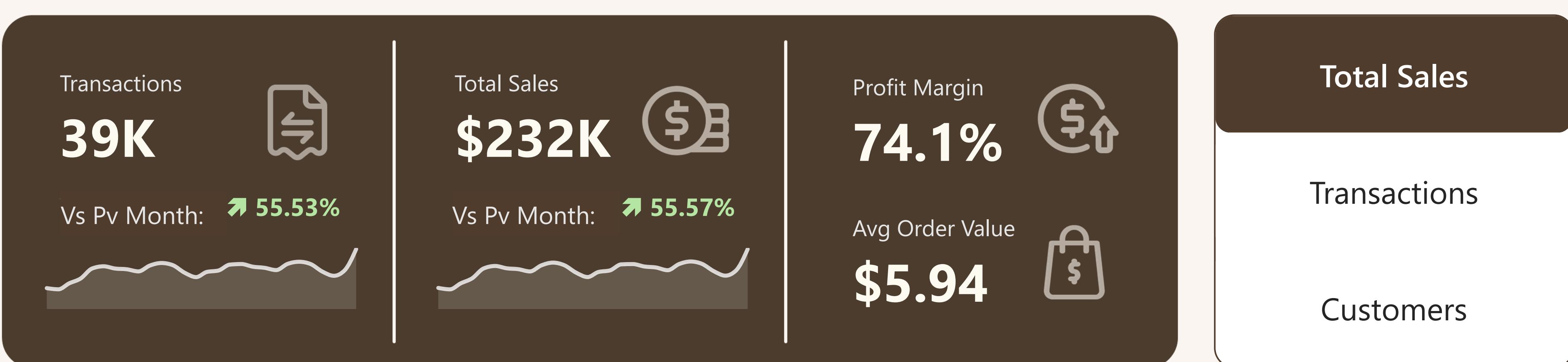
Trend Analysis



All Store

2019

Apr

**Daily Brew****Executive Overview****Trend Analysis****Store & Ops****Product Metrics****Customer Details****Staff Overview****Insight**



