

Coffee Shop Sales

The objective of this project is to analyze retail sales data to gain actionable insights that enhance the performance of the coffee shop.

- ✓ 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 much sales vary across different store locations?
- ✓ What are 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 any type?