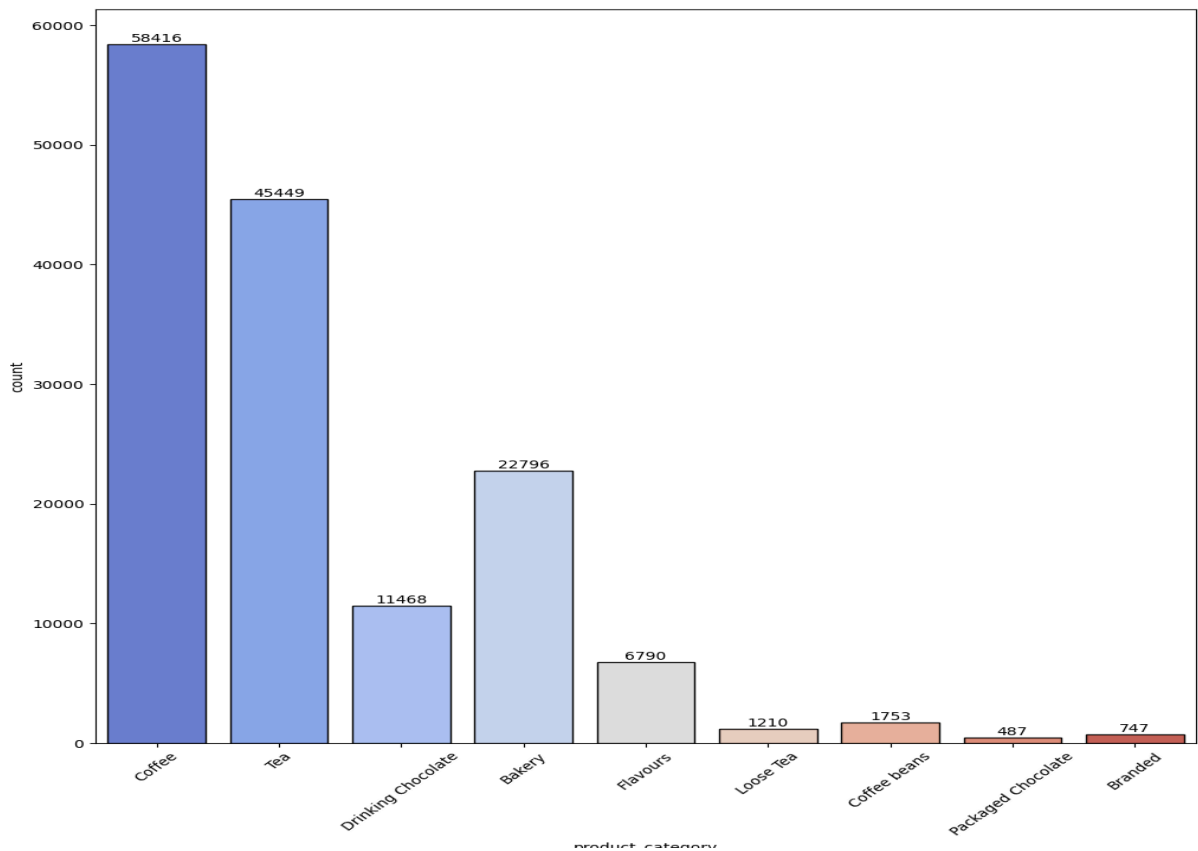# Coffee Shop Sales Analysis Summary
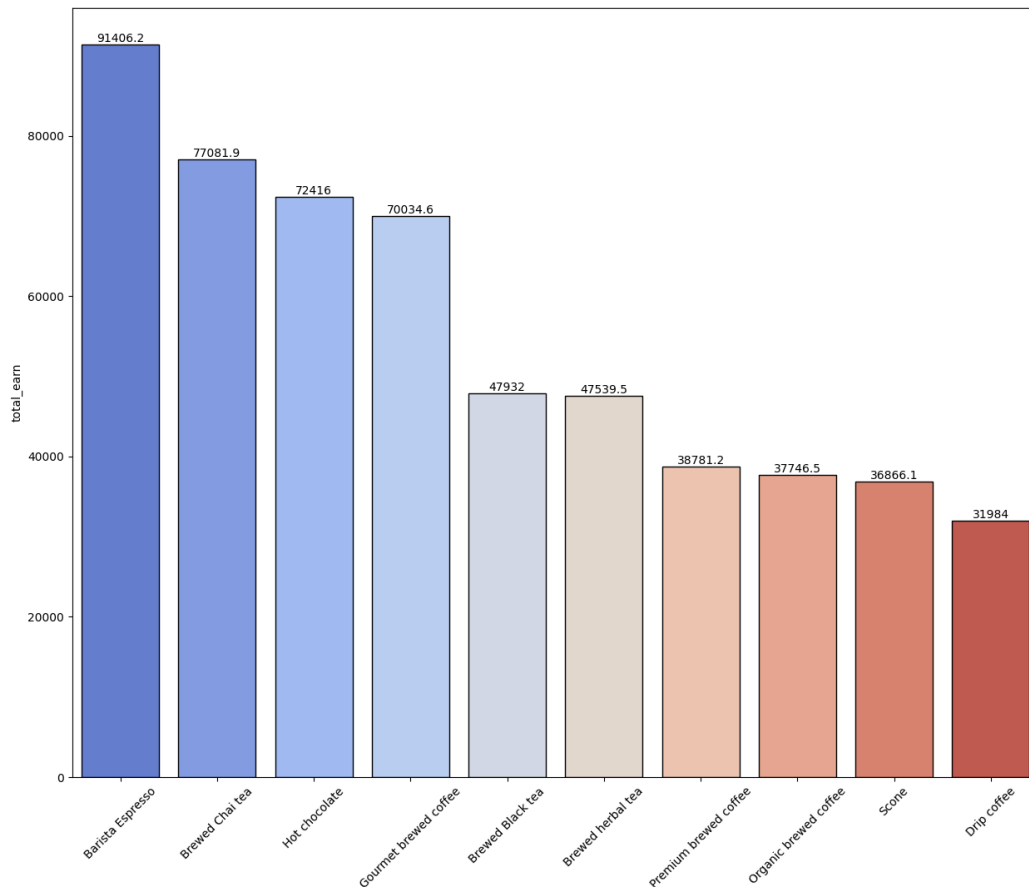
## 1. Product Category Performance:

