



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?





# Solved Analysis

- 14 Hours / Day Qty Sales - 214470
- Day Sum of Bill - \$6,98,812.33
- Yes 10 ' O ' Clock is the Peak Time
- January - \$81,677.74
- February - \$76,145.19
- March - \$98,834.68
- April - \$1,18,941.08
- May - \$1,56,727.76
- June - \$1,66,485.88
- Astoria - \$2,32,243.91
- Hell's Kitchen - \$2,36,511.17
- Lower Manhattan - \$2,30,057.25
- Average Per Person Order – 1.44
- Average Per Bill – 4.69
- Best Product Terms of Qty - Brewed Chai tea
- Best Product terms of Revenue - Barista Espresso

