Bendo Café Sales Analysis – Looker Studio Project Documentation

1. Project Overview

This is a sales analysis dashboard I created in **Looker Studio** connecting a dataset stored in **Google Sheets**. The dashboard gives an overview of how **Bendo Cafe** is performing in terms of sales, products, and regions.

Name: Bendo Café Sales Analysis
Tool: Google Sheets and Google Looker Studio (Google Data Studio)
Data Source:

Column Name	Description	Example
Order ID	Unique identifier for each order	TCSTORD1
Date	When the product was sold	2023-01-02
Product	Name of the drink	Mystic Oolong
Category	Product type (Coffee or Tea)	Tea & Coffee
State	U.S states	Georgia
Units Sold	Quantity of the product or drinks	3
Unit Price	Cost per single product or drinks (in USD)	$2.50
Sales	Total sales per orders (Unit Price × Units Sold) e.g-> 3 * $2.50 = $7.50	$7.50

Purpose: To analyze and optimize the sales performance of "Bendo Café" across various products and states to identify top selling items, seasonal trends, and underperforming categories in order to make data driven decisions for inventory, marketing, and expansion.

2. Business Objectives/Goal

1. Track sales trends over time.

2. Identify best selling products & categories.

3. Understand regional performance.

4. Measure revenue contribution per product.

5. Detect low performing items for discount offers.

6. KPIs to Include:

- Total Order
- Total Sales
- Total Units Sold
- Average Units Price
- Average Sales Value
- Average Unit Sold

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3. Key Metrics (KPIs)

- **Total Order**: 962

- **Total Sales**: $8,127

- **Total Unit Sold**: 2338

- **Average Unit Price**: $3.49

- **Average Unit Sold**: 2.43

- **Average Sales Value**: $8

These metrics help track overall sales and business performance.

Total Order	Total Sales
962	$8,127
Total Units Sold	**Average Unit Price**
2,338	$3.49
Average Sales Value	**Average Unit Sold**
$8	2.43
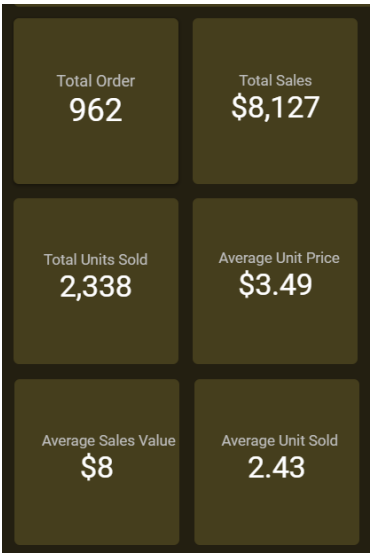
## 4. Dashboard Components & Chart Descriptions

Below is a breakdown of each visualization on the dashboard, explaining its purpose and how it helps stakeholders.

1. Top KPI Tiles

- **Total Order:** Displays the overall number of orders done within the given time period (2023-01-03 to 2024-12-28)

- **Total Sales:** Shows the total sales

- **Total Units Sold:** Presents the percentage of customers who churned (left)

- **Average Unit Price:** Tracks the count of new customers.

- **Average Unit Sold:** Tells us the percentage of customers who are still using the service.

- **Average Sales Value:**

Business Value: These key numbers help quickly understand the overall status of our customer base and whether our efforts to keep customers are working.

Total Order	Total Sales
962	$8,127
Total Units Sold	**Average Unit Price**
2,338	$3.49
Average Sales Value	**Average Unit Sold**
$8	2.43
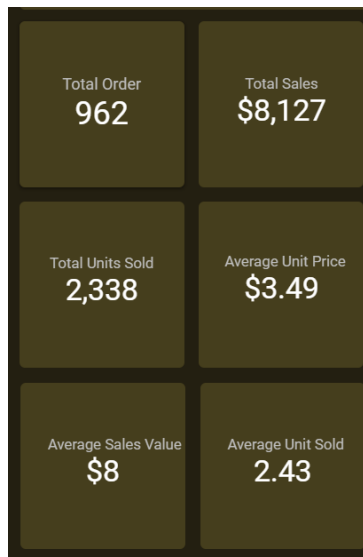
2.Sales by Category (Donut Chart)

➢ What it shows:
This donut chart compares sales performance between Tea and Coffee.
- Tea contributes 50.4% of total sales.
- Coffee contributes 49.6%.
  The split is almost equal, showing that both categories are performing strongly.

