

**1]. How do sales vary by day of the week and hour of the day? Are there any peak times for sales activity?**

### **Sales Variation by Day & Hour**

Sales by Day of the Week (Total Revenue)

1. Monday - \$101,677.28 (Highest)
2. Friday - \$101,373.00
3. Thursday - \$100,767.78
4. Wednesday - \$100,313.54
5. Tuesday - \$99,455.94
6. Sunday - \$98,330.31
7. Saturday - \$96,894.48 (Lowest)

**Weekdays (Monday - Friday) have the highest sales, while weekends (Saturday & Sunday) have lower sales.**

Sales by Hour of the Day (Total Revenue)

1. 10 AM - \$88,673.39 (Peak Sales Hour)
2. 9 AM - \$85,169.53
3. 8 AM - \$82,699.87
4. 7 AM - \$63,526.47
5. 11 AM - \$46,319.14
6. 3 PM - 5 PM - ~\$41,000 each
7. 12 PM - 2 PM - Around \$40,000 each
8. Evening (6 PM - 8 PM) - Low Sales

**Peak sales occur in the morning (7 AM - 10 AM), indicating high demand for coffee and breakfast items. Sales drop significantly after 6 PM.**

**2]. What is the total sales revenue for each month?**

### **Total Sales Revenue for Each Month**

Monthly Sales (Total Revenue)

1. June - \$166,485.88 (Highest Sales)
2. May - \$156,727.76
3. April - \$118,941.08
4. March - \$98,834.68

5. January - \$81,677.74
6. February - \$76,145.19 (Lowest Sales)

**Sales steadily increased from January to June, with June having the highest revenue. February had the lowest sales, possibly due to seasonal variations or fewer working days.**

### **3]. How do sales vary across different store locations?**

#### **Sales Variation Across Different Store Locations**

##### **Total Sales by Location**

1. Hell's Kitchen - \$236,511.17 (Highest Sales)
  2. Astoria - \$232,243.91
  3. Lower Manhattan - \$230,057.25 (Lowest Sales)
- **All three store locations have similar sales.**
  - **Hell's Kitchen leads slightly, indicating it might have a higher footfall or better-performing promotions.**

### **4]. What is the average price/order per person?**

#### **Average Price/Order Per Person**

**Average Price Per Order: \$4.69**

- **On average, each customer spends around \$4.69 per order.**
- **This suggests that most transactions involve low-cost items like coffee, tea, or small snacks rather than high-priced items.**

### **5]. Which products are the best-selling in terms of quantity and revenue?**

#### **Best-Selling Products (by Quantity & Revenue)**

##### **Top 5 Best-Selling Products by Quantity Sold**

1. Ethiopia - 13,271 units
2. Our Old Time Diner Blend - 13,074 units
3. Colombian Medium Roast - 13,068 units
4. Brazilian - 13,012 units
5. Jamaican Coffee River - 12,431 units

##### **Top 5 Best-Selling Products by Revenue (Total Sales)**

1. Ethiopia - \$42,304.10
2. Sustainably Grown Organic - \$39,065.10
3. Jamaican Coffee River - \$38,781.15

4. Brazilian - \$37,746.50
  5. Latte - \$36,369.75
- **The Ethiopia coffee variety is the top-selling product both in terms of quantity and revenue.**
  - **Premium and organic coffee blends also generate high revenue, suggesting demand for specialty coffee.**

#### **6]. How do sales vary by product category and type?**

##### **Sales by Product Category & Type**

##### **Top 5 Product Categories by Sales Revenue**

1. Coffee - \$269,952.45 (Top-Selling Category)
2. Tea - \$196,405.95
3. Bakery - \$82,315.64
4. Drinking Chocolate - \$72,416.00
5. Coffee Beans - \$40,085.25

##### **Top 5 Product Types by Sales Revenue**

1. Barista Espresso - \$91,406.20
  2. Brewed Chai Tea - \$77,081.95
  3. Hot Chocolate - \$72,416.00
  4. Gourmet Brewed Coffee - \$70,034.60
  5. Brewed Black Tea - \$47,932.00
- **Coffee dominates total sales, followed by Tea and Bakery items.**
  - **Barista Espresso is the top-selling coffee type, while Brewed Chai Tea leads in the tea category.**
  - **Hot Chocolate also generates high revenue, indicating strong demand for non-coffee beverages.**

##### **Key Insights:**

- **Peak sales occur in the morning (7 AM - 10 AM), with Monday being the busiest day.**
- **June has the highest sales, while February has the lowest.**
- **Hell's Kitchen is the best-performing store.**
- **The average price per order is \$4.69.**
- **Ethiopia Coffee is the best-selling product.**

- **Coffee is the most profitable product category, followed by Tea and Bakery items.**