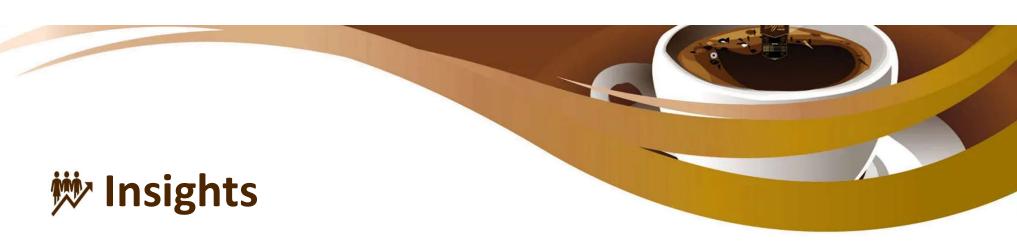


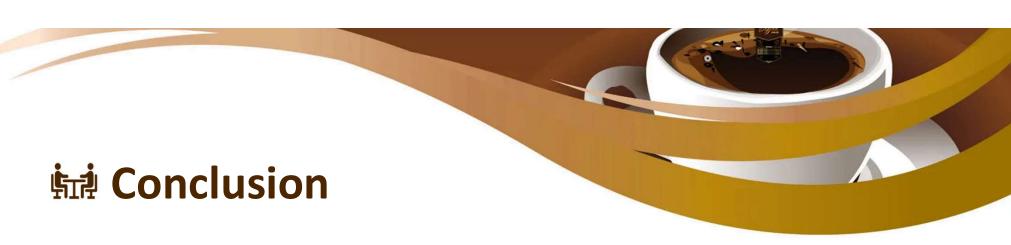
Coffee store owner wants to create an annual sales report for 2023. So that, Store owner can understand their customers and grow sales In 2024.

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 ?



- Maximum order come in a day between 9:00 am to 10:00 am, in a week on Friday & Saturday, in a month on June.
- Maximum sales revenue month is June (\$1,66,460), minimum sales revenue month is January (\$88,600).
- Top-2 store location according to generating sales revenue are Hell's kitchen, Astoria.
- Average bill per person is \$4.69, Average order per person is 1.44
- Best- selling product in terms of quantity is "coffee" and in terms of revenue is "Barista Espresso tea".
- Categories wise 39% sales comes from coffee & 28% sales come from tea.



To improve sales of coffee shop:

- Target the customers of top -2 best selling store location (Hell's kitchen, Astoria).
- Sell the Coffee and tea (because both generating 67% of total revenue)
 via showing ads/offers/coupons.