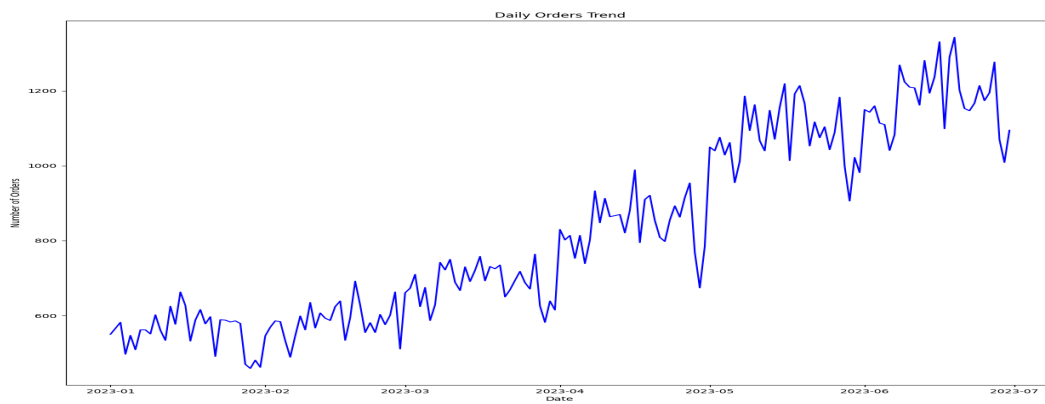**The product which is purchasing the most:**



