

COFFEE SALES ANALYSIS

OBJECTIVE

To analyze the retail sales data to gain actionable insights that will enhance the performance of coffee shop

RECOMMENDED ANALYSIS

1. How do the sales vary by the day of the week and hour of the day?
2. Are there any peak times for sales Activity?
3. What is the total sales revenue by each month?
4. How do the sales vary across different store locations?
5. What is the average price/order per person
6. Which products are best selling in terms of quantity and revenue?
7. How do the sales vary by product category and type?