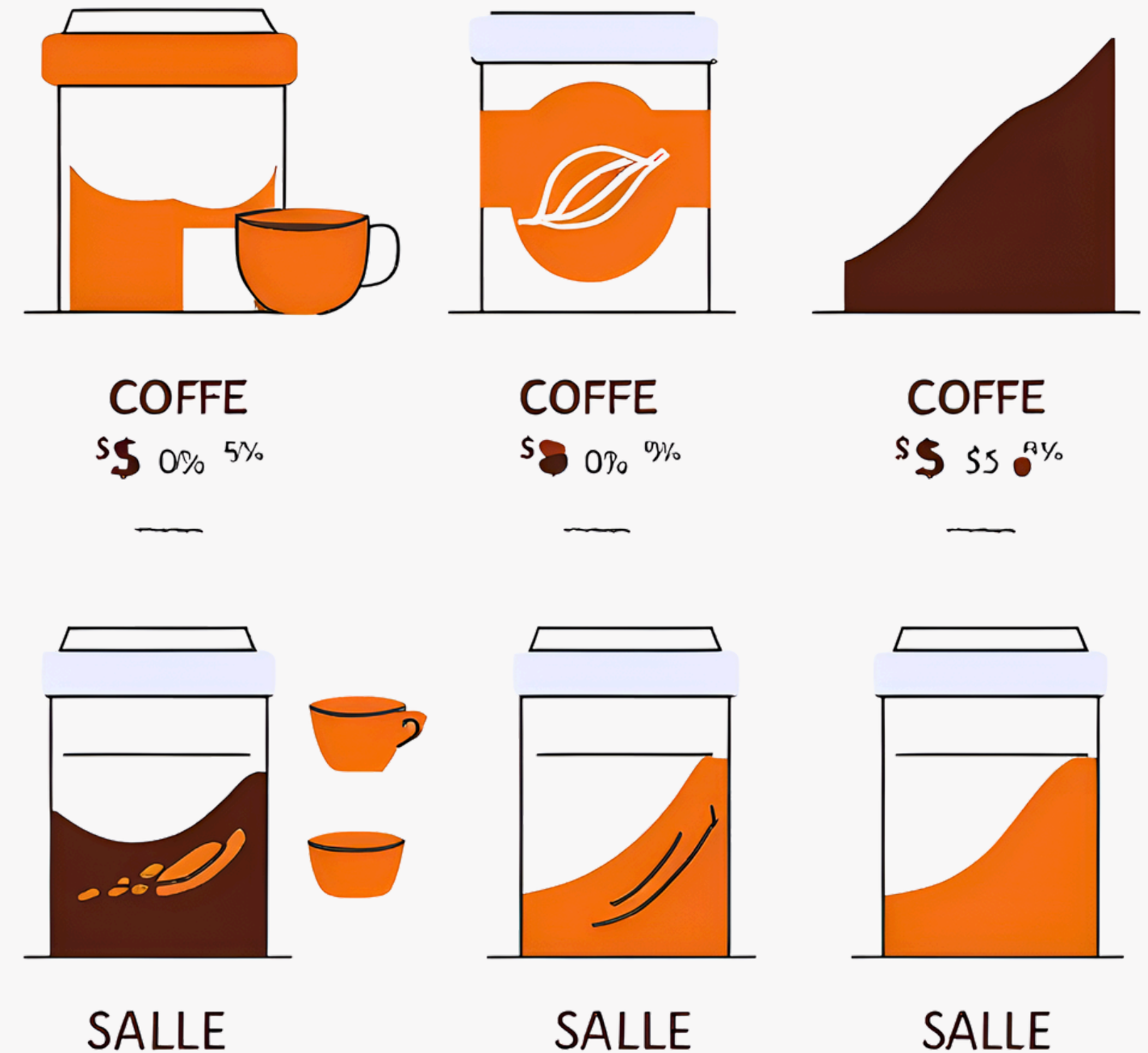
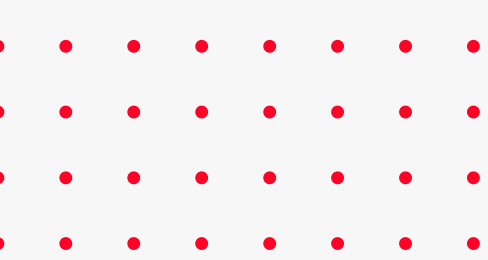


