Problem Statements for Coffee Shop Sales Analysis

1. **Peak Sales Hours Identification**
   - What are the peak hours for orders, and how can staff allocation be optimized accordingly?

2. **Customer Footfall and Sales Correlation**
   - How does customer footfall impact total sales, and what strategies can be implemented to increase footfall during low-traffic hours?

3. **Product Performance Analysis**
   - Which products generate the highest revenue, and how can promotions be designed around them?

4. **Store Location Performance**
   - How do different store locations compare in terms of sales and footfall, and what factors contribute to variations?

5. **Order Size Distribution**
   - What is the distribution of order sizes, and how can promotions encourage customers to order larger sizes?

6. **Category Sales Contribution**
   - Which product categories contribute the most to total sales, and how can underperforming categories be improved?

7. **Weekday vs Weekend Sales Trends**
   - How do sales and footfall vary between weekdays and weekends, and what strategies can boost weekend sales?

8. **Customer Spending Behaviour**
   - What is the average bill per customer, and how can strategies be implemented to increase spending per visit?

9. **Sales Drop-off Patterns**
   - At what time of the day do sales start declining, and what initiatives can help maintain sales momentum throughout the day?

10. **Promotional Effectiveness**
    - How can promotions, discounts, and loyalty programs be optimized to maximize revenue and customer retention?