

# Coffee Shop Sales Analysis - Excel Dashboard Project Summary

## Objective:

The goal of this project was to analyze and visualize the sales performance of a coffee shop using Excel 2010, answering key business questions related to time-based sales trends, product performance, and customer behavior.

## Data Preparation:

- Extracted number of orders for each item.
- Calculated total revenue by multiplying transaction quantity with unit price.
- Removed date from timestamps to isolate hour of sale (formatted correctly as time).
- Added columns for month name, day of the week, and hour of the day for temporal analysis.

## Dashboards & Visualizations:

Six interactive pivot charts and tables were created:

1. Number of Orders per Hour (Line Chart with markers)
2. Revenue per Product Category (Pie Chart)
3. % Distribution by Order Type (Pie Chart)
4. Visitor Count and Revenue per Store (Column Chart)
5. Top Five Best-Selling Products by Revenue (Column Chart)
6. Number of Orders on Each Weekday (Column Chart)

Slicers for 'Day Name' and 'Month Name' were added for dynamic filtering.

## Key Insights:

- Peak order volume is seen between 8 AM and 12 PM, indicating a strong morning rush.
- Weekdays show slightly more consistent order volume than weekends.
- Hell's Kitchen had the highest revenue, followed by Lower Manhattan.
- KPI indicates an Average Bill/Person of \$4.68.
- Barista Espresso leads in revenue, followed by Brewed Black Tea and Chilled Tea.
- Coffee is the dominant revenue driver (over 38% of total). Most orders are Regular or Large.

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## KPIs Created:

1. Total Sales: \$698,812.33
2. Customer Count: 149,116
3. Average Bill/Person: \$4.68
4. Average Order: 1.43 (possibly per customer or transaction)

## Tools & Features Used:

- Power Query for data transformation.
- Pivot Tables & Pivot Charts for analysis.
- Slicers for interactive filtering.
- Chart Types: Line, Pie, Column.
- Custom Time & Date Formatting.
- KPI Summary Cards using formatted cells.

## Conclusion:

This Excel dashboard provides a comprehensive overview of coffee shop sales performance. Through visual analytics and KPIs, it enables stakeholders to understand customer behavior, optimize store operations, and identify top-performing products and time slots for maximum profitability.