

Analysis generated:

1. How do sales vary by day of the week and hour of the day?
 - Variation by **days of the week**: It is observed that Fridays, Thursdays, and Mondays are having the highest sales, with Saturday being the lowest.
 - Variation by **Hours**: Sales peak in the morning around 8 AM to 9 AM and again at noon, with a significant decline after 4 PM and minimal activity in the evening.
2. Are there any peak times for sales activity?

Morning Peak: 8 AM to 9 AM

Midday Peak: 12 PM

These times would be critical for maximizing sales, and the coffee shop should ensure adequate staffing and inventory to meet the high demand during these periods.
3. What is the total sales revenue for each month?

Jan- \$81,677.74

Feb- \$76,145.19

March- \$98,834.68

April- \$1,18,941.08

May- \$1,56,727.76

June- \$1,66,485.88
4. How do sales vary across different store locations?

Overall Footfall is seen to be highest in Hell’s Kitchen along with the highest revenue generated.

Whereas Astoria and Lower Manhattan are observed to have moderate-high range of Footfall and revenue.
5. what is the average price/order per person?

Average Bill/person- \$4.69

Average Order/person- 1.44
6. Which products are the bestselling in terms of quantity and revenue?

Barista espresso, Brewed Chai tea, Hot chocolate, Gourmet brewed coffee and brewed black tea are the Top 5 bestselling products giving high revenue.
7. How do sales vary by product category and type?

Among all 9 categories, 39% revenue is generated by Coffee sales, 28% by Tea sales, 12% by Bakery, 10% by drinking chocolate,6% by Coffee beans and following to all this, remaining categories generates minimal 1-2% of overall revenue.