

Cake Shop Sales Data Project Report

This report presents the complete process of creating a professional and informative Excel project using Cake Shop Sales Data. The project demonstrates how raw data is cleaned, analyzed, and transformed into meaningful insights using Pivot Tables, Charts, and an interactive Dashboard with slicers.

1. Raw Data

The project begins with collecting the raw data . This dataset contains **2,331 rows and 9 columns**, including important fields such as *OrderID*, *Date*, *Product*, *Category*, *Quantity*, *UnitPrice*, *Revenue*, and *channel*. This unprocessed information provides detailed records of cake shop sales and serves as the foundation for all further data cleaning, analysis, and visualization steps.

	A	B	C	D	E	F	G	H
	OrderID	Date	Product	Category	Quantity	UnitPrice	Revenue	Channel
1	1000	2025-01-01 00:00:00	Chocolate Cake		3	500	1500	In-Store
2	1001	2025-01-01 00:00:00	Cupcake	Pastry	2	100	200	Delivery App
3	1002	2025-01-01 00:00:00	Red Velvet Cake		5	600	3000	In-Store
4	1003	2025-01-01 00:00:00	Muffin	Snack	1	90	90	In-Store
5	1004	2025-01-01 00:00:00	Red Velvet Cake		2	600	1200	In-Store
6	1005	2025-01-01 00:00:00	Chocolate Cake		5	500	2500	In-Store
7	1006	2025-01-01 00:00:00	Muffin	Snack	2	90	180	Online
8	1007	2025-01-01 00:00:00	Brownie	Pastry	1	120	120	In-Store
9	1008	2025-01-02 00:00:00	Cookies	Snack	3	80	240	In-Store
10	1009	2025-01-02 00:00:00	Cupcake	Pastry	3	100	300	In-Store
11	1010	2025-01-02 00:00:00	Red Velvet Cake		4	600	2400	In-Store
12	1011	2025-01-02 00:00:00	Cookies	Snack	3	80	240	Delivery App
13	1012	2025-01-02 00:00:00	Brownie	Pastry	1	120	120	Delivery App
14	1013	2025-01-02 00:00:00	Custom Cake	Custom	5	1000	5000	In-Store
15	1014	2025-01-02 00:00:00	Muffin	Snack	1	90	90	Delivery App
16	1015	2025-01-02 00:00:00	Brownie	Pastry	5	120	600	Online
17	1016	2025-01-02 00:00:00	Cupcake	Pastry	1	100	100	In-Store
18	1017	2025-01-02 00:00:00	Cupcake	Pastry	3	100	300	In-Store
19	1018	2025-01-02 00:00:00	Cupcake	Pastry	1	100	100	Online
20	1019	2025-01-02 00:00:00	Brownie	Pastry	4	120	480	Delivery App
21	1020	2025-01-02 00:00:00	Cookies	Snack	2	80	160	Online
22	1021	2025-01-02 00:00:00	Cookies	Snack	2	80	160	Delivery App
23	1022	2025-01-02 00:00:00	Brownie	Pastry	1	120	120	Delivery App
24	1023	2025-01-02 00:00:00	Cheesecake		5	650	3250	Delivery App
25	1024	2025-01-02 00:00:00	Cupcake	Pastry	2	100	200	Online
26	1025	2025-01-02 00:00:00	Muffin	Snack	3	90	270	Delivery App

