-- Monday Coffee -- Data Analysis:(Questions)

1. Identify any null or missing values in the dataset (for sales table).

2. Calculate the sales trend and average sales per day.

3. How does the sales frequency in the shop occur per day?

4. How often does each customer make a purchase per day?

5. How many days had zero sales in coffee shop?

6. How does the sales frequency compare between weekdays and weekends?

7. Determine the number of unique customers per week.

8. On which days of the week are the most sales made?

9. What is the difference between highest and lowest sales by dates?

10. What is the estimated number of coffee consumers in each city, based on the assumption that 30% of the population consumes coffee?

11. What is the overall revenue from coffee sales in all cities for the last quarter of the per year?

12. What is the total income for the per year from coffee sales?

13. How much revenue generated by each product category?

14. What is the total number of units sold for coffee products?

15. What is the average sales amount per customer in each city?

16. Who are the top 10 customers by total spending every year?

17. How did each product perform in terms of sales across the months per year?

18. How many customers make repeat purchases for each product per year?

19. What is the number of new customers and returning customers per year?

20. Provide a list of the cities along with their populations and the estimated number of coffee consumers in each.

21. What are the top 3 selling products in each city based on sales volume?

22. How many unique customers are there in each city who have purchased coffee products?

23. Find each city and their average sale per customer and avg rent per customer.

24. Calculate the percentage growth (or decline) in sales over different time periods (monthly) by each city.

25. Identify top 3 city based on highest sales, return city name, total sale, total rent, total customers, estimated coffee consumer.