**Coffee Shop Sales Analysis - Dashboard Summary**

**Data Collection & Cleaning**

* Raw data was sourced from **mavenanalytics.io/data-playground**.
* The dataset included transaction details such as **date, time, product information, store location, and sales amounts**.
* Data cleaning involved:
  + Extracting **month number, month name, day number, day name, and hour** from the **date-time** column.
  + Separating **Size (Large, Regular, Small)** from the product details column.
  + Ensuring structured and usable data for further analysis.

**Data Transformation**

* Created new calculated columns to enable deeper insights, such as:
  + **Sales trends by time (hour, day, month).**
  + **Transaction frequency across different product categories.**
  + **Performance of different store locations.**

**Pivot Table & Measure Creation**

* Developed **pivot tables** for:
  + **Sales distribution across days of the week.**
  + **Total revenue and transaction count by product category.**
  + **Best-selling product types and top-selling store locations.**
* Defined **measures** to calculate:
  + **Total revenue**
  + **Transaction count**
  + **Average sales per transaction**

**Dashboard Creation**

* The final **interactive dashboard** presents:
  + Sales performance across different days and time periods.
  + Top-selling products and their contribution to revenue.
  + Customer purchasing trends based on transaction volume.