Coffee sales dashboard

Analyzing coffee sales to drive business insights

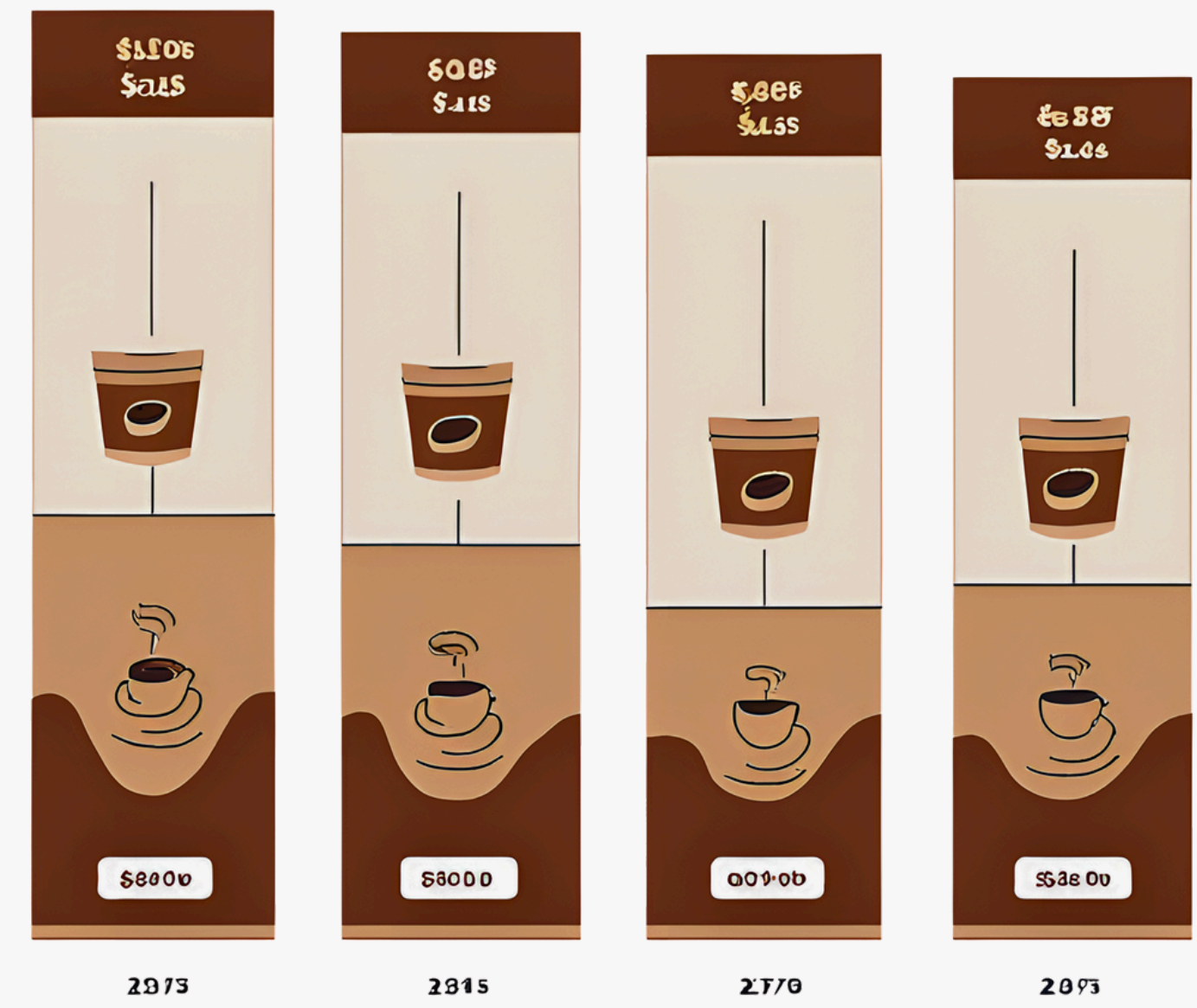
[Github](#)





Project objective

The objective of this project is to analyze coffee sales data from 2019 to 2021. The analysis covers sales performance of four different types of coffee, identifies top-selling countries, and highlights key customers. By leveraging Excel for data analysis, the project aims to uncover trends, provide actionable insights, and support data-driven decision-making to enhance business strategies.

