

Coffee Shop Sales Analysis Report

Project Title

Coffee Shop Sales Analysis and Dashboard

Objective

Analyze coffee shop sales data to identify daily and seasonal trends, best-selling products, customer behavior, payment preferences, and present results via an interactive dashboard.

Dataset Description

- File: index.csv
- Key columns: date, datetime, coffee_name, money, cash_type, card

Tools Used

- Python (Pandas, Seaborn, Matplotlib, Plotly, Dash, Prophet)

Key Steps & Analysis

1. Data cleaning & preprocessing
2. Exploratory Data Analysis
3. Forecasting with Prophet
4. Interactive Dashboard (Dash)

Key Insights

- Peak days and seasonal trends
- Best-selling products identified
- Peak hours confirmed
- Card vs Cash usage
- Repeat customers found

Recommendations

- Promote top products
- Run off-peak offers
- Reward loyal customers
- Adjust for seasonal changes

Creator

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