Store Performance & Ops



All Store

2019

Apr



Executive Overview

Trend Analysis

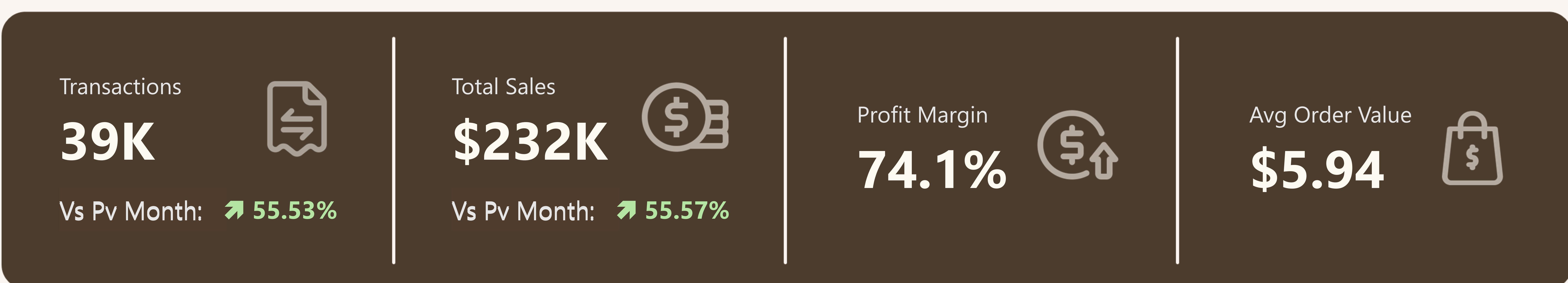
Store & Ops

Product Metrics

Customer Details

Staff Overview

Insight

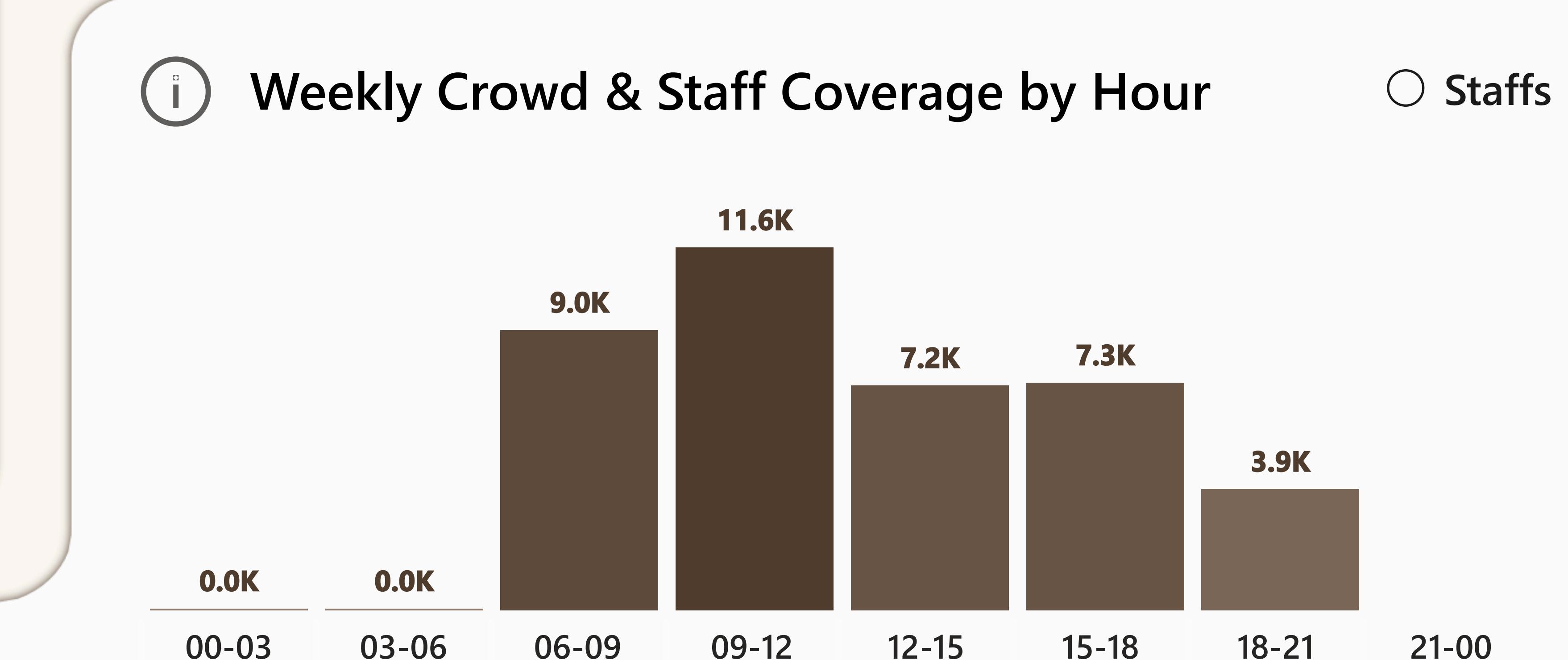


Store Performance Metrics

Store	Sales	Vs Pv	per Staff	per SqFt	Transactions
Store 3	\$77K	52.30%	\$6K	\$59	14K
Store 5	\$77K	58.50%	\$9K	\$86	12K
Store 8	\$78K	56.04%	\$9K	\$52	14K

Store	Profit Margin	AOV	Customers	Retention Rate	Promo Uplift
Store 3	74.1%	\$5.69	801	100.00%	N/A
Store 5	74.0%	\$6.44	946	100.00%	9.75%
Store 8	74.1%	\$5.74	503	100.00%	4.14%

Store 3 : 32-20 Broadway, Long Island City
Store 5 : 100 Church Street, New York
Store 8 : 687 9th Avenue, New York



