



CCD HALF-YEARLY SALES REPORT 2024

USING MICROSOFT EXCEL



OBJECTIVE

- CCD or Café Coffee Day is a famous coffee-house company. They want to create a half-yearly sales report in 2024, so that they can understand their customers and grow more sales at the end of 2024.



TOOLS USED

- Data Importing: Imported excel file with all the raw data
- Data Cleaning and transformation: Performed certain data cleaning techniques such as deleting null values, replacing inappropriate data and data transformation techniques such as split, extract, trim, sort, group data etc. using Excel Power Query Editor
- Data loading in the Excel sheet
- Advance excel tools: Enabled advanced excel tools like Developer and Power Pivot
- Data Analysis: Created pivot tables and pivot charts, as well as slicers and KPIs using both excel formulas and measures to analyze and visualize the data, and made final report with the conclusion

RECOMMENDED ANALYSIS

- How do sales vary by day of the week and hour of the day?
- Are there any peak times for sales activity?
- What are the total sales revenue for each month?
- How do sales vary across different store locations?
- What is the average price/order per person?
- Which products are the best-selling in terms of quantity and revenue?
- How do sales vary by product category and type?

CCD HALF-YEARLY SALES 2024 ☕

Total Sales
\$6,98,812.33

Total Transactions
149116

Average Bill/Person
\$4.69

Average Order/Person
1.438276241

Day Name

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Month Name

January

February

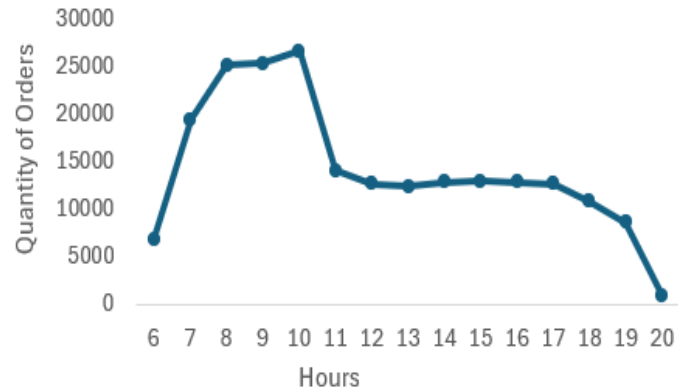
March

April

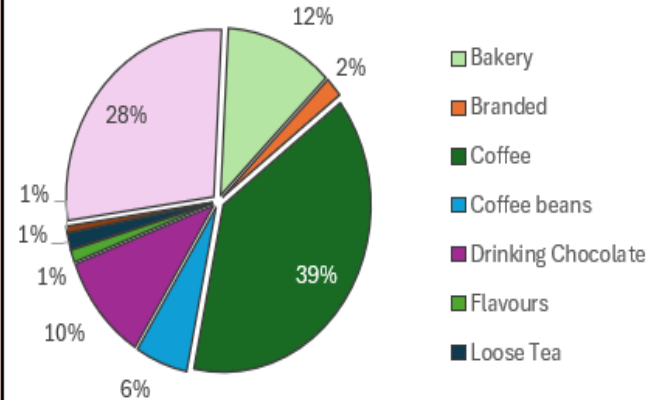
May

June

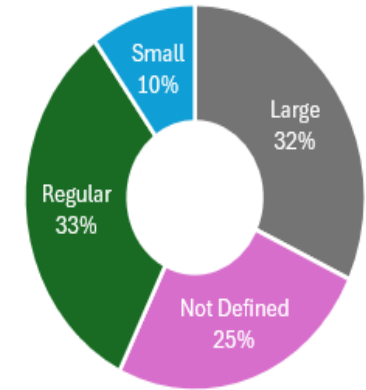
Quantity of Sales Vs. Hour of the day



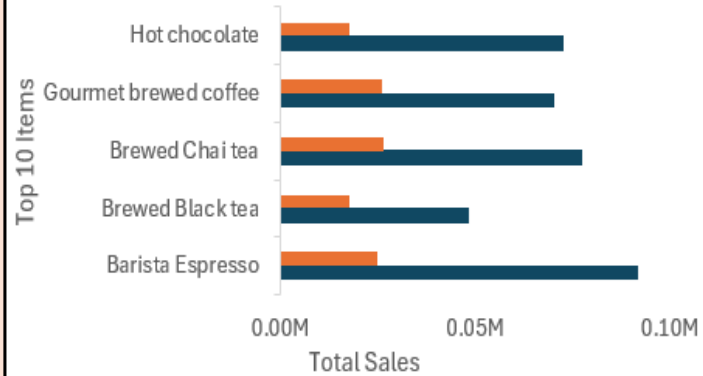
Total Sales % Vs. Product Category



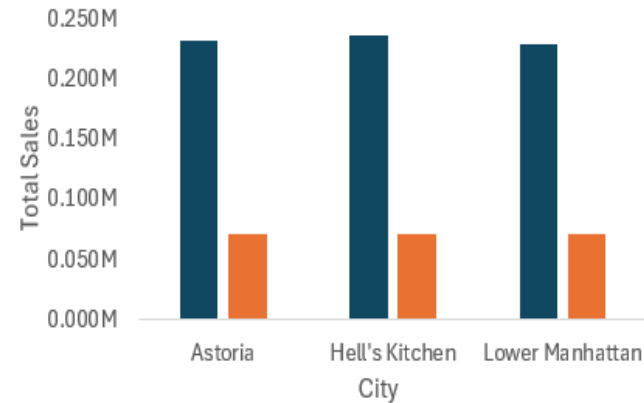
Total Sales Vs. Product Size



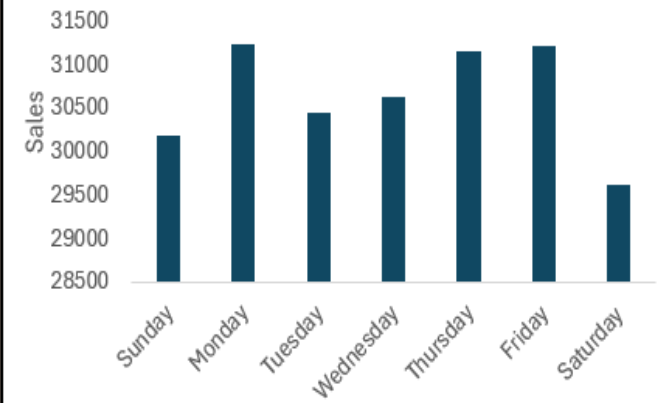
Total Sales Vs. Top 10 Items



Total Sales Vs. City



Total Sales Vs. Day of the Week



INSIGHTS

- 8-10 a.m. is the peak time of the sales (84%), as most people prefer to start their day with a cup of coffee in their breakfast
- Coffee is the best-selling category (39% revenue)
- Barista Espresso is returning the highest revenue where Brewed Chai Tea was sold in the highest quantity
- People are preferring to visit CCD on the weekdays like Monday, Friday, and Thursday before starting the work
- Most people prefer to buy the regular cup size (33% revenue)

CONCLUSION

- CCD should target to sell more coffee (especially Barista Espresso) and tea (especially Brewed Chai tea) in regular size. They should focus on these products availability around 8-10 a.m. on the Mondays, Thursdays, and Fridays.



THANK YOU