The main object of this project is to analyze retail sales data to gain actionable insights that will enhance the performance of the coffee shop .

Questions

* How do sales vary by day of the week and hour of the day ?
* Are there any peak times for sale activity ?
* What is total sales revenue for each month ?
* How do sales vary across different store locations ?
* What is average price /order per person ?
* Which product are the best selling in terms of quantity and revenue ?
* How do sales vary by product category and types ?