

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.

Recommended Analysis:

1. How do sales vary by day of the week and hour of the day?
 - Sales are **highest on weekdays**, especially Monday, Thursday, and Friday. There's a **slight dip on weekends**, particularly Saturday.
 - Sales **peak during morning hours**, likely due to breakfast and coffee runs. Afternoons and evenings see **lower traffic and fewer orders**.

2. Are there any peak time for sales activity?

This suggests that the **morning hours** are the **busiest time for the coffee shop**, likely due to:

- People grabbing coffee or breakfast on their way to work.
- Morning routines including tea, coffee, or a light snack.

3. What is the total sales revenue?

- \$6,98,812.33

4. How do sales vary across different store location?

- **Houston** has the **highest sales**, followed by **Boston** and **Denver**.
- **Austin** has the **lowest sales** among the listed locations.

- Sales across most locations are fairly **evenly distributed**, with a range of around \$80,000 to \$125,000.

5. What is the average price / order per person?

- The **average price per order per person** is approximately **\$7.22**

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

- The **best-selling product overall** (both in quantity and revenue) is **Caffè Latte**, followed by **Caffè Mocha** and **Caffè Americano**.

7. How do sales vary by product category and type?

- Sales are heavily driven by Bakery and Branded categories, while specific coffee and tea products like Barista Espresso, Brewed Black Tea, and Brewed Chai Tea are top performers in terms of individual product types. Flavours and Loose Tea have the least contribution to overall sales.