Main 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

- HOW DO SALES VARY BY DAY OF THE WEEK AND HOURS 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?