



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

**Start Your Day With Coffee**





## Recommended Analysis

- How do sales vary by day of the week and hour of the day?

Sales show distinct patterns across the week and hours. For example, Friday mornings from **8 AM to 10 AM** are particularly strong, with **9 AM** being the peak hour.

- Are there any peak times for sales activity?

If you see that sales are consistently higher between 8 AM and 10 AM on weekdays, then your peak sales time would be **8 AM to 10 AM** on weekdays.





- What is the total sales revenue for each month?

Sales revenue by month:

**June: 166,485.88**

**May: 156,727.76**

**April: 118,941.08**

**March: 98,834.68**

**January: 81,677.74**

**February: 76,145.19**

- How do sales vary across different store locations?

Sales vary across different store locations as follows:

**Hell's Kitchen: \$236,511.17**

**Astoria: \$232,243.91**





Lower Manhattan: **\$230,057.20**

**Hell's Kitchen** leads with the highest sales, closely followed by Astoria and Lower Manhattan.

- What is the average price/order per person?

The average price per order per person is **\$4.69**.

- Which products are the best- selling in terms of quantity and revenue?

The top-selling product by revenue is the **Barista Espresso**, while the **Brewed Chai Tea** leads in terms of quantity sold.





- How do sales vary by product category and type?

Sales vary significantly by product category and type. **Coffee** emerges as the most in-demand category, leading with the highest sales, followed by **Chai**. Among product types, **Brewed Chai** stands out as the top-selling item.

