1. **Sales Variation by Day of the Week and Hour of the Day**:
   * **Day of the Week**:
     + - The highest footfall occurs on **Fridays**, followed closely by **Thursdays & Mondays**. These days likely have higher sales activity.
     + Saturdays and Sundays show lower footfall, which may correspond to lower sales.
   * **Hour of the Day**:
     + The busiest hours are around between **8 AM-10 AM**, suggesting a morning rush.
     + There's also a smaller peak around between **2-3 PM**.
     + These hours likely represent peak sales times.
2. **Peak Times for Sales Activity**:
   * Based on the data, the peak sales times are during the morning rush (around 8-10 AM) and the afternoon (around 2-3 PM).
   * Consider adjusting staffing levels or promotions during these hours to maximize sales.
3. **Total Sales Revenue for Each Month**:
   * The total sales revenue for each month is as follows:
     + January: $81,677.44
     + February: $76,149.19 (lowest revenue)
     + March: $98,834.68
     + April: $118,941.08
     + May: $156,727.76
     + June: $166,485.88 (highest revenue)
4. **Sales Variation Across Different Store Locations**:
   * + As per store location slicer you can check the highest sales coming from Hell’s kitchen $236,511 followed by Astoria $232,243 and Lower Manhattan $230,057 As Follows

1. **Average Price/Order Per Person**:
   * The average bill per person is $4.69.
   * To calculate the average price/order per person:
     + Average Price/Order Per Person = Total Revenue / Total Number of Orders.
2. **Best-Selling Products**:
   * The top-selling products based on revenue are:
     1. **Cappuccino**
     2. **Latte**
     3. **Espresso**
     4. **Americano**
     5. **Muffin**
   * These products contribute significantly to overall revenue.
3. **Sales Variation by Product Category and Type**:
   * **Categories Distribution Based on Sales**:
     + **Beverages** dominate sales, followed by **Desserts**, **Sandwiches**, and **Breakfast items**.
     + Consider promoting beverage-related products further.
   * **Size Distribution Based on Orders**:
     + The pie chart shows the distribution of sizes (e.g., Small Cup, Regular Cup, Large Cup).