PREDICTING STRATEGIES TO IMPROVE:

QUESTIONS TO BE ANALYSED :

1. IS THERE A CORRELATION BETWEEN TRANSACTION QUANTITY AND UNIT PRICE?
2. WHAT ARE THE BUSIEST DAYS AND HOURS FOR EACH STORE LOCATION IN TERMS OF TRANSACTION COUNT?
3. HOW DOES TRANSACTION VOLUME VARY ACROSS DIFFERENT MONTHS AND ARE THERE ANY SEASONAL TRENDS?

ANSWERS:

1. Large-size drinks were most in demand, with brewed coffee being the best selling across each store location and hence the cafe can/may increase its buffer size relatively.
2. In terms of transaction count, the early hours of weekends were the most active in Hell's Kitchen while Monday evenings and Thursday afternoon were the busiest for Astoria and Lower Manhattan respectively.
3. Maximum sales were observed in June with the lowest one seen in February, while in February the sales were the least, we can hence observe that february