**Key Insights**

* Total revenue generated across the 3547 transactions is 112.25k, averaging 31.65 per transaction.
* Lowest sales occurred in April 2024 and January 2025 while revenue peaked around July and October 2024.
* Latte and Americanos were the most purchased and contributed mostly to the revenue, suggesting they should be prioritized in promotions and menu design.
* Highest revenue was generated between 10:00 AM and 3:00 PM while lowest sales occurred in the late evening and early morning hours. This indicates the afternoon period as the most profitable.
* Sales are made more on weekdays rather than weekends, especially Mondays and Tuesdays.

**Recommendations**

• Promote top-selling coffee types (Latte and Americano) through loyalty programs and special offers.

• Introduce time-based promotions—morning discounts and evening combos to boost off-peak sales.

• Adjust staffing levels to match sales peaks (10 AM – 3 PM, weekdays).

• Plan inventory and procurement based on high-demand products and time periods.

• Launch seasonal campaigns around July and October to leverage peak performance months.

• Collect and analyze customer feedback to refine product offerings and improve satisfaction.