Store wise Sales

Store 3 \$77K	Vs Pv Month: 52.30%
Store 5 \$77K	Vs Pv Month: 58.50%
Store 8 \$78K	Vs Pv Month: 56.04%

Day wise Sales

Day	00-03	03-06	06-09	09-12	12-15	15-18	18-21	21-00
Sun	3	3	9	14	8	8	8	
Mon			8	12	8	8	8	
Tue			9	13	8	8	8	
Wed			8	12	7	7	7	
Thu			8	12	7	7	7	
Fri			8	12	7	7	7	
Sat			8	14	8	8	8	



Product Performance



All Store

2019

Apr



Total Qty Sold

71KVs Pv Month: ↗ 55.81%

Total Sales

\$232KVs Pv Month: ↗ 55.57%

Profit Margin

74.1%

Avg Order Value

\$5.94

Executive Overview

Trend Analysis

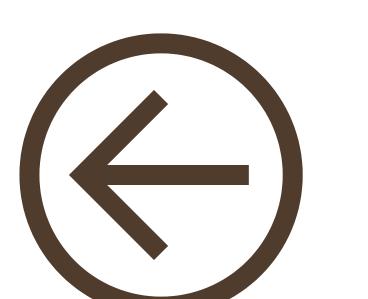
Store & Ops

Product Metrics

Customer Details

Staff Overview

Insight



Transactions Breakdown



Total Sales

Transactions

Product Group

Beverages

Category

Coffee

Type

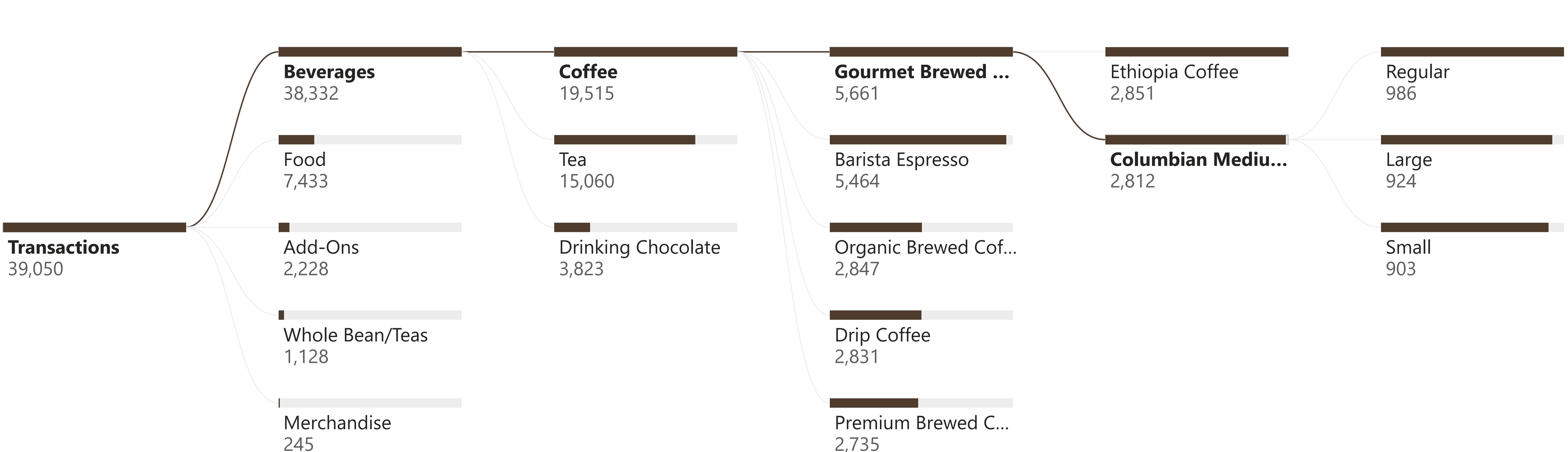
Gourmet Brewed C...

