

The primary goal of this project is to examine retail sales data to derive actionable insights aimed at improving the Coffee Shop's performance.

**Elevate Your Morning 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