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?**

- **Are there any peak times for sales activity?**

- **What is the total sales revenue for each month?**

- **How do sales vary across different store locations?**

- **What is the average price/order per person**

- **How do sales vary by product category and type?**

Answers Based on Dashboard:

1. Sales peak in the morning between **7 AM to 11 AM**, then gradually decline throughout the day.

   Among weekdays, **Friday** has the highest sales, followed by **Thursday.**

2. The peak sales hours are **7 AM to 11 AM**, with a sharp drop after that.

3. Total Sales Revenue by Month:

January: $81,677.74

February: $76,145.19

March: $98,834.68

April: $118,941.08

May: $156,727.76

June: $166,485.88

Total Sales: $698,812.33

4. **Hell's Kitchen** has the highest sales ($236,511.17), followed closely by **Astoria** ($232,243.91) and **Lower Manhattan** ($230,057.25).

   Footfall is highest in **Astoria** (50,593) and **Hell's Kitchen** (50,735).

5. The **average bill per person** is $4.69, and the **average order per person** is 1.4.

6. **Coffee** leads with the highest sales percentage (39%), followed by **Tea** (28%) and **Bakery** (12%) products.