**Coffee Shop Sales Analysis**

**PROBLEM STATEMENT**

*KPI'S REQUIREMENTS*

1. Total Sales Analysis:

• Calculate the total sales for each respective month.

• Determine the month-on-month % increase or decrease in sales.

• Calculate the difference in sales between the selected month and the previous month.

2. Total Orders Analysis:

• Calculate the total number of orders for each respective month.

• Determine the month-on-month increase or decrease in the number of orders.

• Calculate the difference in the number of orders between the selected month and the previous month.

3. Total Quantity Sold Analysis:

• Calculate the total quantity sold for each respective month.

• Determine the month-on-month increase or decrease in the total quantity sold.

• Calculate the difference in the total quantity sold between the selected month and the previous month.

*CHARTS REQUIREMENTS*

1. Calendar Heat Map:

• Implement a calendar heat map that dynamically adjusts based on the selected month from a slicer.

• Each day on the calendar will be color-coded to represent sales volume, with darker shades indicating higher sales.

• Implement tooltips to display detailed metrics (Sales, Orders, Quantity) when hovering over a specific day.

2. Sales Analysis by Weekdays and Weekends:

• Segment sales data into weekdays and weekends to analyze performance variations.

• Provide insights into whether sales patterns differ significantly between weekdays and weekends.

3. Sales Analysis by Store Location:

• Visualize sales data by different store locations.

• Include month-over-month (MoM) difference metrics based on the selected month in the slicer.

• Highlight MoM sales increase or decrease for each store location to identify trends.

4. Daily Sales Analysis with Average Line:

• Display daily sales for the selected month with a line chart.

• Incorporate an average line on the chart to represent the average daily sales.

• Highlight bars exceeding or falling below the average sales to identify exceptional sales days.

5. Sales Analysis by Product Category:

• Analyze sales performance across different product categories.

• Provide insights into which product categories contribute the most to overall sales.

6. Top 10 Products by Sales:

• Identify and display the top 10 products based on sales volume.

• Allow users to quickly visualize the best-performing products in terms of sales.

7. Sales Analysis by Days and Hours:

• Utilize a heat map to visualize sales patterns by days and hours.

• Implement tooltips to display detailed metrics (Sales, Orders, Quantity) when hovering over a specific day-hour.