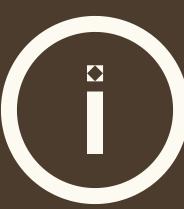
Product Name

Columbian Medium...

Size

Regular





Product Performance



All Store

2019

Apr

**Daily Brew**

Total Qty Sold

71KVs Pv Month: ↗ 55.81%

Total Sales

\$232KVs Pv Month: ↗ 55.57%

Profit Margin

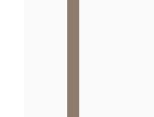
74.1%

Avg Order Value

\$5.94**Executive Overview****Trend Analysis****Store & Ops****Product Metrics****Customer Details****Staff Overview****Insight**

Product Performance Metrics

Search

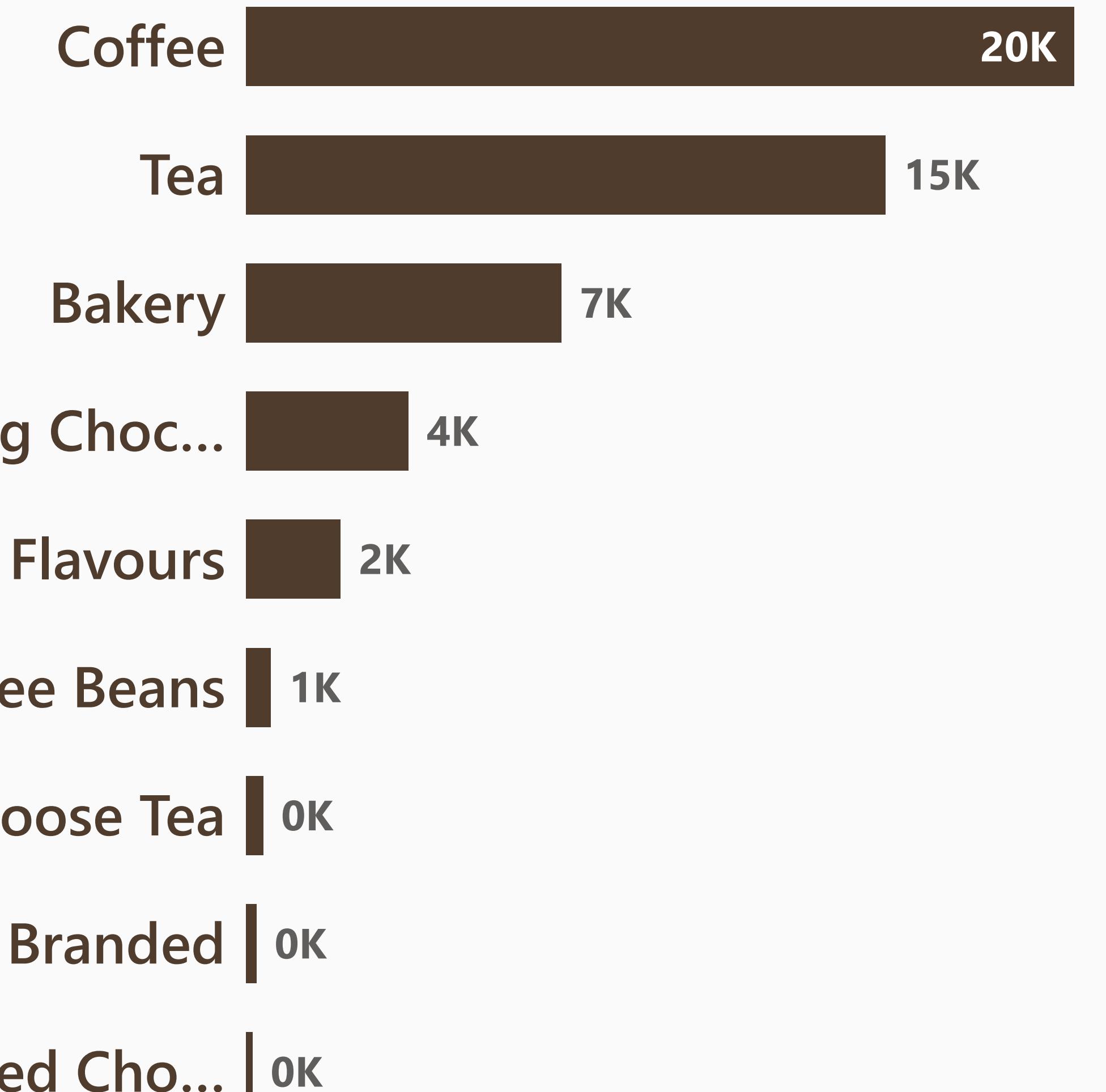


Filter

Product Name	Sales	Vs Pv	Qty Sold	Profit Margin
Almond Croissant	\$2,408	↗ 51.06%	642	58.9%
Brazilian - Organic Coffee Beans	\$1,260	↗ 59.09%	70	80.0%
Brazilian Coffee	\$12,600	↗ 55.07%	4,353	75.0%
Cappuccino Coffee	\$11,410	↗ 58.35%	2,854	75.0%
Carmel Syrup	\$663	↗ 55.83%	829	75.0%
Chili Mayan Packaged Chocolate	\$667	↗ 61.29%	50	80.0%

