



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?**

Between 8 AM and 12 PM, we observe the peak period for average sales during the day.

Following this peak, sales stabilize and maintain a consistent level until 5 PM, after which they gradually decline until closing time. Notably, Mondays and Fridays consistently achieve the highest sales figures.

- **Are there any peak times for sales activity?**

The peak time for sales activity is observed between the hours of 8 AM and 12 PM. This period typically experiences the highest levels of customer engagement and transaction volume, indicating a surge in business activity during these morning hours.

- **What is the total sales revenue for each month?**

The average sales for each month is \$58,234.

- **How do sales vary across different store locations?**

The Hell's Kitchen branch leads in revenue, followed by Astoria, with Lower Manhattan trailing behind in terms of earnings.





- **what is the average price/order per person**

The average price/order per person \$4.68

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

Coffee is the best selling in terms of quantity and revenue, followed by tea.

- **How do sales vary by product category and type?**

Coffee and tea generate the highest revenue, with all coffee and tea products ranking among the top 5 best-selling items.