307	3305	2025-06-28 00:00:00	Brownie	Pastry	5	120	600	Delivery App
308	3306	2025-06-28 00:00:00	Cheesecake		5	650	3250	Delivery App
309	3307	2025-06-28 00:00:00	Custom Cake	Custom	3	1000	3000	Delivery App
310	3308	2025-06-28 00:00:00	Red Velvet Cake		4	600	2400	In-Store
311	3309	2025-06-28 00:00:00	Cheesecake		5	650	3250	In-Store
312	3310	2025-06-29 00:00:00	Chocolate Cake		4	500	2000	Delivery App
313	3311	2025-06-29 00:00:00	Cupcake	Pastry	4	100	400	Online
314	3312	2025-06-29 00:00:00	Red Velvet Cake		3	600	1800	In-Store
315	3313	2025-06-29 00:00:00	Cupcake	Pastry	5	100	500	Delivery App
316	3314	2025-06-29 00:00:00	Cupcake	Pastry	3	100	300	In-Store
317	3315	2025-06-29 00:00:00	Chocolate Cake		1	500	500	Delivery App
318	3316	2025-06-29 00:00:00	Custom Cake	Custom	1	1000	1000	Delivery App
319	3317	2025-06-29 00:00:00	Muffin	Snack	2	90	180	Online
320	3318	2025-06-29 00:00:00	Cookies	Snack	5	80	400	Delivery App
321	3319	2025-06-29 00:00:00	Chocolate Cake		3	500	1500	Online
322	3320	2025-06-29 00:00:00	Cheesecake		4	650	2600	Online
323	3321	2025-06-29 00:00:00	Muffin	Snack	3	90	270	In-Store
324	3322	2025-06-29 00:00:00	Brownie	Pastry	3	120	360	Online
325	3323	2025-06-29 00:00:00	Brownie	Pastry	4	120	480	Delivery App
326	3324	2025-06-30 00:00:00	Cupcake	Pastry	4	100	400	Delivery App
327	3325	2025-06-30 00:00:00	Muffin	Snack	4	90	360	Online
328	3326	2025-06-30 00:00:00	Cheesecake		4	650	2600	Delivery App
329	3327	2025-06-30 00:00:00	Muffin	Snack	2	90	180	Delivery App
330	3328	2025-06-30 00:00:00	Red Velvet Cake		2	600	1200	In-Store
331	3329	2025-06-30 00:00:00	Brownie	Pastry	4	120	480	Delivery App
332	3330	2025-06-30 00:00:00	Cookies	Snack	1	80	80	Delivery App

2. Data Cleaning

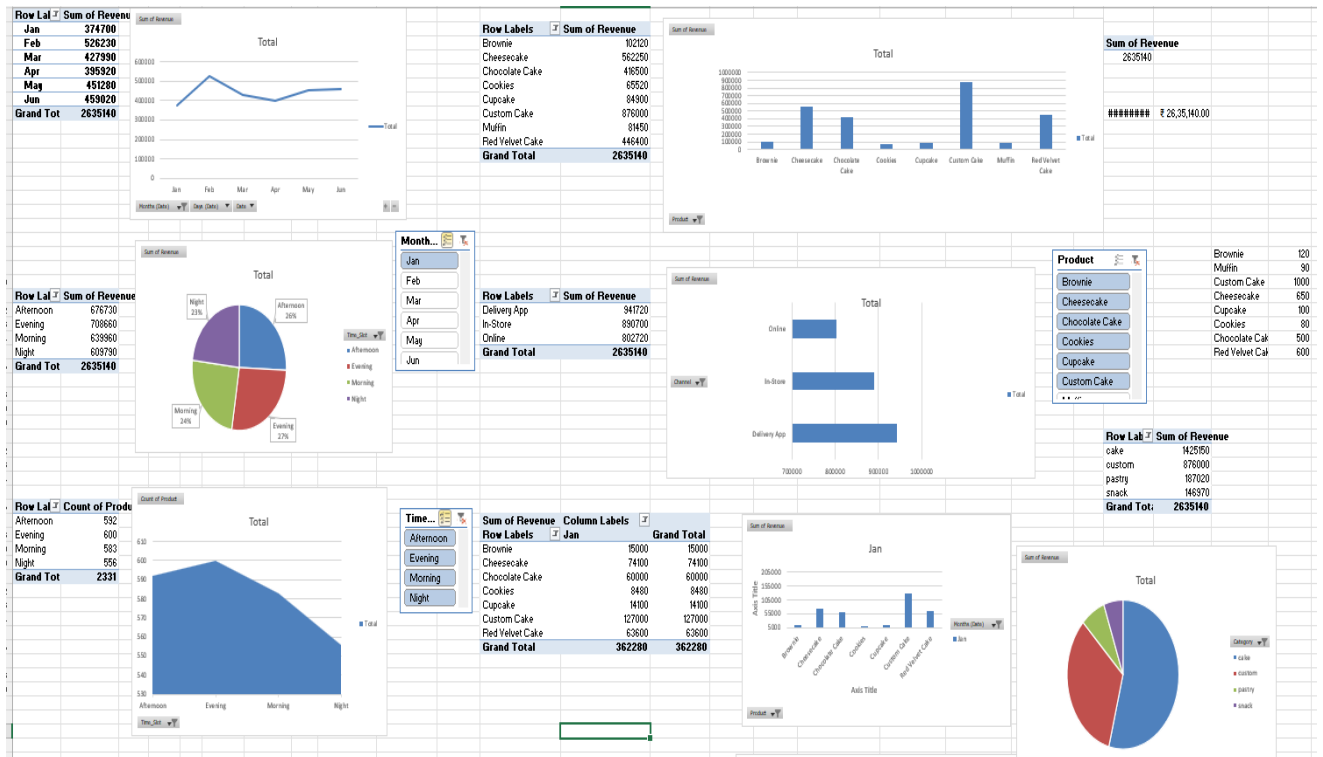
In the 'clean data' sheet, unnecessary, duplicate, and inconsistent entries from the raw data were removed. The dataset was standardized by ensuring uniform formatting, correcting spelling errors, handling missing values, and converting text or numeric formats wherever necessary. This step ensures the data is accurate and reliable for analysis.

