

Objective



- The objective of this project is to analyze the sales data of Monday Coffee, an online coffee retailer operating since January 2023, in order to uncover key consumer insights and market trends. By leveraging SQL-based data analysis, this project aims to:
- Evaluate overall sales performance and customer behavior across different cities.
- Identify high-demand product categories and peak sales patterns.
- Estimate potential consumer bases using demographic and population data.
- Determine the top three major cities in India with the strongest potential for opening new physical coffee shop locations, based on both consumer demand and historical sales performance.
- The final recommendations will help Monday Coffee make data-driven decisions for its retail expansion strategy, minimizing risk and maximizing market opportunity.