Total Sales**Transactions**

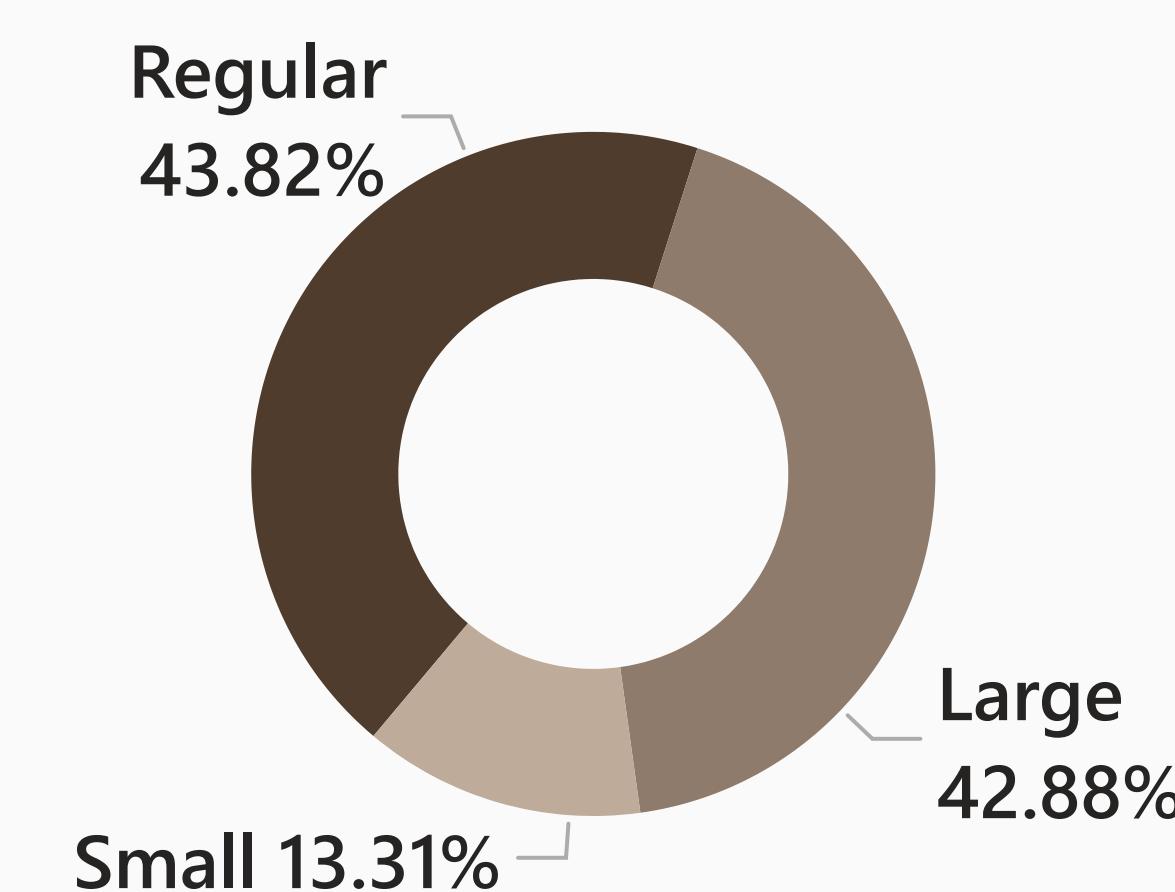
Total Transactions by Category



New Product Adoption

No New Product Has Been Sold.

Size wise Transactions

**See Breakdown**



Customer Overview



All Store

2019

Apr

**Daily Brew**

Total Customers

2,250M. Retention: **100.00%**

Transactions

39KVs Pv Month: **▲ 55.53%**

Monthly CLV

--

Avg Order Value

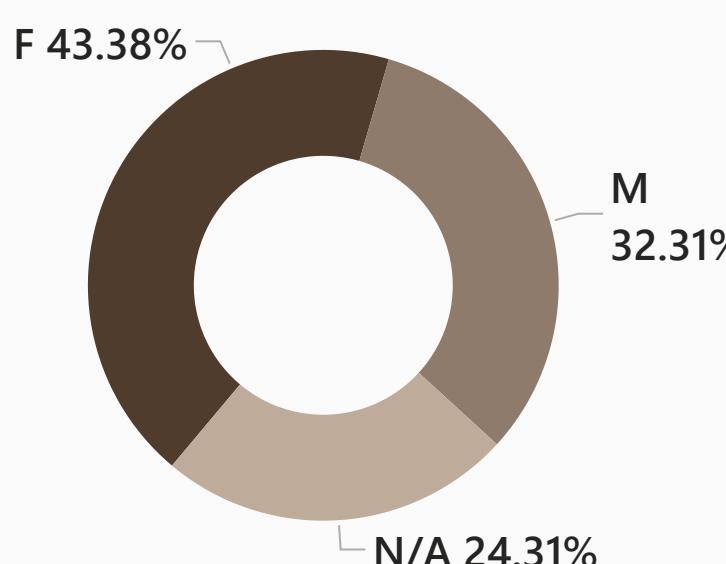