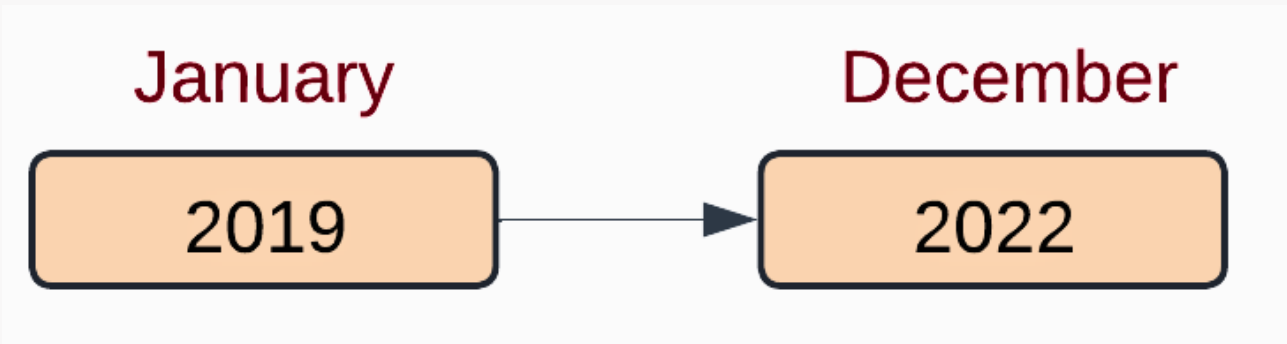


Data overview