- **Coffee** is the most purchased product, generating the highest revenue among all categories. This indicates coffee's strong demand and dominance in sales.
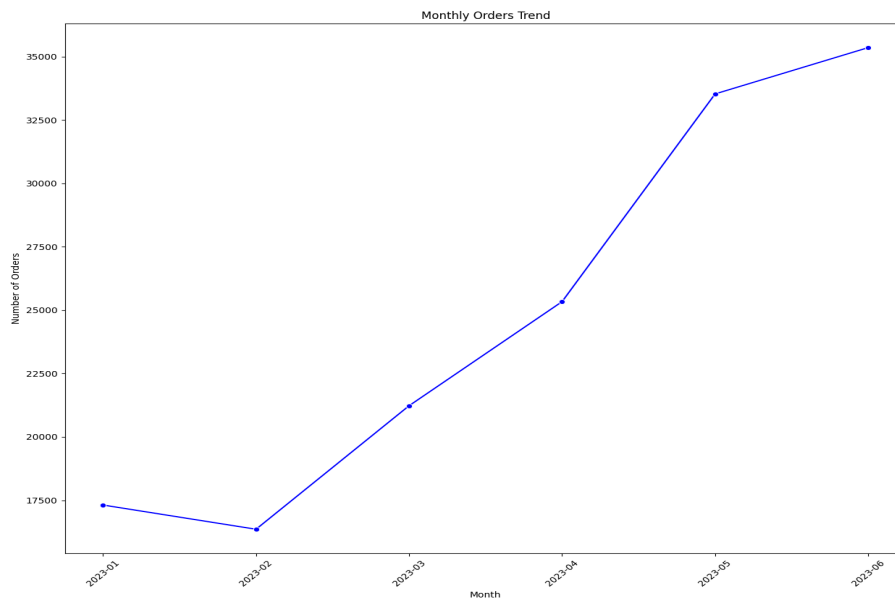
## 2. Product Type Insights:

- The **Barista Espresso** product type stands out, generating the highest revenue compared to other product types, signifying its popularity among customers.
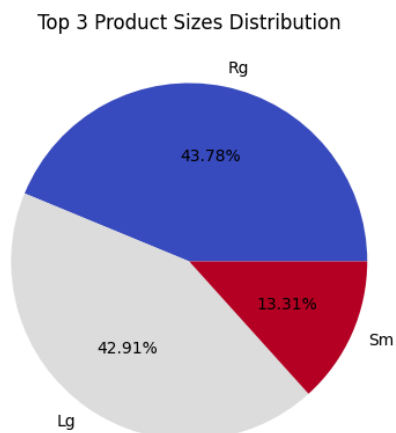
## 3. Sales Trends Over Time:
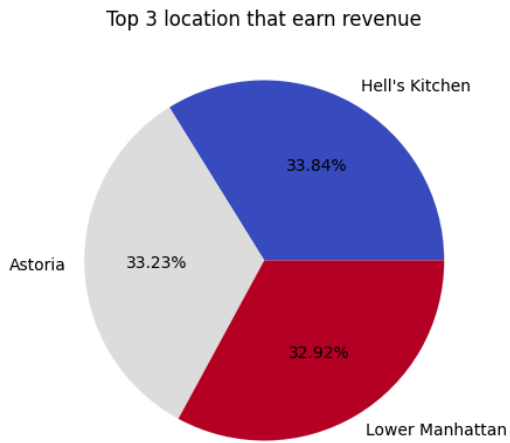
Monthly Orders Trend

- **Total sales** have shown a consistent increase on a daily and monthly basis. This reflects growing customer interest and a potential expansion in the coffee shop's customer base.

## 4. Customer Preferences (Size):



Top 3 Product Sizes Distribution

- Customers predominantly purchase **Large (LG)** and **Regular (RG)** size products, highlighting these as preferred portions. Small sizes tend to be less popular.

**5. Store Location Revenue:**

Top 3 location that earn revenue



- Revenues across the top three locations show a relatively **even distribution**, indicating that all locations are performing similarly well in terms of sales and customer engagement.

## Conclusion:

The analysis reveals valuable insights such as:

- **Coffee** and **Barista** products drive the most revenue.
- Sales are growing consistently.
- **Large** and **Regular** sizes are customer favorites.
- Store locations generate similar revenue, showing equal market share distribution.

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