➢ Why it matters:
This chart helps the cafe quickly understand which drink category is slightly leading in revenue. Even a small difference can point to customer preferences or product pricing trends.

➢ How It Helps:

- If Tea continues to lead, the cafe could explore seasonal tea offers, premium blends, or combo deals.

- Coffee is slightly behind, promotions like "buy 1 get 1 free" or morning coffee discounts can help close the gap.

- Helps the kitchen and inventory team order raw materials more accurately based on category sales.

➢ Insight:
Even though sales are balanced, this data helps the business fine tune its strategy and ensure both drink categories stay competitive and profitable.

Sales by Category

49.6%   50.4%

● Tea   ● Coffee

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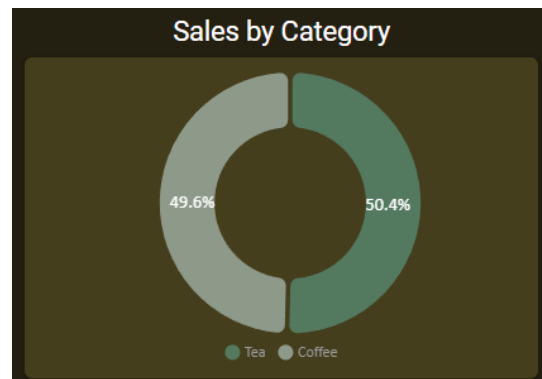
3. Sales by Product (Horizontal Bar Chart)

➢ What it shows:
This bar chart ranks the top selling products by revenue.
- Mystic Oolong is the best selling products with $1,572 in sales.
- Velvety Vanilla Latte follows at $1,490.
- Expresso Energizer is the lowest selling product generating just over $1,000.
  This may explain why the Coffee category shows slightly lower overall sales compared to Tea based products.
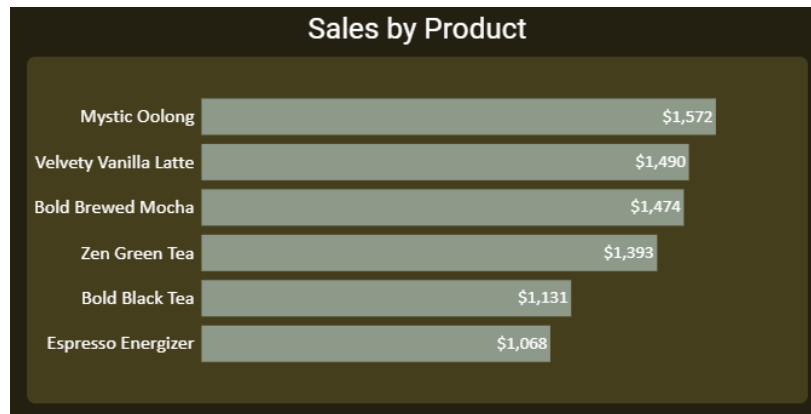
➢ Why it matters:
This chart instantly shows which products are bringing the most revenue. It helps cafe quickly understand which drink is selling better and which drink is not and adjust pricing etc. Even small gaps in sales reveal important insights into customer preferences and seasonal trends.

➢ How It Helps:

- If Expresso Energizer continues to perform bad, the cafe could explore offers, check the quality of drinks or visual redesign if possible or even combo deals with best seller like Mystic Oolong.

- Prioritize Mystic Oolong in marketing efforts and recommendations.

- Inventory and supply orders can be adjusted based on these insights.

➢ Insight:
While Mystic Oolong brings the most revenue, Expresso Energizer still manage to bring just over $1000. Rather than removing it, the café could optimize how it's marketed or paired to increase its appeal.