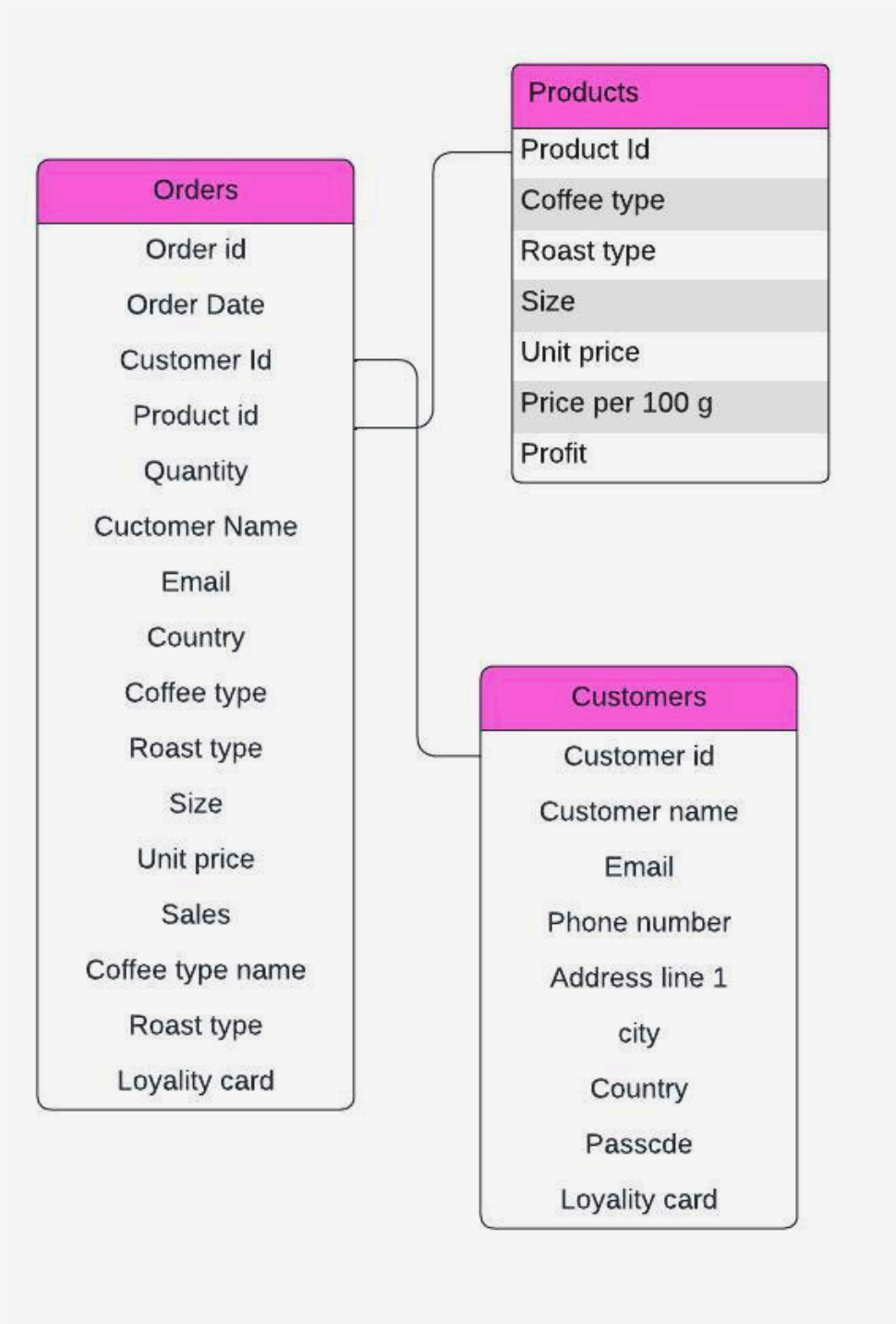
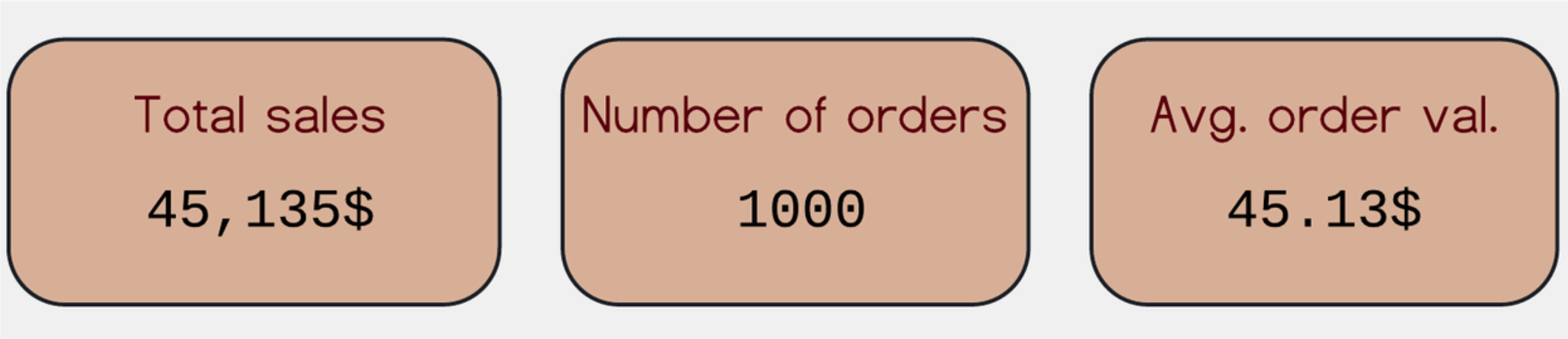
Data source

