



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?**
- **Are there any peak times for sales activity?**
- **What is the total sales revenue for each month?**
- **How do sales vary across different store locations?**
- **What is the average price/order per person?**
- **Which products are the best-selling in terms of quantity and revenue?**
- **How do sales vary by product category and type?**



ANSWERS OF THE ABOVE QUESTIONS:

1. The "Orders on Weekdays" and "Quantity Ordered Based on Hours" charts help us to understand daily and hourly sales patterns.
 2. The highest sales of coffee occur in the morning hours, specifically between 9:00 am to 11:00 am and after this peak period, there is a decreasing trend in coffee consumption.
 3. By filtering the data by month (using the "Month Name" slicer), we can analyze monthly sales trends.
 4. The sales based on different locations and their footfall , the highest sales recorded at hell's kitchen & lowest at lower Manhattan.
 5. The avg price per person is \$4.69 and the avg order per person is 1.44
 6. The "Top 5 Products Based on Sales" chart identifies the highest-grossing products.
 7. The "Categories % Distribution Based on Sales" chart breaks down sales by product category.
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