After cleaning the data, analyzing and visualizing it, I found some insights.

Insights:

1-Age of most of the visitors of the coffee house is between 20 to 29

2-Female visitors represent 45.4% (56 visitors)

3-76.9% of visitors will continue buying from coffee house

4-50.9% of the visitors don't have membership card

5-48.1% of visitors are employed

6-62% of visitors rarely visit coffee house

7-40.7% of visitors take away their orders

8-for 50% of the visitors the nearest coffee house outlet lies away more than 3 km

9-coffee&Cold Drinks are the most purchased products

10-Most of the customers spend less than RM20 at the house

11-Most of the people gave a rate of 4 for the house's quality compared to other places

12-Most of the people gave a rate of 4 for the effect of sales&promotions on their purchase decision

13-Most of the people gave a rate of 4 for the ambiance at coffee house

14-Most of the people gave a rate of 4 for the service

15-Most of the people gave a rate of 3 for the Wi-Fi quality

16-Most of the people gave a rate of 3 for the house's price range

17-34.3% of visitors gave a rate of 4 for choosing coffee house for doing business meetings or hanging out with friends.

Customers’ satisfaction is the key to have greater sales at the house, and by looking at the insights; there are few steps that the house can take to improve sales like:

* Improve wifi quality
* Apply more sales on items other than coffee and soft drinks to attract more customers to them
* Do more promotions to the membership cards
* Add more products with a variety in prices to be able to satisfy as much customers as it can
* Try to make the place and lightings as comfy and cozy as possible to attract more customers whose ages are above 29.