Sales data from a coffee shop, including **order details**, **product types**, and **sales** amounts

Data period



Key metrics



Data preparation and Feature extraction

Feature extracted

Creating new calculated columns: Calculated columns were created for data filtration and key insights

Features	From Table	Formula
Customer name	Customers	XLOOKUP
E-mail	Customers	XLOOKUP
Country	Customers	XLOOKUP
Coffee type	Products	XLOOKUP
Roast type	Products	XLOOKUP

Features	From Table	Formula
Size	Products	XLOOKUP
Unit price	Products	XLOOKUP
Sales	Products	XLOOKUP
Coffee type name	Coffee type column	XLOOKUP
Loyalty card	Customers	XLOOKUP



Overview

Hours Worked

The sales analysis dashboard provides insights into sales trends over time, top-selling countries, and key customers. The dashboard allows for dynamic filtering based on coffee size, loyalty card status, and roast type.

Key insights

Trends over time –

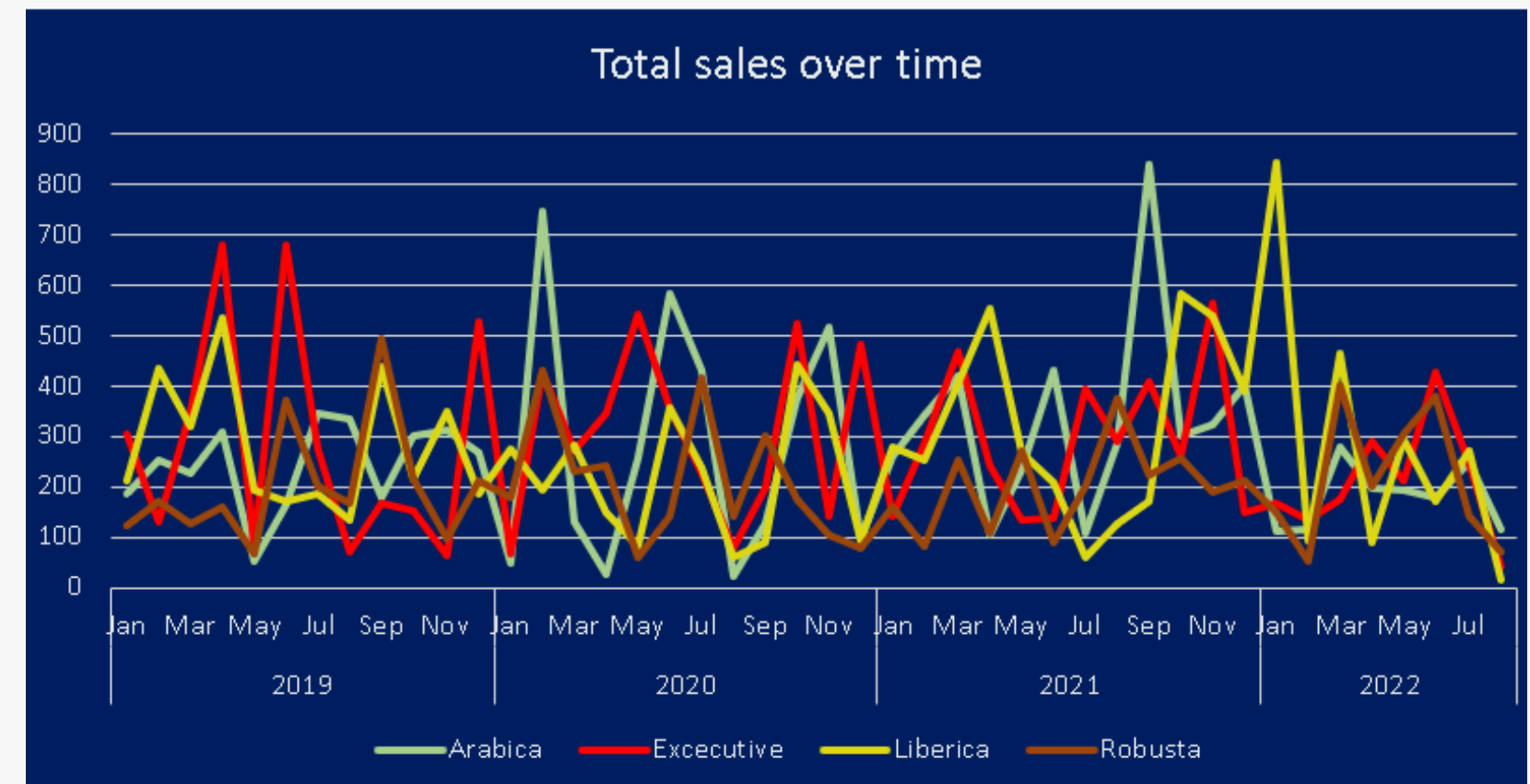
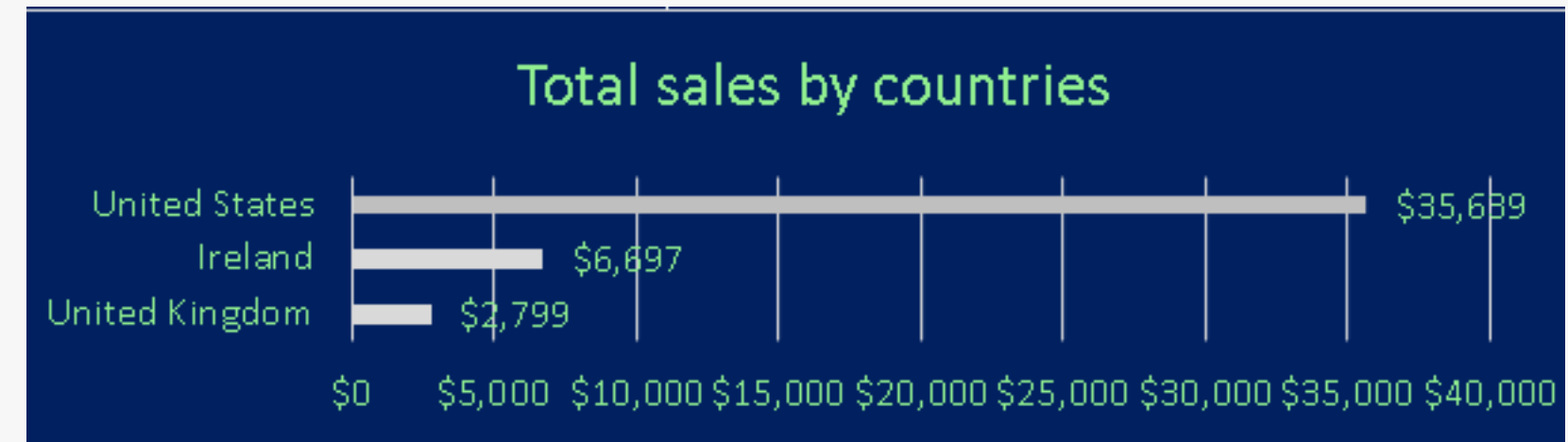
The line graph shows how sales have fluctuated from 2019 to 2022.

