

A close-up photograph of a rustic wooden table. Scattered across the surface are numerous dark brown, roasted coffee beans of various sizes. In the lower-left foreground, a white ceramic cup filled with steaming, light brown coffee sits next to its saucer. To the right, a portion of a silver-colored coffee grinder is visible, showing a generous amount of ground coffee inside. The lighting is warm and focused on the textures of the beans and the rich color of the coffee.

Coffee



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

# *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 bestselling in terms of quantity and revenue?
- How do sales vary by product category and type?

