**Coffee Sales Analysis Insights**

1. **Top Selling Coffee**:
   * Latte emerged as the highest-selling coffee, contributing approximately 48.83% of the total sales. It significantly outperforms other coffee varieties in both quantity and revenue.
2. **Sales Trend Over the Months**:
   * The sales peaked notably in the months of March and October, indicating potential seasonal preferences or promotional periods driving higher customer engagement.
3. **Payment Method Insights**:
   * A major portion of transactions (97.24%) were completed using card payments, showing a strong inclination towards cashless transactions among customers.
4. **Customer Engagement**:
   * A total of 1,317 unique card entries were recorded, reflecting a healthy and consistent customer base visiting the coffee shop over the recorded period.