

Coffee Shop Sales Analytics

Transforming 149,116 transactions into actionable business insights through interactive Excel dashboards.



DATASET OVERVIEW

Sales Performance at a Glance

149K

Total Transactions

Six months of customer purchases
analyzed

\$699K

Revenue Generated

Total sales from January to June

6

Months Tracked

Complete first-half year coverage



Data Structure

Each transaction captures comprehensive details enabling multi-dimensional analysis of sales patterns and customer preferences.

Transaction Details

Unique ID, date, and time stamp for every purchase

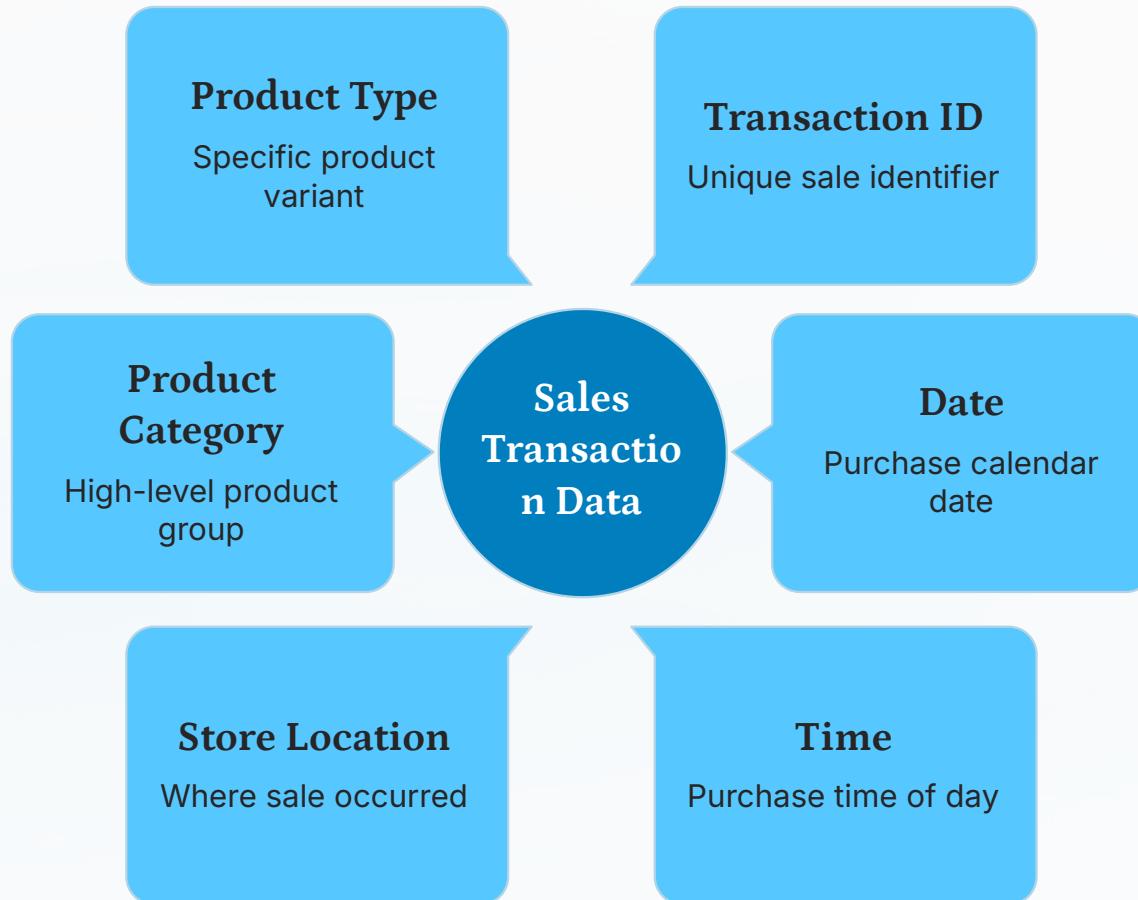
Location Data

Store-level tracking across multiple locations

Product Information

Category, type, quantity, and pricing details

Key Data Fields



What We Track

- Transaction ID – Unique identifier
- Date & Time – When purchases occur
- Store Location – Where sales happen
- Product Details – Category and type
- Pricing – Quantity, unit price, total bill

Nine critical columns power comprehensive sales analysis and reporting.

