

The main objective of this project is to analyse retail sales data to gain actionable insights that will enhance the performance of the coffee Shop.



# 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 & Type?