\$5.94**Executive Overview****Trend Analysis****Store & Ops****Product Metrics****Customer Details****Staff Overview****Insight**

See Customer Data

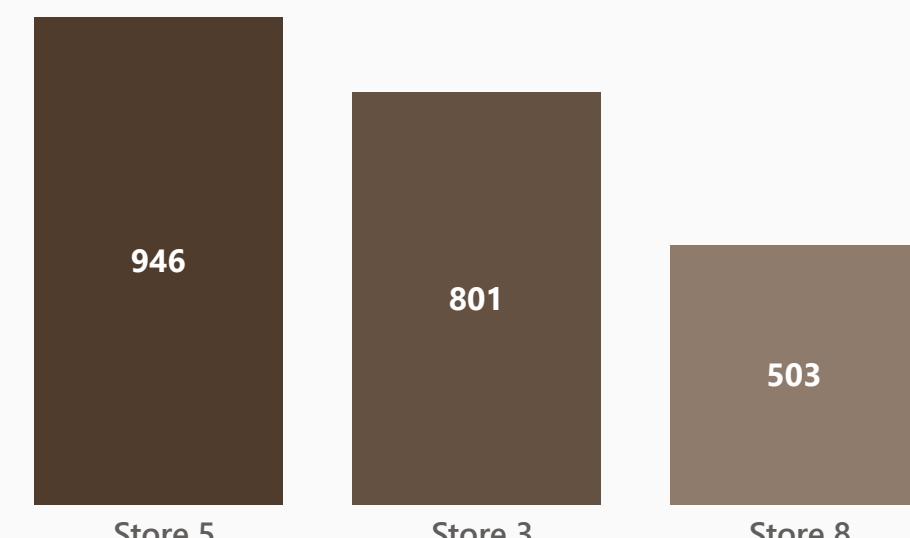
Customers' RFM Segmentation

Champions **349**Loyal Customers **527**Potential Loyalists **231**Recent Customers **385**Promising **145**Needs Attention **518**At Risk **10**Lost **95**Other **55**

