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?
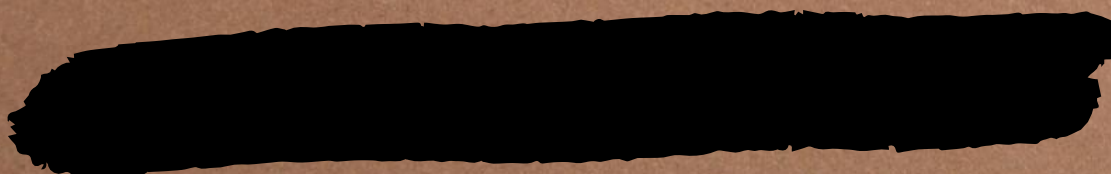- How do sales vary by product category and type?

ANALYSIS-

1. I) Sales are highest in the **morning hours (8 AM - 11 AM)** across all days.

II)The top-selling day for early morning sales (6 AM) is **Thursday**.

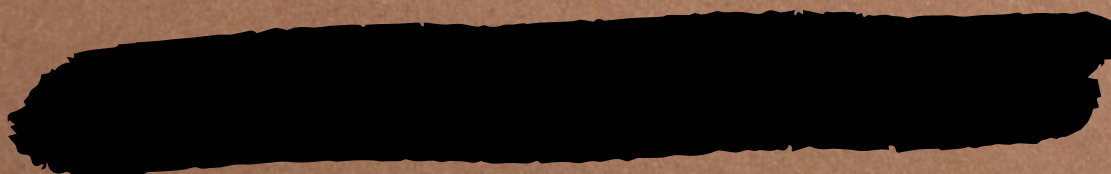III)**Friday and Monday** consistently see high sales throughout the day.

2. I)The highest sales occur **between 8 AM and 11 AM.**

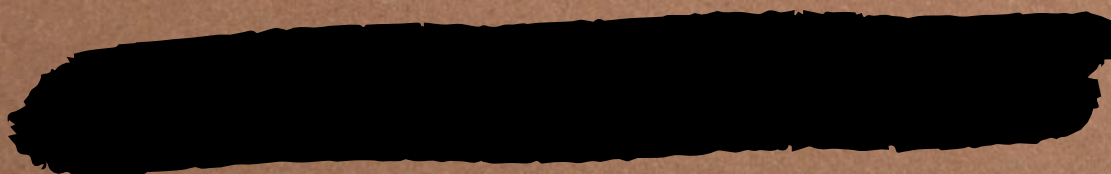II)Sales gradually decrease in the afternoon and evening, with a sharp drop after **8 PM.**

3. I)June has the highest total sales revenue: **$166,485.88**. **II)May and April** follow with **$156,727.76** and **$118,941.08**, respectively. III)Sales are lowest in **February ($76,145.19)**.
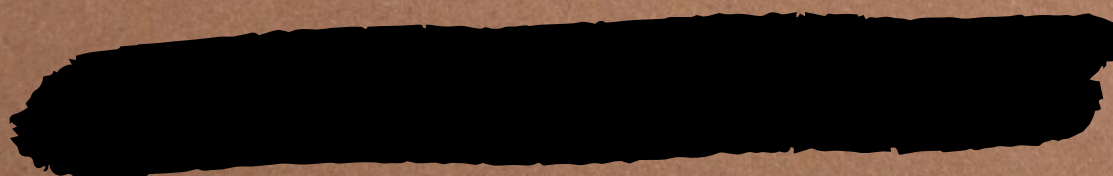
4.I)The highest sales come from **Hell's Kitchen ($236,511.17)**.
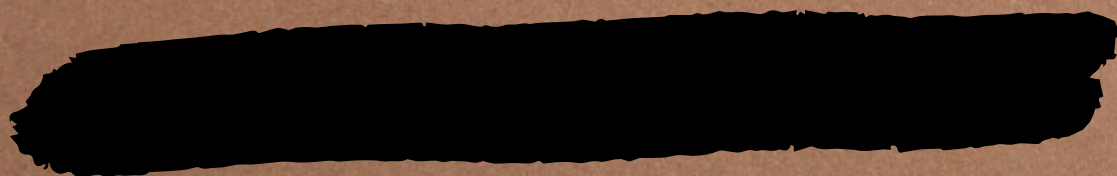II)**Astoria ($232,243.91)** and **Lower Manhattan ($230,057.25)** are also strong performers.
III)Sales are relatively balanced across locations.

5. The average **price per order** is **$4.69**.

6. A . Best-Selling by Quantity:
I)Ethiopia coffee (13,271 units)
II)Our Old Time Diner Blend
(13,074 units)
III)Columbian Medium Roast
(13,068 units)
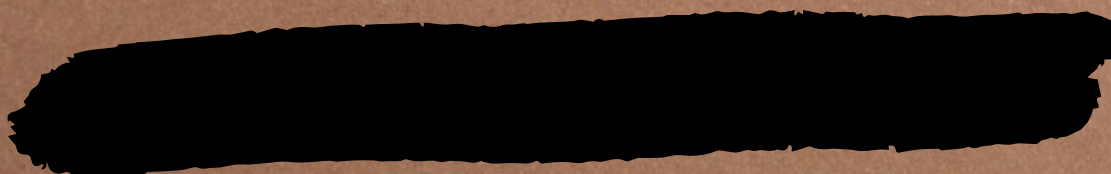IV)Brazilian (13,012 units)

B . Best-Selling by Revenue:
I)Ethiopia coffee ($42,304.10)
II)Sustainably Grown Organic
($39,065.10)
III)Jamaican Coffee River
($38,781.15)

7. A . Top Categories:
I)Barista Espresso
Coffee ($91,406.20)
II)Brewed Chai Tea
($77,081.95)
III)Hot Chocolate
($72,416.00)

B . Gourmet brewed coffee and **Brewed Black Tea** also perform well.