**Observations:**

**1. Sales Trends Over Time**

* **Monthly Trend:** Overall sales steadily increased from February to June, showing consistent business growth.
* **Daily Trend:** Sales rose between the 6th and 8th of the month, dipped from the 27th to the 29th, spiked by around 21% on the 30th, and then dropped sharply by nearly 49% on the 31st.

**2. Product Category Insights**

* Coffee and tea are the most demanded product categories, while packed chocolates and flavors show the least demand.
* Coffee beans contribute significantly to revenue despite lower demand, mainly due to their high unit price (up to 45 units).
* Flavors have higher order quantities but lower sales, explained by their low unit price (around 0.80 units).

**3. Month-on-Month (MoM) Category Insights**

* Packed chocolates saw a modest 0.48% sales increase in April.
* Branded products declined by 0.35% in February but rebounded with a 0.46% increase in March.
* Overall sales decreased by 0.07% in February but improved by 0.30% in March.

**4. Weekend vs. Weekday Performance**

* Coffee and tea maintain strong sales on both weekdays and weekends, while packed chocolates perform poorly.
* Among weekdays, Monday, Thursday, and Friday record the highest sales.
* Transactions are most frequent on Friday, Thursday, and Monday.
* On weekends, Sunday outperforms Saturday in terms of total sales.

**5. Time-of-Day Sales**

* Sales peak in the morning between 7 AM and 10 AM, dominated by coffee, tea, and bakery items.
* After 11 AM, sales decline steadily throughout the day.

**6. Product-Level Insights**

* **Coffee:** Barista espresso leads demand, followed by gourmet brewed coffee. Within this, latte (regular) and cappuccino (large) show particularly high sales.
* **Tea:** Brewed chai tea is the most popular, followed by brewed black tea. Morning sunrise chai (large) and spicy eye opener chai (large) are key drivers.
* **Bakery:** Scones sell the most, followed by pastries.
* **Drinking Chocolate:** Sustainable grown organic (large) and dark chocolate variants are in higher demand.

**7. Store-Level Insights**

* The Hell’s Kitchen outlet records the highest overall sales, led by civet cat coffee and sustainable grown organic (large).
* The Astoria branch performs strongly in dark chocolate (large) sales, followed by sustainable grown organic (large).
* Lower Manhattan contributes the highest sales on Mondays compared to other locations.

**8. Price Point Insights**

* For tea, unit prices of 2.50 and 3.00 show the highest sales.
* For coffee, unit prices of 3.00 and 3.75 drive the highest revenue.

**Points to be noted**

**Limited date coverage:** Data contains only Jan–Jun. Month-over-month and seasonal comparisons are valid only inside this window; January lacks a prior month for MoM calculations.

**Low unit prices (~0.80):** Values < 1 may be valid (add-ons, cents) or unit/currency issues. Verify whether prices are in full currency units or fractional units before drawing revenue conclusions.

**End-of-month spikes/drops:** The big changes on days 30–31 may be real (promotions, events) or data artifacts (partial data, missing rows).