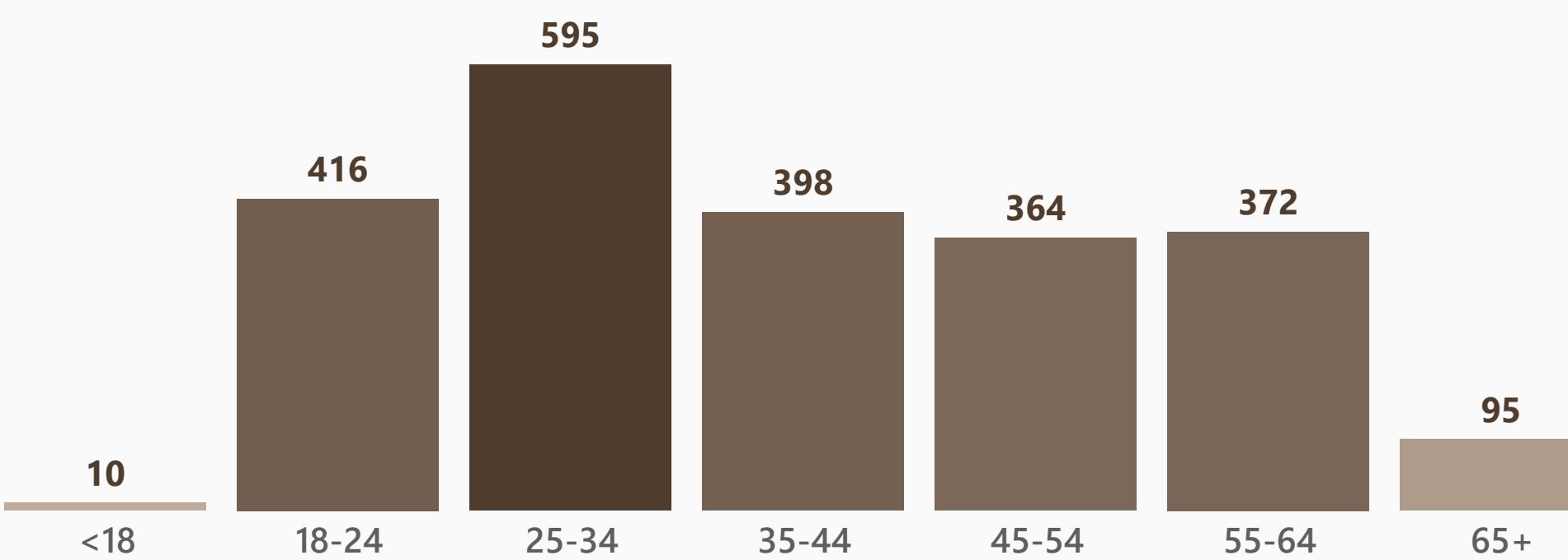
Gender wise Customer



Location wise Customers



Customer Age Distribution





Staff Performance Overview



All Store

2019

Apr



Total Staffs

25



Transactions

39K

Vs Pv Month: ↗ 55.53%

Total Sales

\$232K

Vs Pv Month: ↗ 55.57%

Sales per Staff

\$9K



Executive Overview

Trend Analysis

Store & Ops

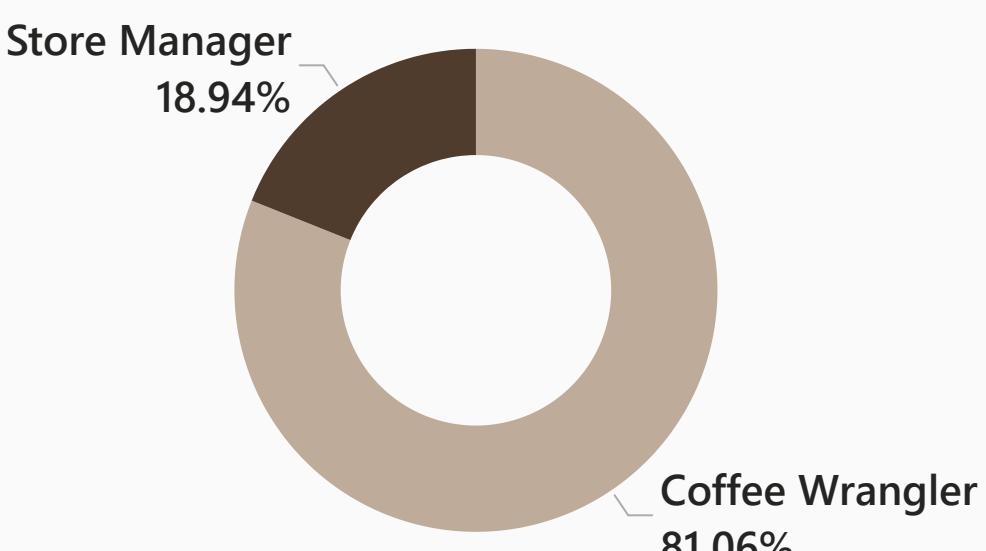
Product Metrics

Customer Details

Staff Overview

Insight

Position wise Transactions



Staff Overview & Performance Metrics

Staff ID	Name	Position	Location	Sales	Transactions	AOV	Tenure (Yr)
6	Karen Cupps	Store Manager	3	\$7K	1.2K	\$5.9	3
7	Kelsey Cameron	Coffee Wrangler	3	\$3K	0.4K	\$7.1	16
8	Hamilton Emi	Coffee Wrangler	3	\$1K	0.2K	\$5.9	14
9	Caldwell Veda	Coffee Wrangler	3	\$2K	0.3K	\$6.0	6
10	Ima Winifred	Coffee Wrangler	3	\$1K	0.1K	\$6.5	3
