

## Project Overview

This dashboard visualizes coffee shop sales performance using key metrics, visualizations, and insights.

## Key Features

### 1. Total Metrics:

- a. Total Sales: ₹6,98,812.33
- b. Total Footfall: 1,49,116 (Total no of people who visited the store)
- c. Avg Bill/Person: ₹4.69
- d. Avg Order/Person: 1.44

### 2. Visualizations:

- a. *Quantity Ordered*: Sales peak between 7 AM and 11 AM.
- b. *Category % Distribution*: Coffee (39%) and Tea (28%) dominate.
- c. *Size Distribution*: Regular and Large sizes hold 30% each and Regular size holds 31% percent which is slightly higher than Regular and Large Sizes
- d. *Store Locations*: Hell's Kitchen leads sales.

### 3. Top Products:

Barista Espresso top sales at \$91,406.20.

### 4. Day Trends: Consistent weekday sales highlight steady performance.

**Outcome:** The dashboard offers actionable insights into sales patterns, product preferences, and store performances.