**Business Scenario**

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 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?