



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
- Which products are the best-selling in terms of quantity and revenue?
- How do sales vary by product category and type?



# Answers

- The analysis aims to identify patterns in sales across different days and hours, highlighting peak sales times.
- The project seeks to determine specific times during the day when sales are highest, indicating peak activity periods.
- The analysis will provide a breakdown of total sales revenue monthly, allowing for comparison and trend identification.
- The project will examine sales performance across various store locations to identify which locations are performing
- The analysis will calculate the average order price per customer, providing insights into customer spending behavior.
- The project will identify the top-selling products based on both the number of units sold, and the revenue generated.
- The analysis will explore sales trends across different product categories and types, helping to understand