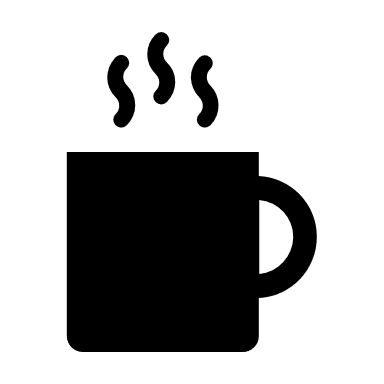
**Coffee Shop Sales Analysis**

**Objective:**

The main objective of this project is to analyze retail sales data to gain actionable insights to enhance the performance of the Coffee Shop**.**

**Recommended Analysis:**

1. How do sales vary by day of the week and hour of the day?
2. Are there any peak times for sales activity?
3. What is the total sales revenue for each month?
4. How do sales vary across different store locations?
5. What is the average price/order per person?
6. Which products are the best selling in terms of quantity and revenue?

**Solutions:**

1. The coffee shop has noticed that sales are higher on weekdays than on weekends. It has been noted that Thursdays and Fridays, with 5812 and 5960 orders, respectively, have the highest order volume. Sundays also result in higher sales on the weekends. Additionally, it has been noted that the weekday hour between 7:30 and 10:30 has the largest sales rate.
2. Sales activity undoubtedly peaks at a given period. After a close look, it appeared that 10 AM is the hour with the highest number of sales.
3. Total sales revenue for each month are:

January= $81,677.74

February= $76,145.19

March= $98,834.68

April= $1,18,941.08

May= $1,56,727.76

June= $1,66,485.88

1. Sales at various retail locations do differ. The total sales figures are $55.083.11 in Astoria, $56,957.08 in Hell's Kitchen, and $54,445.69 in Lower Manhattan. The Hell's Kitchen has the biggest sales.
2. The Average Bill/Person is $4.71.
3. The Barista Espresso is the bestselling in terms of quantity and revenue