**Problem Statement:**

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

**Insights:**

**1. Monthly Sales Trends:**

* **Highest Sales in June:** The month of June recorded the highest total sales with $166,485.88, followed by May with $156,727.76. There is a significant increase in sales as the months progress, indicating positive growth momentum. However, February saw a drop in sales compared to January and March, which might need further investigation.

**2. Product Category Insights:**

* **Coffee is the Leading Category:** Coffee is the dominant product category, generating $269,952.45 in total sales, far surpassing other categories like Tea ($196,405.95) and Bakery ($82,315.64). This suggests that coffee-related promotions and new offerings could be a key area to focus on for increasing revenue.

**3. Store Performance:**

* **Hell's Kitchen Leads in Sales:** Among the stores, Hell's Kitchen has the highest total sales at $236,511.17, closely followed by Astoria and Lower Manhattan. While all locations perform well, specific strategies that are successful at Hell's Kitchen might be adapted for the other stores to further enhance their performance.

**4. Peak Sales Hours:**

* **Morning Rush (8 AM - 10 AM):** Sales peak between 8 AM and 10 AM, with the highest hourly sales occurring at 10 AM ($88,673.39). This indicates a strong morning coffee rush, suggesting that optimizing operations and promotions during these hours could capitalize on this trend.
* **Lower Sales After 7 PM:** There is a noticeable drop in sales after 7 PM, with the lowest sales recorded at 8 PM. This could indicate an opportunity to introduce evening promotions or special events to attract more customers during these slower hours.

**Strategic Recommendations:**

1. **Promote Coffee More Aggressively:** Since coffee is the top-performing category, introducing seasonal or specialty coffee options and loyalty programs centered around coffee purchases could further increase sales.
2. **Morning Hour Promotions:** Consider offering morning hour promotions, like discounts on breakfast items or bundled deals, to capitalize on the high sales during peak morning hours.
3. **Replicate Success Across Stores:** Analyse what makes Hell's Kitchen perform slightly better and apply these strategies to Astoria and Lower Manhattan to boost their sales as well.
4. **Evening Strategy:** Explore ways to increase sales during the evening hours, such as hosting events, offering discounts, or introducing a new evening menu.