



# COFFEE SHOP

*Sales Report*

PREPARED BY:  
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# OBJECTIVE

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.

The following factors are analyzed:

- Sales variation by day of the week and hour of the day.
- Peak times for sales activity.
- Total sales revenue for each month.
- Sales variation across different store locations.
- Average price/order per person.
- Best-selling products in terms of quantity and revenue.
- Sales variation by product category and type.