CAKE SHOP SALES ANALYTICS										
OrderID	Date	Timing	Time_Slot	Product	Category	Quantity	UnitPrice	Revenue	Channel	
1000	January	22:30:15	Night	Chocolate Cake	cake	3	500	1500	In-Store	
1001	January	13:15:35	Afternoon	Cupcake	pastry	2	100	200	Delivery App	
1002	January	22:30:15	Night	Red Velvet Cake	cake	3	600	1800	In-Store	
1003	January	17:30:40	Evening	Muffin	snack	1	90	90	In-Store	
1004	January	13:15:35	Afternoon	Red Velvet Cake	cake	2	600	1200	In-Store	
1005	January	13:15:35	Afternoon	Chocolate Cake	cake	3	500	1500	In-Store	
1006	January	17:30:40	Evening	Muffin	snack	2	90	180	Online	
1007	January	22:30:15	Night	Brownie	pastry	1	120	120	In-Store	
1008	January	17:30:40	Evening	Cookies	snack	3	80	240	In-Store	
1009	January	17:30:40	Evening	Cupcake	pastry	3	100	300	In-Store	
1010	January	10:30:25	Morning	Red Velvet Cake	cake	2	600	1200	In-Store	
1011	January	13:15:35	Afternoon	Cookies	snack	3	80	240	Delivery App	
1012	January	22:30:15	Night	Brownie	pastry	1	120	120	Delivery App	
1013	January	10:30:25	Morning	Custom Cake	custom	1	1000	3000	In-Store	
1014	January	17:30:40	Evening	Muffin	snack	1	90	90	Delivery App	
1015	January	10:30:25	Morning	Brownie	pastry	3	120	360	Online	
1016	January	17:30:40	Evening	Cupcake	pastry	1	100	100	In-Store	
1017	January	22:30:15	Night	Cupcake	pastry	3	100	300	In-Store	
1018	January	17:30:40	Evening	Cupcake	pastry	1	100	100	Online	
1019	January	22:30:15	Night	Brownie	pastry	2	120	240	Delivery App	
1020	January	17:30:40	Evening	Cookies	snack	2	80	160	Online	
1021	January	17:30:40	Evening	Cookies	snack	2	80	160	Delivery App	
1022	January	17:30:40	Evening	Brownie	pastry	1	120	120	Delivery App	
1023	January	17:30:40	Evening	Cheesecake	cake	3	650	1950	Delivery App	
1024	January	13:15:35	Afternoon	Cupcake	pastry	2	100	200	Online	
1025	January	22:30:15	Night	Muffin	snack	3	90	270	Delivery App	
1026	January	13:15:35	Afternoon	Cookies	snack	1	80	80	In-Store	
1027	January	22:30:15	Night	Chocolate Cake	cake	3	500	1500	Online	
1028	January	13:15:35	Afternoon	Brownie	pastry	1	120	120	In-Store	
1029	January	22:30:15	Night	Cookies	snack	2	80	160	Delivery App	
1030	January	22:30:15	Night	Custom Cake	custom	1	1000	2000	Delivery App	
1031	January	10:30:25	Morning	Custom Cake	Custom	1	1000	2000	Online	
1032	January	22:30:15	Night	Cheesecake	Cake	2	650	1300	Delivery App	
1033	January	17:30:40	Evening	Brownie	Pastry	2	120	240	Online	
1034	January	22:30:15	Night	Muffin	Snack	3	90	270	In-Store	
1035	January	10:30:25	Morning	Cheesecake	Cake	2	650	1300	Online	
1036	January	17:30:40	Evening	Red Velvet Cake	Cake	1	600	600	In-Store	