Top-selling countries:

The bar graph highlights the countries with the highest coffee sales.

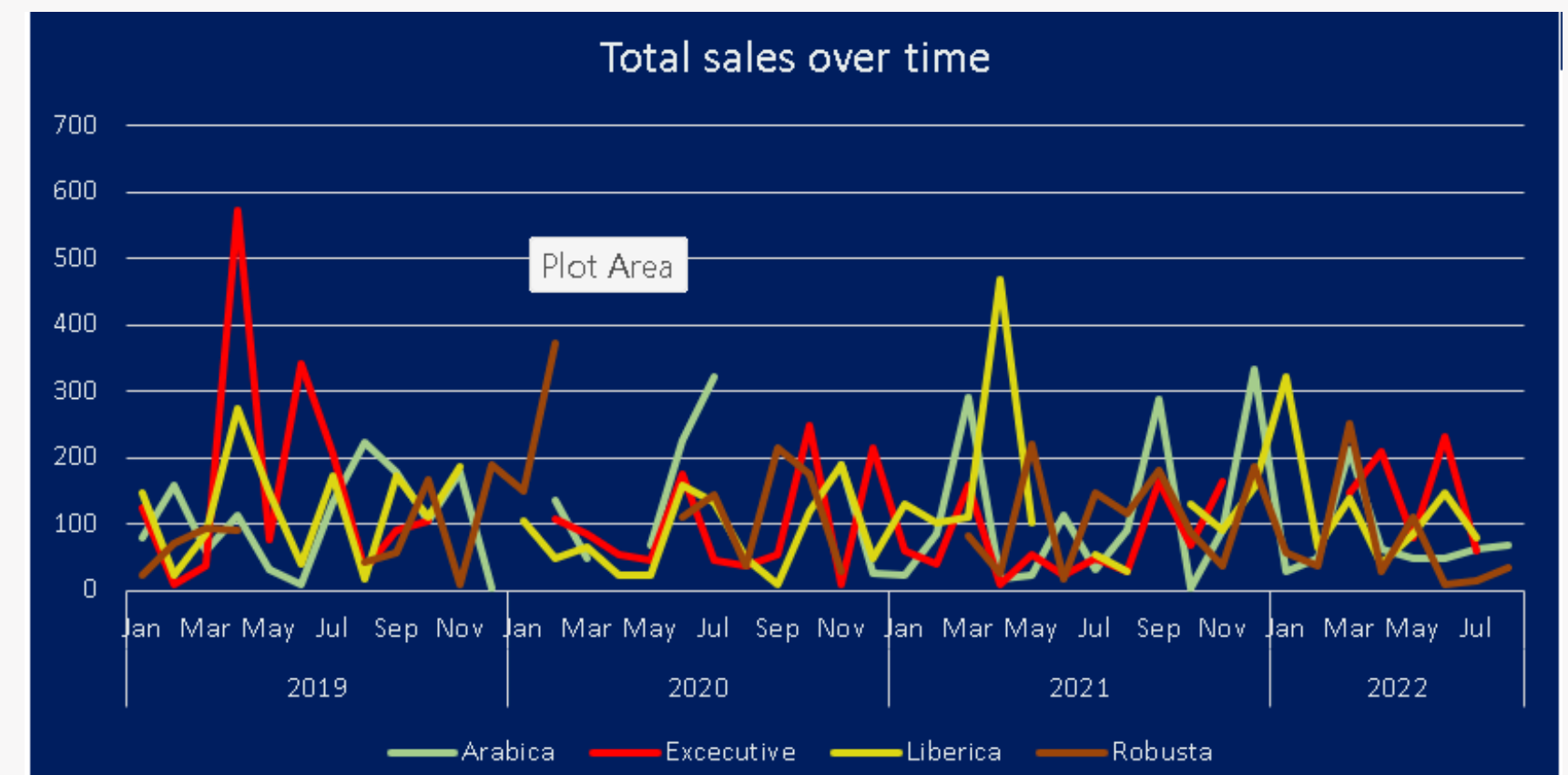
