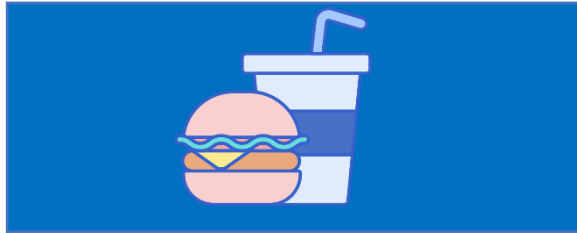# Food & Beverage Sale Analysis

I. Business Context

The food and beverage industry would like to gain insight into their sales performance and make data-driven decisions, also expecting to build an analytical dashboard to monitor KPIs and business metrics.

II. Available Data

Product.xlsx

ID: Product unique ID
ProductName: Name of product
ProductGroup: Group of product
ProductCategory: Product category

SalesData.xlsx

OrderDate: Date of product order
OrderNumber: The order number is a unique identifier for each sales order
ProductKey: Product Unique ID
SalespersonKey: Salesperson ID
Salesperson: Name of salesperson
Supervisor: Name of supervisor
Manager: Name of manager
Channel: Sales Channel
Quantity: Number of items ordered
UnitPrice: Price per unit/quantity

III. Business Objective

1. Calculate the Sales Amount for each transaction
   *(Sales Amount = Quantity * UnitPrice)*
2. Calculate total revenue, total orders, and average order value
   (Average order value = total revenue/total order)
3. Understand the revenue by channel, product category, product group, salesperson
4. Understand the order by product category, salesperson
5. How the number of orders varies from revenue in each quarter and month
6. How did each salesperson get the order, average order value, and revenue? Who finds the most revenue?