Sales by Product

Product	Sales
Mystic Oolong	$1,572
Velvety Vanilla Latte	$1,490
Bold Brewed Mocha	$1,474
Zen Green Tea	$1,393
Bold Black Tea	$1,131
Espresso Energizer	$1,068

4. Revenue Contribution by Product (Donut Chart)

➢ What it shows:
This donut chart shows the percentage of total revenue each product contributes.
- Mystic Oolong contributes most with 19.3% of total revenue.
- Velvety Vanilla Latte & Bold Brewed Mocha follows up closely with just over 18%.
- Expresso Energizer is the lowest contributor at 13.1%.
  This gives a clear picture of which products are driving the business.

➢ Why it matters:
Understanding revenue contribution is critical for profit optimization. Even if all products are selling, not all contribute equally to total revenue. This chart helps prioritize:
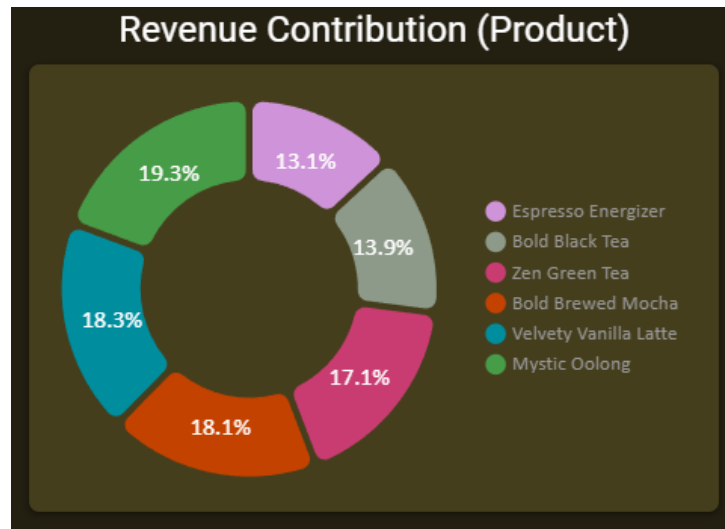- Promotions
- Inventory investment
- Menu placement
- Pricing etc.

➢ How It Helps:
- Push top sellers like Mystic Oolong and Vanilla Latte during peak hours or on social media.
- Espresso Energizer is selling okay but contributes lowest in the revenue. Try:
  - Bundling it with like "Morning Combo with a muffin".
  - Offering a discount coupon.
  - Offering a special version for a while, like a Caramel Espresso Energizer.
- Buy supplies based on what sells most. Order more ingredients for popular drinks, less for low performing ones.

➢ Insight:
Revenue is well distributed, with each product contributing at least 13%. This shows all menu items have solid demand. Small pricing or bundling tweaks could help the lower performing products, increasing overall profits.
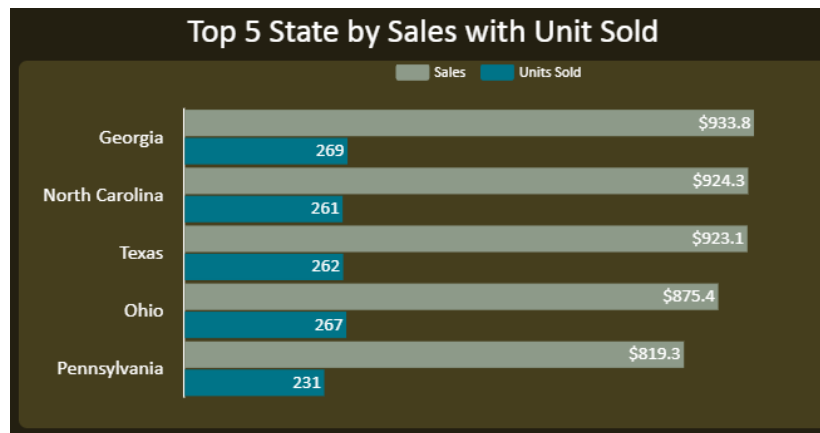
Revenue Contribution (Product)

- Espresso Energizer — 13.1%
- Bold Black Tea — 13.9%
- Zen Green Tea — 17.1%
- Bold Brewed Mocha — 18.1%
- Velvety Vanilla Latte — 18.3%
- Mystic Oolong — 19.3%

5.Top 5 State by Sales along with Unit Sold (Bar Chart)

➢ What it shows:
This bar chart ranks top 5 states and which region buy the most and bring the most revenue.