Product Categories



Coffee

Core beverage category driving primary revenue



Tea

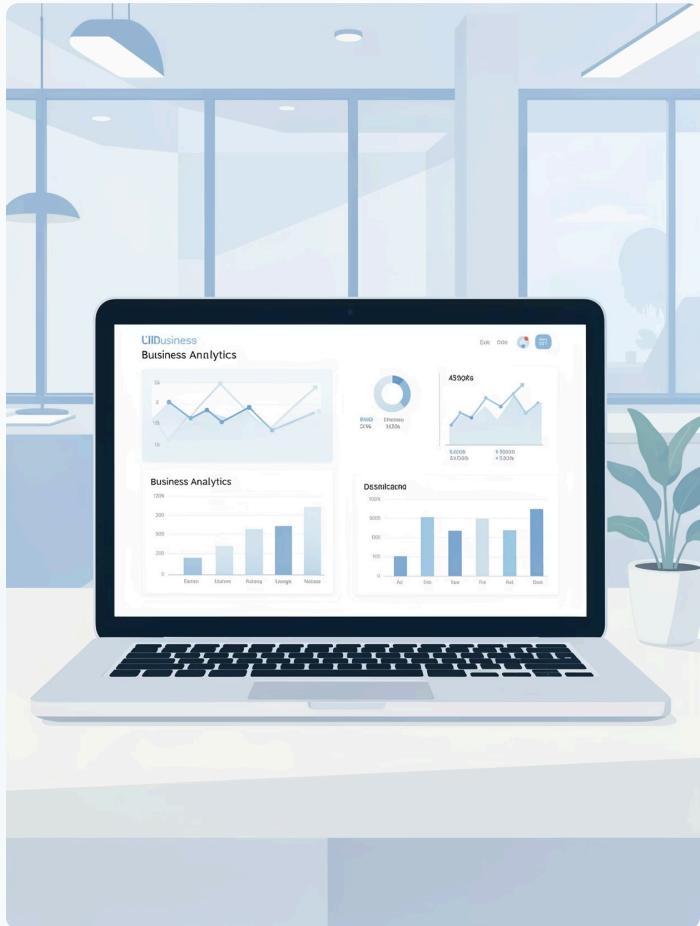
Alternative hot beverage options for diverse tastes



Bakery

Complementary food items enhancing customer experience

Project Objective



Transform Data into Decisions

Convert raw transactional data into meaningful business insights using Excel dashboards that reveal patterns and opportunities.

Revenue Trends

Track sales patterns over time

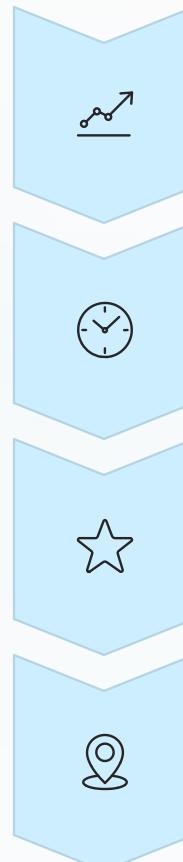
Peak Hours

Identify high-traffic periods



Dashboard Insights

Interactive visualizations unlock four critical dimensions of business performance.



Revenue Trends

Monthly and daily sales patterns

Peak Sales Hours

Time-based demand analysis

Top Products

Best-selling items by category

Store Performance

Location-level comparisons

Business Impact

Data-Driven Decisions

The dashboard empowers management with actionable insights for strategic planning and operational optimization.

- Optimize staffing based on peak hours
- Adjust inventory for top products
- Identify underperforming locations
- Forecast revenue with confidence

Why Excel?

Accessible, flexible, and powerful for rapid prototyping and business user adoption without complex tools.



METHODOLOGY

From Raw Data to Insights

1 Data Collection

149K transactions captured across stores

2 Data Processing

Clean and structure for analysis

3 Dashboard Creation

Build interactive Excel visualizations

4 Insight Generation

Support strategic decision-making



Driving Success Through Analytics

This project demonstrates how structured data analysis transforms everyday transactions into strategic advantages, enabling coffee shop chains to optimize operations and maximize profitability.

[View Dashboard](#)[Explore Data](#)