**COFFEE SHOP SALES ANALYTICS**

Objective of the project is to analyze the coffee shop sales data to gain actionable insights that can enhance the performance of the coffee shop.

**KPI REQUIREMENTS:**

1.Calculate Total Sales, Total no of Orders, Total Quantity Sold for respective month.

2.Determine Month on Month Increase or Decrease in Sales, No of Orders, Quantity sold for each respective month sold.

3.Calculate Difference in sales, No of Orders and Total Quantity sold for present and its previous month.

**CHART REQUIREMENT:**

1.Calendar Heat Map: Implement a calendar heat to represent each day of selected month, it should be color coded with respect to sales and also use tooltip to show all the KPI’s when hovering on any day.

2.Insights of Weekdays/Weekends: Visualize sales on weekends and weekdays to check the weather in the sales pattern differ significantly.

3.Sales analysis based on Store Location: Check for MoM difference in metrics and highlight difference bet sales of present month with previous month for each location.

4.Compare daily sales with Average Sales: Implement a Columns chart for daily sales in a month, compare them with Average of respective month and highlight above average sales in dark color and vice versa.

5.Analysis on Product category: Analyze Sales performance across different category and show which category has most contribution in sales.

6.Top 10 products: Display the Top 10 products that are best performing in terms of sales.

7.Day and Hour wise analysis: Use Heat map to visualize sales performance in days wise and hour wise in a day and also add a tooltip to show the KPI’s when hovering on any hour.

**\*\* "Transforming coffee sales data into clear, actionable insights for better business decisions." \*\***