3293	3290	June	13:15:35	Afternoon	Cookies	Snack	3	80	240	In-Store
3294	3291	June	10:30:25	Morning	Cookies	Snack	3	80	240	Online
3295	3292	June	22:30:15	Night	Cheesecake	Cake	5	650	3250	In-Store
3296	3293	June	17:30:40	Evening	Brownie	Pastry	2	120	240	In-Store
3297	3294	June	10:30:25	Morning	Cheesecake	Cake	2	650	1300	In-Store
3298	3295	June	17:30:40	Evening	Red Velvet Cake	Cake	1	600	600	Online
3299	3296	June	17:30:40	Evening	Cheesecake	Cake	4	650	2600	Online
3300	3297	June	22:30:15	Night	Cookies	Snack	2	80	160	In-Store
3301	3298	June	10:30:25	Morning	Chocolate Cake	Cake	3	500	1500	Online
3302	3299	June	13:15:35	Afternoon	Cheesecake	Cake	3	650	1950	Online
3303	3300	June	13:15:35	Afternoon	Brownie	Pastry	1	120	120	In-Store
3304	3301	June	10:30:25	Morning	Muffin	Snack	4	90	360	In-Store
3305	3302	June	13:15:35	Afternoon	Custom Cake	Custom	1	1000	3000	In-Store
3306	3303	June	13:15:35	Afternoon	Chocolate Cake	Cake	5	500	2500	Delivery App
3307	3304	June	22:30:15	Night	Cookies	Snack	3	80	240	Online
3308	3305	June	22:30:15	Night	Brownie	Pastry	5	120	600	Delivery App
3309	3306	June	17:30:40	Evening	Cheesecake	Cake	5	650	3250	Delivery App
3310	3307	June	17:30:40	Evening	Custom Cake	Custom	1	1000	3000	Delivery App
3311	3308	June	17:30:40	Evening	Red Velvet Cake	Cake	4	600	2400	In-Store
3312	3309	June	22:30:15	Night	Cheesecake	Cake	5	650	3250	In-Store
3313	3310	June	22:30:15	Night	Chocolate Cake	Cake	4	500	2000	Delivery App
3314	3311	June	13:15:35	Afternoon	Cupcake	Pastry	4	100	400	Online
3315	3312	June	10:30:25	Morning	Red Velvet Cake	Cake	3	600	1800	In-Store
3316	3313	June	22:30:15	Night	Cupcake	Pastry	5	100	500	Delivery App
3317	3314	June	13:15:35	Afternoon	Cupcake	Pastry	3	100	300	In-Store
3318	3315	June	17:30:40	Evening	Chocolate Cake	Cake	1	500	500	Delivery App
3319	3316	June	22:30:15	Night	Custom Cake	Custom	1	1000	1000	Delivery App
3320	3317	June	10:30:25	Morning	Muffin	Snack	2	90	180	Online
3321	3318	June	17:30:40	Evening	Cookies	Snack	5	80	400	Delivery App
3322	3319	June	13:15:35	Afternoon	Chocolate Cake	Cake	3	500	1500	Online
3323	3320	June	10:30:25	Morning	Cheesecake	Cake	4	650	2600	Online
3324	3321	June	10:30:25	Morning	Muffin	Snack	3	90	270	In-Store
3325	3322	June	10:30:25	Morning	Brownie	Pastry	3	120	360	Online
3326	3323	June	10:30:25	Morning	Brownie	Pastry	4	120	480	Delivery App
3327	3324	June	10:30:25	Morning	Cupcake	Pastry	4	100	400	Delivery App
3328	3325	June	17:30:40	Evening	Muffin	Snack	4	90	360	Online
3329	3326	June	22:30:15	Night	Cheesecake	Cake	4	650	2600	Delivery App
3330	3327	June	10:30:25	Morning	Muffin	Snack	2	90	180	Delivery App
3331	3328	June	22:30:15	Night	Red Velvet Cake	Cake	2	600	1200	In-Store
3332	3329	June	10:30:25	Morning	Brownie	Pastry	4	120	480	Delivery App
3333	3330	June	17:30:40	Evening	Cookies	Snack	1	80	80	Delivery App

