



The main objective of this project is to analyze retail sales data to gain actionable insights that will enhance the performance of the Coffee Shop.

Start Your Day 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?

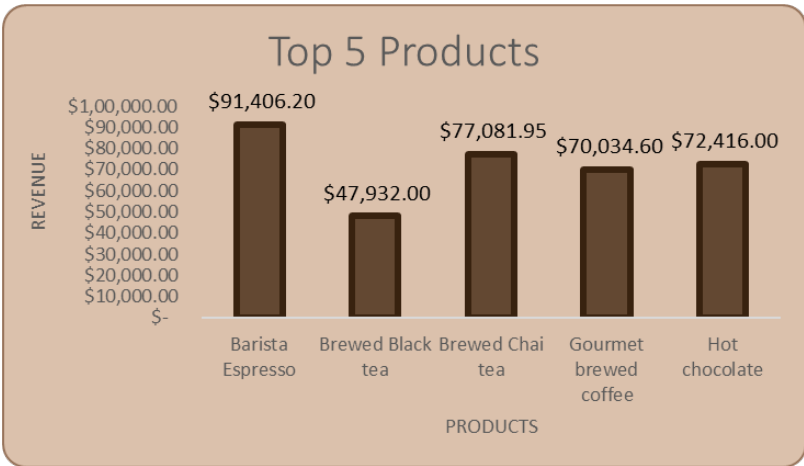


ANSWERS TO QUESTIONS

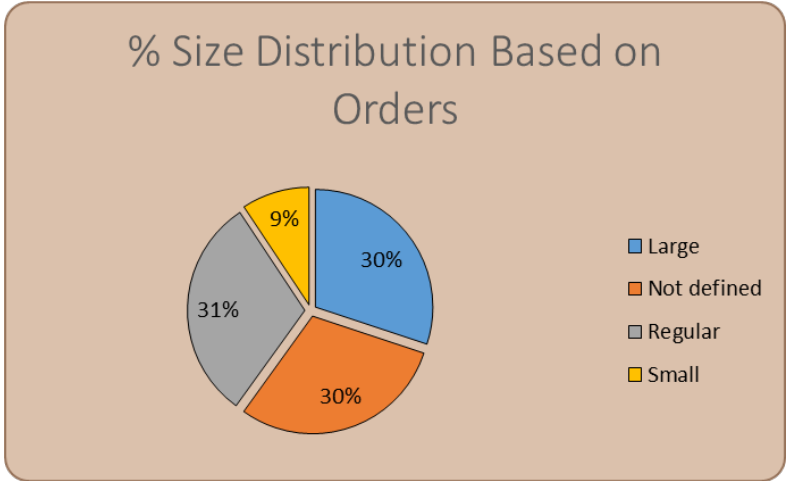
- Sales of coffee is at peak in morning hours from 9:00 am to 11:00 am and a reducing trend of consumption thereby throughout the day.
- Regular average sales in weekdays except for Saturday's because people might not prefer coffee in the weekend.
- 10 th hour to 11th hour of day is peak sales time

Monday	\$	101,677.28
Tuesday	\$	99,455.94
Wednesday	\$	100,313.54
Thursday	\$	100,767.78
Friday	\$	101,373.00
Saturday	\$	96,894.48
Sunday	\$	98,330.31
Grand Total	\$	698,812.33

- Sales based on different locations and their footfall , highest sales recorded at Hell's Kitchen and lowest at lower Manhattan
- Average Price per person is \$ 4.69
- Top 5 Products selling in quantity and revenue are:



- Product Size Based Distribution



- Product Category Based Sales Distribuion:

