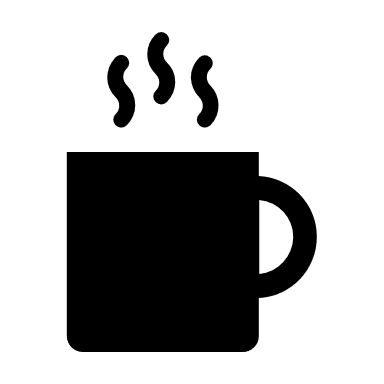
  
The main objective of this project is to analyse retail sales data to gain actionable insights that will enhance the performance of the coffee shop.

Start Your Day With Coffee 



**Recommended Analysis**

* How do sales vary by day of the week and hour of the day?

Sales increases between 6 to 11on different week days.

* Are there any peak times for sales activity?

Yes, Peak time for sales activity is in between 6 to 11.

* What is the total sales revenue for each month?

Total sales revenue for Jan - $81678, Feb- $76145, March- $98835, April- $118941, May- $156728, June- $166486.

* How do sales vary across different store locations?

There is Minor sales difference is on different location.

* What is the average price/order per person?

Average price/order per person is $1.44

* Which products are the best selling in terms of quantity and revenue?

Barista Espresso, Brewed Black tea, Brewed chai tea, Gourmet brewed coffee and Hot chocolate are best selling in terms of quantity and revenue.

* How do sales vary by product category and type?

Among all the products Tea and Coffee are most sold products.

INSIGHTS

* **Sales Growth:** Total revenue doubled over the first semester of 2023, indicating significant growth.
* **Peak Transaction Times:** 45% of transactions occur from 7 AM to 11 AM, highlighting the importance of morning service.
* **Morning Service Priority:** Ensuring high service levels during peak morning hours is critical for customer satisfaction and maximizing sales.
* **Evening Transaction Decline:** Transactions sharply decline after 7 PM, suggesting potential cost savings by adjusting late afternoon opening hours to minimize expenses like electricity, rent, and labor costs.
* **Product Performance:** Brewed Chai tea is the top-selling product by transaction quantity, while Barista Espresso leads in revenue generation among product types.
* **Coffee Dominance:** Coffee emerges as the top category, indicating its significance in driving sales and revenue.