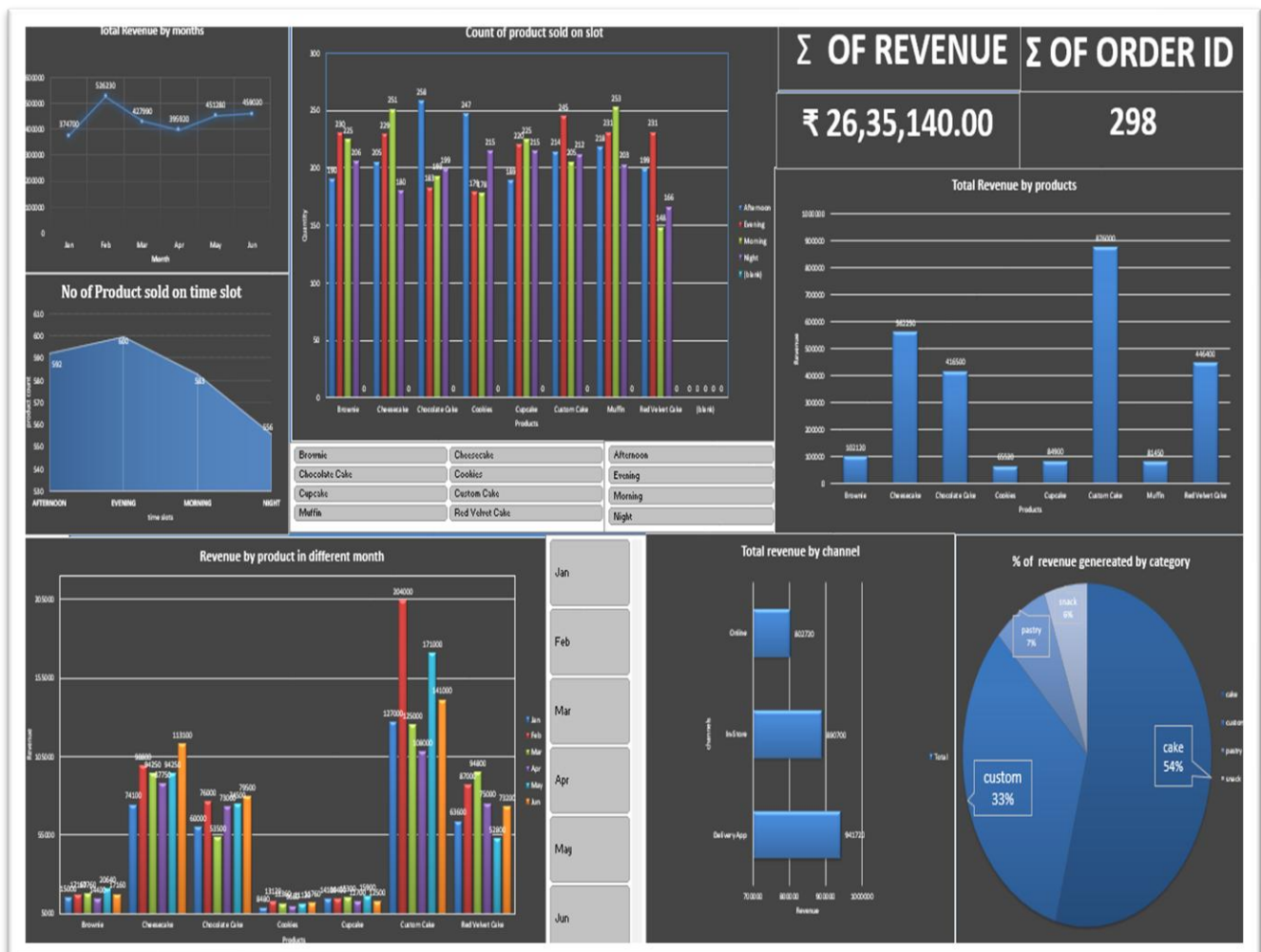
3. Data Analysis using Pivot Tables

Once the data was cleaned, the next step was to create Pivot Tables in the 'pivot charts' sheet. Pivot Tables were used to summarize sales data efficiently and extract useful insights such as total sales by product, month, or region. Different calculations were performed to understand sales trends, top-performing products, and overall performance metrics.



