1. How do sales vary by day of the week and hour of the day?

Sales data reveals distinct patterns in both daily and hourly variations:

**1.Sales by Day of the Week:**

* + **Weekdays vs. Weekends:** Sales are highest on weekdays and lowest on weekends. This indicates that customer engagement or purchasing behavior is more active during the workweek.
  + **Day-Specific Trends:** Among weekdays, sales are particularly high on Mondays and Fridays. This suggests that customers are more likely to make purchases at the beginning and end of the workweek.

1. **Sales by Hour of the Day:**
   * **Peak Hours:** The highest number of orders occurs between 8am and 10am. This morning period sees the most significant volume of sales, suggesting that customers tend to place their orders early in the day.

Overall, to maximize efficiency and customer satisfaction, align staffing and inventory with peak sales periods. Additionally, targeting promotions during high-sales hours and days can further boost performance.

1. Are there any peak times for sales activity?

Yes, peak times for sales activity occur between 8am and 10am each day. During this period, there is a high volume of orders.

1. What is the total sales revenue for each month?

Here’s the total sales revenue for each 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

1. How do sales vary across different store locations?

Here's the breakdown of sales across the different store locations:

Hell's Kitchen: 71,737 units sold, $236,511.17 in sales

Astoria: 70,991 units sold, $232,243.91 in sales

Lower Manhattan: 71,742 units sold, $230,057.25 in sales

From these numbers, we can see that:

**Hell's Kitchen** has the **highest sales revenue at $236,511.17**, despite having a similar number of units sold as the other locations.

Astoria has slightly fewer units sold than Lower Manhattan but still ranks second in sales revenue.

Lower Manhattan has the highest number of units sold but the lowest sales revenue among the three locations.

This suggests that Hell's Kitchen has the highest average sales per unit, followed by Astoria, with Lower Manhattan having the lowest average sales per unit.

1. what is the average price/order. per person

The average price per order is $4.69. This means that on average, each order costs $4.69.

1. Which products are the bestselling in terms of quantity and revenue?

**Bestselling Products by Quantity**

1. **Brewed Chai Tea**: 17,183 units
2. **Gourmet Brewed Coffee**: 16,912 units
3. **Barista Espresso**: 16,403 units
4. **Hot Chocolate**: 11,468 units
5. **Brewed Black Tea**: 11,350 units

**Bestselling Products by Revenue**

1. **Barista Espresso**: $91,406.20
2. **Brewed Chai Tea**: $77,081.95
3. **Hot Chocolate**: $72,416.00
4. **Gourmet Brewed Coffee**: $70,034.60
5. **Brewed Black Tea**: $47,932.00

**Summary:**

* **By Quantity**: **Brewed Chai Tea** is the bestselling product, with the highest quantity sold.
* **By Revenue**: **Barista Espresso** is the bestselling product in terms of revenue.

1. How do sales vary by product category and type?

### ****Sales by Product Category****

1. **Bakery**:
   * Total Sales: $82,315.64
   * Breakdown:
     + Biscotti: $19,793.53
     + Pastry: $25,655.99
     + Scone: $36,866.12
2. **Branded**:
   * Total Sales: $13,607
   * Breakdown:
     + Clothing: $6,163
     + Housewares: $7,444
3. **Coffee**:
   * Total Sales: $269,952.45
   * Breakdown:
     + Barista Espresso: $91,406
     + Drip Coffee: $31,984
     + Gourmet Brewed Coffee: $70,035
     + Organic Brewed Coffee: $37,746.50
     + Premium Brewed Coffee: $38,781.15
4. **Coffee Beans**:
   * Total Sales: $40,085.25
   * Breakdown:
     + Espresso Beans: $5,560.25
     + Gourmet Beans: $6,798
     + Green Beans: $1,340
     + House Blend Beans: $3,294
     + Organic Beans: $8,509.50
     + Premium Beans: $14,583.50
5. **Drinking Chocolate**:
   * Total Sales: $72,416
   * Breakdown:
     + Hot Chocolate: $72,416
6. **Flavours**:
   * Total Sales: $8,408.80
   * Breakdown:
     + Regular Syrup: $6,084.80
     + Sugar Free Syrup: $2,324
7. **Loose Tea**:
   * Total Sales: $11,213.60
   * Breakdown:
     + Black Tea: $2,711.85
     + Chai Tea: $4,301.25
     + Green Tea: $1,470.75
     + Herbal Tea: $2,729.75
8. **Packaged Chocolate**:
   * Total Sales: $4,407.64
   * Breakdown:
     + Drinking Chocolate: $2,728.04
     + Organic Chocolate: $1,679.60
9. **Tea**:
   * Total Sales: $196,405.95
   * Breakdown:
     + Brewed Black Tea: $47,932
     + Brewed Chai Tea: $77,082
     + Brewed Green Tea: $23,852.50
     + Brewed Herbal Tea: $47,539.50

### ****Summary****

* **Highest Revenue**: **Coffee** with $269,952.45
* **Lowest Revenue**: **Packaged Chocolate** with $4,407.64
* **Most Sold Category**: **Tea** with $196,405.95

Overall, the **Coffee** category leads in sales, followed by **Tea**. **Bakery** and **Drinking Chocolate** also show significant sales, while **Packaged Chocolate** and **Branded** categories have the lowest revenue.

