

# EXCEL COFFEE SHOP SALES DASHBOARD

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### **Problem Statement:**

The coffee shop chain needs to enhance its decision-making process by obtaining detailed insights into sales performance, customer footfall, product popularity, and sales distribution across various timeframes and locations. The current data is extensive but not effectively leveraged, leading to missed opportunities in optimizing sales strategies, inventory management, and customer satisfaction. The goal of this project is to create a comprehensive and interactive dashboard that visualizes key metrics, trends, and patterns to support data-driven decisions and improve overall business performance.

### **Reason for Creating the Dashboard:**

#### **1. Centralized Data Visualization:**

- **Total Sales:** Display the cumulative sales figure to give a quick overview of the business's financial health.
- **Total Footfall:** Show the number of customers to assess the popularity and traffic in the coffee shops.
- **Average Bill per Person:** Calculate the average spending to understand customer purchasing behavior.
- **Average Order Size:** Determine the average number of items per transaction to gauge upselling and cross-selling effectiveness.

#### **2. Time-Based Analysis:**

- **Quantity Ordered Based on Hours:** Identify peak hours to optimize staffing, inventory, and promotional efforts.
- **Orders on Weekdays:** Analyze sales trends across different days to plan weekly schedules and targeted promotions.

#### **3. Location-Based Insights:**

- **Footfall and Sales Over Various Store Locations:** Compare performance across different locations to identify high-performing and underperforming stores, enabling targeted interventions.

#### **4. Product Performance:**

- **Top 5 Products Based on Sales:** Highlight the most popular products to focus marketing efforts and ensure adequate stock levels.
- **Categories % Distribution Based on Sales:** Understand the sales distribution across different product categories to manage inventory and marketing strategies effectively.

## 5. Size Distribution:

- **% Size Distribution Based on Sales:** Visualize the preference for different product sizes (Large, Regular, Small) to tailor offerings and pricing strategies.

### Detailed Reasons for Making the Dashboard:

#### 1. Enhanced Decision-Making:

- Providing a visual representation of key metrics helps stakeholders quickly grasp performance trends and make informed decisions.

#### 2. Identifying Trends and Patterns:

- By displaying data over various dimensions such as time, location, and product type, the dashboard reveals patterns that can guide strategic planning and operational improvements.

#### 3. Optimizing Operations:

- Insights into peak hours and popular products help optimize staffing, inventory levels, and promotional activities, reducing waste and increasing efficiency.

#### 4. Improving Customer Satisfaction:

- Understanding customer preferences and behavior enables the coffee shop chain to tailor its offerings, enhancing the customer experience and fostering loyalty.

#### 5. Benchmarking and Performance Tracking:

- Comparing different locations and product performances allows the business to set benchmarks, track progress, and identify areas needing attention or improvement.

#### 6. Strategic Marketing:

- Insights from the dashboard can inform targeted marketing campaigns, promotional offers, and product launches, maximizing their impact and return on investment.

#### 7. Comprehensive Overview:

- Bringing all relevant data into one dashboard provides a holistic view of the business, facilitating a cohesive strategy and ensuring all departments are aligned with the overall goals.

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### Tools and Techniques:

#### 1. Pivot Tables:

- **Creating Charts and Graphs:** We utilize pivot tables to summarize and organize the raw data effectively. Pivot tables allow us to quickly aggregate data and create various charts and graphs that depict sales trends, customer footfall, product performance, and other key metrics.

#### 2. Key Performance Indicators (KPIs):

- **Monitoring Performance:** KPIs are integrated into the dashboard to provide real-time insights into critical business metrics. These KPIs, such as total sales, average bill per person, and average order size, offer a quick snapshot of the business's performance against set targets and goals.

By creating this dashboard using pivot tables and KPIs, the coffee shop chain aims to leverage its data effectively to drive growth, enhance customer satisfaction, and maintain a competitive edge in the market. The interactive nature of the dashboard ensures that stakeholders can drill down into specific metrics and obtain actionable insights to support strategic and operational decisions.