



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.

**Start Your Day With Coffee**





## 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?

