

Coffee Shop Sales Analysis

Objective of the Project :

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.

Questions answered in the Project :

- 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 ?