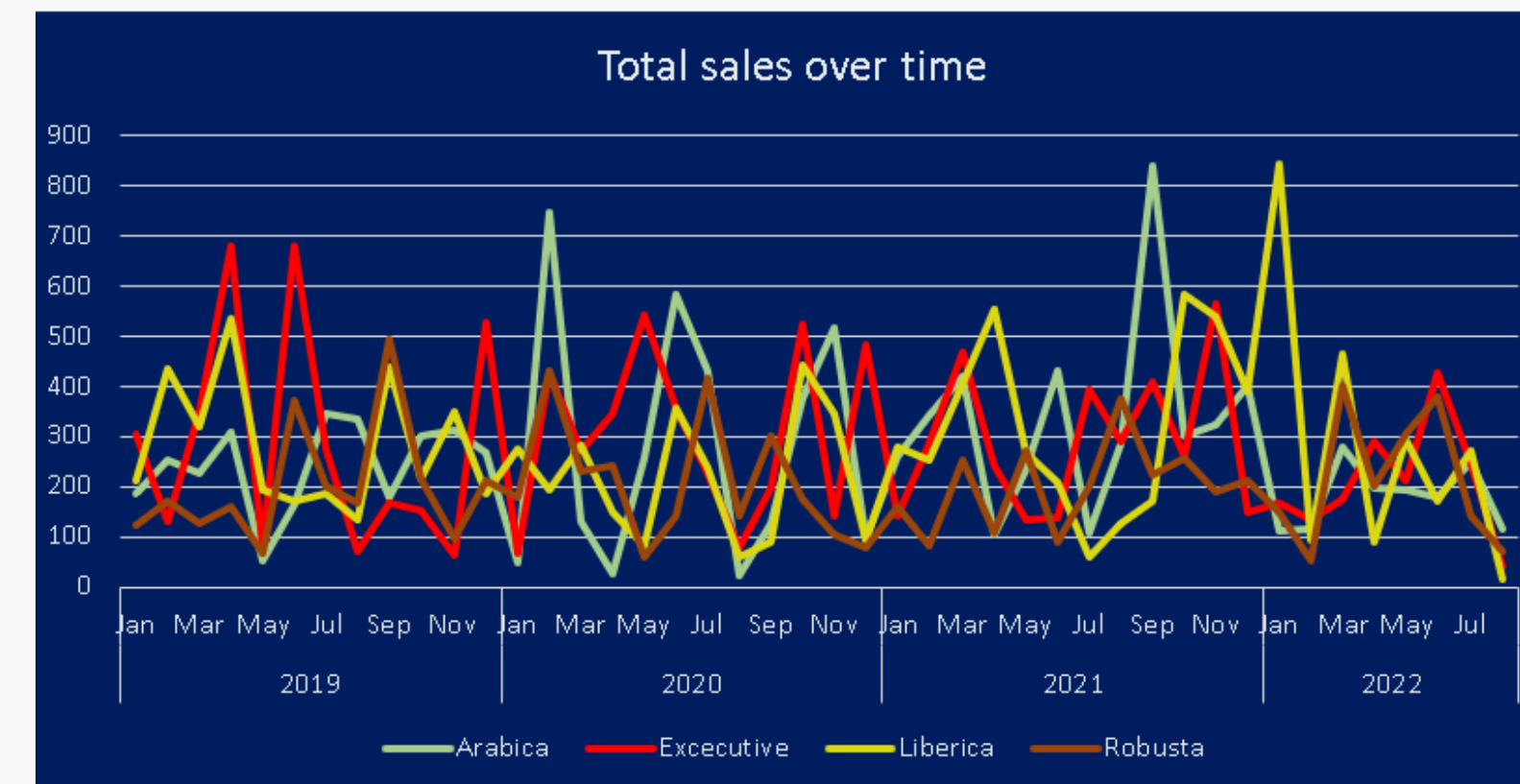
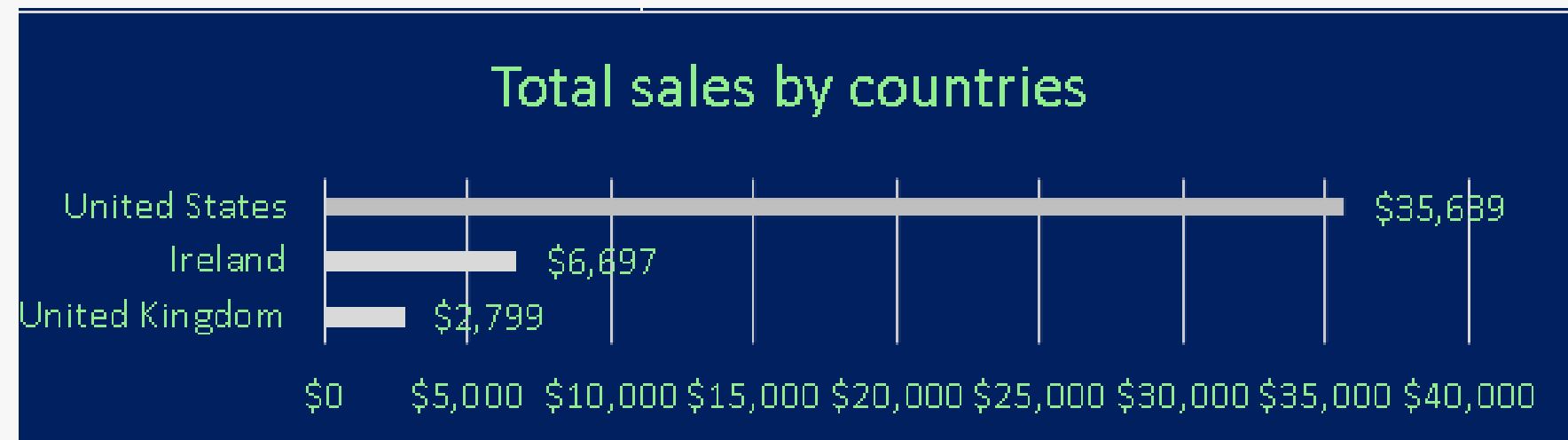
Top 5 customers:

