

Project Documentation for Coffee Sales Dashboard

Overview

This document provides a comprehensive overview of the Coffee Sales Dashboard developed in Excel. The dashboard visualizes coffee sales data across different dimensions, allowing stakeholders to analyze trends, customer behavior, and sales performance effectively.

Purpose

The primary objective of this dashboard is to facilitate data-driven decision-making by providing insights into coffee sales over time, by type, and by customer demographics. It serves as a tool for monitoring sales performance and identifying opportunities for growth.

Data Sources

The dashboard is built on a dataset containing historical sales data, which includes:

- Sales Transactions: Detailed records of each sale, including order ID, date, customer information, product details, quantity sold, and total sales.
- Coffee Types: Various types of coffee sold (e.g., Arabica, Robusta, Excelsa, Liberica).
- Customer Information: Data on customers including names and countries.

Dashboard Structure

The dashboard consists of multiple sheets that provide different views of the data:

1. Dashboard Sheet:
 - A visual summary of key metrics and trends in coffee sales.
 - Interactive charts and graphs to highlight performance over time.
- 2.
3. Sales Total Sheet:
 - A detailed breakdown of total sales by month and year.
 - Summarizes sales figures for each coffee type across different months.
- 4.
5. Country Bar Chart Sheet:
 - A bar chart displaying total sales by country.

- Highlights which countries contribute most to overall sales.
- 6.
 7. Top 5 Customers Sheet:
 - Lists the top five customers based on total sales.
 - Provides insights into customer purchasing behavior.
 - 8.
 9. Orders Sheet:
 - Contains raw transaction data with all relevant details for each sale.
 - Useful for in-depth analysis and reporting.
 - 10.

Key Features

- **Interactive Visualizations:** Users can easily navigate through charts and graphs to view specific data points.
- **Filter Options:** The dashboard allows filtering by year, month, coffee type, and customer to customize the view according to user needs.
- **Summary Statistics:** Key performance indicators (KPIs) such as total sales, average order value, and top-selling products are prominently displayed.

Technical Details

- **Software Used:** Microsoft Excel
- **Version Compatibility:** The dashboard is compatible with Excel 2016 and later versions.
- **Data Refresh:** The data can be updated periodically by importing new transaction records into the "Orders" sheet.

Conclusion

The Coffee Sales Dashboard is a powerful analytical tool designed to provide valuable insights into coffee sales performance. It empowers users to make informed decisions based on comprehensive data analysis. For further enhancements or customizations, feedback from users is encouraged.