➢ This bar chart shows which 5 states buy the most and bring in the most money.
- Georgia is #1, sold 269 products for $933.8 making it the best performing region.
- North Carolina and Texas are tied, just $1.2 apart in sales, with nearly identical unit sold (261& 262).
- Ohio sold a lot (267), nearly matching Georgia's orders (269) but earned less ($875.4), prices might be lower.
- Pennsylvania is behind in both sales and orders.

➢ Why it matters:
This chart uncovers regional performance, and shows where sales are strong and where we can improve.

➢ How It Helps:

- Georgia is the top performing state in both sales and units, showing high demand and pricing power.
- Texas & North Carolina are evenly matched in both revenue and unit order, indicating consistent pricing and performance.
- Ohio sells well but earns less suggesting **lower** average selling price per unit.
- Pennsylvania lags in both sales and order, identifying it as a potential for local ad, digital marketing or deals and offers.

➢ Insight:
Test higher prices in Ohio or run specials in Pennsylvania to boost sales. Ohio sells alot but makes less money try testing higher prices. Pennsylvania needs a boost so running a local ads or deals to sell more and raise order values.

Top 5 State by Sales with Unit Sold

Sales | Units Sold

State	Sales	Units Sold
Georgia	$933.8	269
North Carolina	$924.3	261
Texas	$923.1	262
Ohio	$875.4	267
Pennsylvania	$819.3	231

6.Monthly Sales Trend by Category (Stacked Vertical Bar Chart)

➢ What it shows:
A monthly sales trend for Coffee (bottom bar) & Tea (top bar). Shows which category earned more each month in 2024.
- The x-axis shows months (January to December).
- The y-axis displays sales in ($) dollar.
- Bottom bar (green bar) shows Coffee sales & top bar for Tea sales.

Each month's bar is split to show how much each category contributed to the total revenue on that month.

➢ The following chart shows the sales from January 1, 2024 to December 31, 2024.
- Coffee only surpasses Tea in September and December, where Coffee sales surged to $356.2, compared to Tea's $139.0.
- Tea consistently outperforms Coffee in most months, Tea outperformed Coffee in 10 out of 12 months.
- Tea maintains a consistent lead during Q1 & Q2 (Jan to August), indicating a strong preference or seasonal trend favoring Tea.

➢ Why it matters:
This chart helps analyze product level performance trends, and shows which months are strong for each category and where sales improvements can be made.

➢ How It Helps:
- Coffee's strong December performance suggests a holiday season trend, Run holiday bundles.
- Tea's consistent dominance indicates a stable customer base, ideal for building loyalty programs or bundling offers.
- Coffee struggles in Q1 & Q2, highlighting a possible gap in marketing, demand, or promotions that can be optimized.

➢ Insight:
- Explore seasonal campaigns for Coffee in months where it underperforms (e.g summer).
- Run holiday bundle offers in December to capitalize on Coffee's peak.

- Tea = steady winner (build loyalty), Coffee = holiday hero (plan big deals). Balance both year-round

