

Coffee Shop Sales Analysis

Introduction

This project involves the analysis of coffee shop sales data with the goal of uncovering key insights into sales trends, customer preferences, and store performance. The dataset includes detailed information on transactions, products, and store locations.

Data Overview

The project dataset is structured into three main components:

- **Coffee Dataset:** A comprehensive collection of transaction data, including:
 - *Date and Time:* Detailed timestamps for each transaction.
 - *Store Location:* Identification of the store where the sale took place.
 - *Product Details:* Information on product categories, types, sizes, and pricing.
 - *Sales Data:* Quantities sold and corresponding total cost.
- **Pivot Table:** A summarized view of the transaction quantities, likely grouped by specific time frames or product categories, providing an aggregated perspective on the data.
- **Dashboard:** A designated space for visual representations of the analysis, which currently remains to be populated with insights derived from the data.

Main Objective

The primary objective of this analysis is to derive actionable insights from the coffee shop sales data. By examining patterns in customer behavior, product popularity, and temporal sales fluctuations, the project aims to inform strategic decisions for optimizing business performance.

Expected Findings

Through this analysis, we anticipate uncovering the following:

- **Peak Sales Periods:** Identification of the days and times when sales are highest.
- **Popular Products:** Insights into the most frequently purchased products and categories.
- **Store Performance:** Comparison of sales performance across different store locations.
- **Customer Behavior:** Understanding purchasing habits to better tailor product offerings and marketing strategies.