

COFFEE SALES REPORT

Introduction: Project Overview

This project involved analyzing the dataset gotten from sale of coffee. It contained Column names such as Coffee Name, Customer Name, Country, Loyalty Card, Profit, Customer ID etc. I analyzed the data to identify best-selling coffee type, sales trends, and top 5 customers. Using Microsoft Excel. I created an interactive dashboard.

Tools Used & Skills Gained

The major tool used for the analysis was Microsoft Excel, and I gained skills such as

- Data cleaning & transformation
- Data visualization
- Trend analysis
- Business storytelling
- Power Query
- Pivot Tables, Slicers, Timeline

Steps Involved

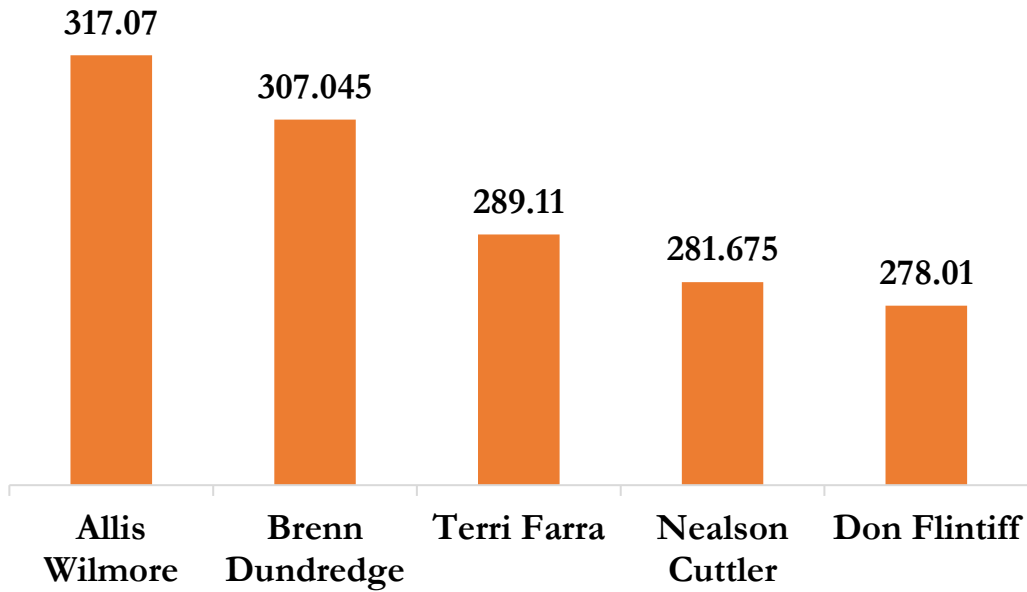
1. I cleaned and organized raw sales data in Excel, making use of the V Lookup function to bring in data from other sheets, which I needed for the analysis. I also made use of the IF, and IFS command.
2. Analyzed patterns like yearly sales trends, revenue generated per country, and customer behavior.
3. Built a visually appealing dashboard with graphs, slicers, timeline, and charts.
4. Presented insights and key findings.

Key Findings & Insight

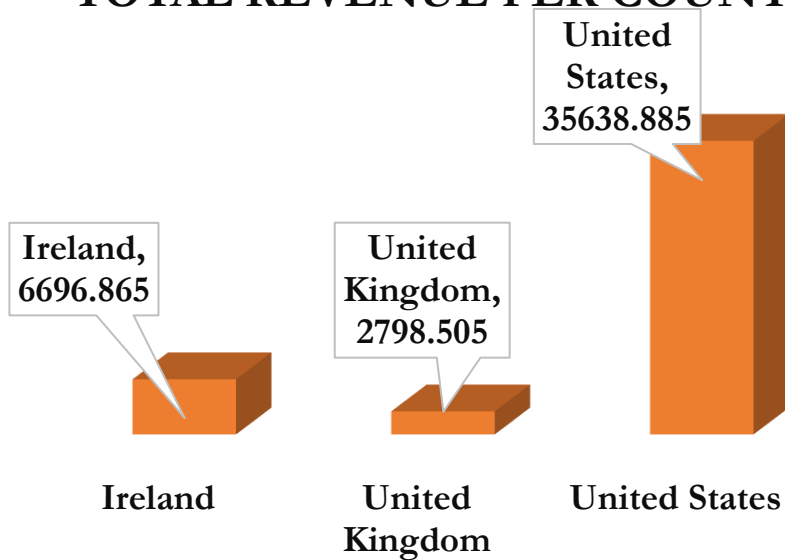
Result from my analysis

- The highest revenue was generated in United States for a total of \$35,638.885.
- The highest profit was generated in the year 2021.
- The highest sales per coffee type is Excelsa.

TOP 5 CUSTOMERS



TOTAL REVENUE PER COUNTRY



Order_Date



All Periods

MONTHS ▾

2022

MAR

APR

MAY

JUN

JUL

AUG

SEPT

OCT

NOV

DEC



Coffee full name



Arabica

Excelsa

Liberia

Robuster