Monthly Sales Trend (Category)
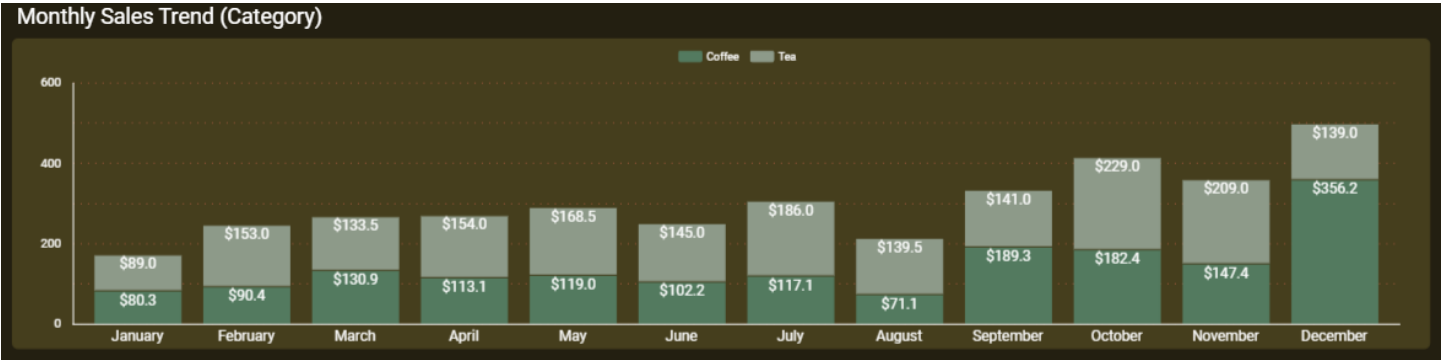
7. Filters or Slicers

- Slicer: Category, Date, Product, State
- Dynamic Analysis:
    - These slicers allow users to filter the dashboard dynamically.
    - Stakeholders can drill down into sales by product, time period, location, or category
    - For example, a stakeholder can choose a specific category like "Tea", select a date range like "This Quarter", and narrow down results by specific states or products.
- Business Value:
    - Enhances data exploration and decision making.
    - Gives team member the power to explore data & find useful patterns quickly.
    - Supports customized analysis for marketing teams.
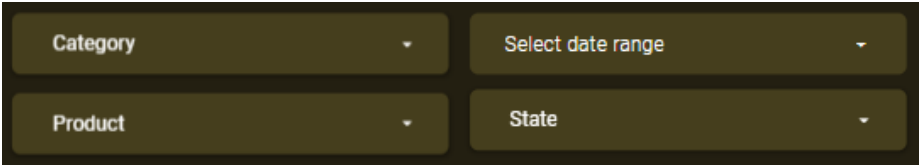
8. Project Goal Answered

Questions	Answers
Track sales trends over time	Monthly charts show seasonal patterns & demand shifts.
Identify best selling products & category	Mystic Oolong = top product, Tea = best overall, Coffee = holiday star
Understand regional performance	Georgia #1 in sales & orders, California & Illinois Ohio need action.
Measure revenue contribution per product	Mystic Oolong contributes most with 19.3% & Expresso Energizer contributes least with 13.1%.
Detect low performing items for discount offers	Expresso Energizer and Illinois state flagged for potential discount offers or marketing push.

9. Key Insights & Recommendation

- Sales Trends:
    - December **=** Coffee's BIG month in 2024 (probably holiday spike).
    - Tea outperformed Coffee in most months, indicating steady demand.
    - Sales show seasonal variation, with peaks in colder months.

- Product Performance:
    - Tea is the best selling category overall.
    - Coffee shows high spikes during holiday season, particularly in December.
    - Ohio sells lost but earns less, check prices & discounts.
- Regional Performance:
    - Georgia is top performing state in both orders and revenue.
    - Illinois underperforms in both orders and revenue, needs marketing focus or pricing strategy.

Recommendation:

- Leverage Seasonal Coffee Demand:
  -> Boost promotions in colder months and festivals when Coffee spikes in sales.
- Boost Weak States:
  -> California: Run local ads/deals.
  -> Illinois: Test slightly lower prices with deals.
- Upsell Tea with Bundles:
  -> Since Tea performs consistently, introduce combo offers or loyalty card to increase repeat sales.
- Revisit Pricing Strategies:
  -> In states with high orders but low revenue, optimize pricing without losing competitiveness.

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10. Conclusion

This Power BI dashboard offers a clear and interactive view of sales trends between Coffee and Tea. By leveraging slicers and visuals, the dashboard allows marketing, sales manager, and inventory teams to:

- Identify product trends and seasonal performance

- Take actions like launching promotions, managing inventory, or tailoring campaigns

The insights gained here will help teams optimize product performance and drive revenue through strategic planning and better customer targeting.

Prepared In: July 22, 2025
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