**Recommended Analysis**

1. How have Maven Roasters sales trended over time?

"Maven Roasters' sales have shown a steady upward trend over the few months, with significant spikes in May and June.

1. Which days of the week tend to be busiest, and why do you think that's the case?

Sales peak on Mondays, Thursdays and Fridays, likely due to post-weekend demand surge and midweek promotions or a preparatory shopping day leading into the weekend.

1. Which products are sold most and least often? Which drive the most revenue for the business?

The Barista Espresso, Brewed Black Tea, Brewed Chai Tea, Gourmet brewed coffee and Hot Chocolate are the most sold products while, Black Tea , Green Beans, Green Tea, Organic Chocolate and sugar free syrup are the least sold ones. The most sold products drive the most revenue for the business.

1. How do sales vary by day of the week and hour of the day?

Sales are highest on Mondays, Thursdays and Fridays , peaking between 10 AM and 11 AM. Weekend sales are generally steady, but they decline in the late afternoon. This suggests customers prefer to shop before lunch during weekdays.

1. Are there any peak times for the sales activity?

The peak sales time is consistently between 10 AM and 11AM across most days. This aligns with mid-morning breaks, indicating customer preferences for these times.

1. What is the total sales revenue for each month?

Sales revenue peaks during June, while the lowest revenue is observed in February.

1. How do sales vary across different store locations?

Hell’s Kitchen consistently outperforms others, contributing the most of total revenue. Conversely, Lower Manhattan has the lowest sales, likely due to its smaller customer base.

1. What is the average price/order per person?

The average bill per person is $4.69 and average order per person is 1.44.

1. Which products are the best-selling in terms of quantity and revenue?

The Barista Espresso, Brewed Black Tea, Brewed Chai Tea, Gourmet brewed coffee and Hot Chocolate are the most sold products.

1. How do sales vary by product category and type?

Beverages account for 79% of total sales, with hot drinks like coffee and tea leading the category. Among others, bakery and drinking chocolate generate the most revenue, indicating customer interest.