12	Britanni Jorden	Coffee Wrangler	4	\$28K	4.7K	\$5.9	13
13	Berk Derek	Coffee Wrangler	4	\$0K	0.1K	\$5.2	10
14	Damon Sasha	Coffee Wrangler	4	\$13K	2.3K	\$5.6	9
15	Remedios Mari	Coffee Wrangler	4	\$9K	1.7K	\$5.4	5
16	Darren Xu	Store Manager	5	\$15K	2.6K	\$5.7	13
17	Quail Octavia	Coffee Wrangler	5	\$14K	2.5K	\$5.7	5
18	Ezekiel Rashad	Coffee Wrangler	5	\$2K	0.4K	\$6.0	14
19	Peter Paloma	Coffee Wrangler	5	\$2K	0.4K	\$6.8	5
20	Ronan Magee	Coffee Wrangler	5	\$14K	2.6K	\$5.6	17
25	Aline Melanie	Coffee Wrangler	6	\$1K	0.1K	\$7.6	2
26	Joelle Christen	Store Manager	7	\$17K	2.7K	\$6.3	6
27	Ainsley Evelyn	Coffee Wrangler	7	\$10K	1.5K	\$6.6	16
28	Joseph Byron	Coffee Wrangler	7	\$9K	1.3K	\$6.8	5
29	Orson Benedict	Coffee Wrangler	7	\$10K	1.5K	\$6.6	3
30	Amela Chadwick	Coffee Wrangler	7	\$11K	1.9K	\$6.0	14

Store wise Employees



● Coffee Wrangler ● Store Manager