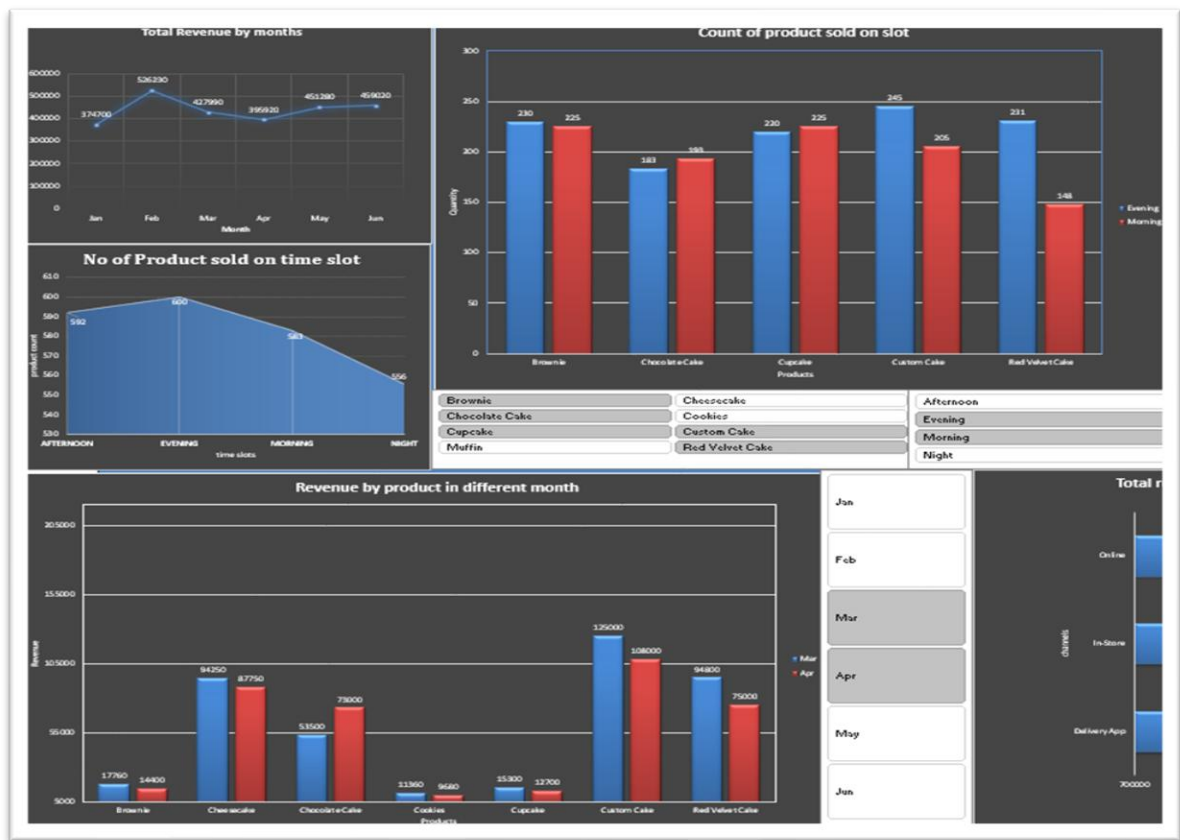
4. Dashboard Creation

The final and most interactive part of the project is the Dashboard, created in the 'dashboard' sheet. The Dashboard combines multiple charts and visuals derived from Pivot Tables to represent sales data in a graphical format. It includes various chart types like column charts, pie charts, and line charts to provide a clear visual understanding of the business performance.



Use of Slicers

To enhance interactivity, slicers were added to the Dashboard. Slicers allow users to filter data dynamically and view specific segments of the information. For example, users can filter by product category, date range, or region to analyze performance for particular parameters.



Conclusion

The analysis of the Cake Shop Sales Data revealed several important insights. The **most popular product** was *Brownie*, while the **top-performing category** was *Cake*. The shop generated a **total revenue of ₹26,35,140**, with an **average order quantity of 2.89 items per transaction**. Among all sales channels, the **Delivery App** contributed the highest sales, showing strong online demand. The **Evening time slot** recorded the peak sales activity, indicating that most customers prefer purchasing cakes and pastries later in the day.