The bar graph identifies the top 5 customers contributing to sales.



Summary insights

- Significant sales spikes occur around December and July each year, suggesting holiday season and mid-year promotions are effective.
- Arabica consistently shows the highest sales peaks, especially in July 2020 and July 2021.
- Based on this comparison, Roast type Large appears to be performing better overall
- Top-selling countries include the USA, Ireland, and the UK.



Roast type Large

Actionable Recommendations

Optimize Marketing Efforts

- Increase promotional activities during peak periods like December and July.
- Target marketing campaigns to boost sales during low periods observed in early 2022.

Focus on Top Performers

- Invest more in promoting Arabica coffee, given its consistent high sales.
- Offer special deals and bundles featuring Arabica to maximize its popularity.

Enhance Customer Engagement

- Strengthen loyalty programs to retain top 5 customers and attract new ones.
- Personalize offers based on customer preferences and purchase history.

Expand Market Reach

- Develop targeted campaigns for high-performing countries like the USA, Ireland, and the UK.
- Explore new markets where similar trends may be replicated.

Product Line Adjustments

- Consider introducing new variants or limited editions of Arabica and other popular types.
- Phase out or rebrand Robusta to improve its market appeal.

Conclusion and Next Steps

Summary of Findings

- Sales show seasonal peaks around December and July.
- Arabica is the top-performing coffee type.
- Significant contributions from loyal customers.
- Recent decline in sales starting early 2022.

Next Steps

- **Immediate Actions:** Implement marketing campaigns during peak periods and address the recent decline.
- **Goals and Timelines:**
 - Enhance loyalty programs within the next 3 months.
 - Launch targeted campaigns for top-performing regions in the next quarter.
 - Introduce new product variants by the end of the year.

