# Coffee sales Dashboard of various region. (Interactive dashboard creation using MS Excel)

## Project Objective

The dashboard aims to provide a comprehensive overview of sales performance, highlighting key metrics such as total sales, top-performing customers, and geographic trends. By integrating data from orders, customers, and products, the dashboard offers actionable insights to drive decision-making, enhance customer engagement, and optimize business strategies for sustained growth.

## Dataset used

<a href= <https://www.kaggle.com/datasets/saadharoon27/coffee-bean-sales-raw-dataset> > **Coffee Bean Sales Raw Dataset**  </a>

## Questions

 **Sales Insights**:

* What are the total sales figures over a specified period?
* Which products generate the highest revenue?

 **Customer Analytics**:

* Who are the top-performing customers?
* What is the distribution of customer purchases by region or country?

 **Geographic Trends**:

* Which regions or countries contribute most to sales?
* Are there any underperforming regions that need focus?

 **Product Performance**:

* Which products are the most and least popular?
* What is the average order value by product category?

## conclusion

The interactive dashboard provides a powerful platform for analyzing sales trends, customer behaviors, and product performance. By integrating data from various sources and ensuring consistency through tools like XLOOKUP, it ensures accuracy and reliability in insights. This dashboard enables users to track key metrics, identify growth opportunities, and make data-driven decisions with ease. Its dynamic visualizations and user-friendly interface allow for quick comprehension of complex datasets, fostering better understanding and collaboration across teams. By delivering actionable insights and highlighting critical business areas, the dashboard acts as a strategic tool to enhance decision-making, optimize operations, and drive sustained business success.