Coffee Shop Sales

Objectives

- Analyze transaction volume by hour and day to identify peak sales periods and optimize staffing and inventory.

- Evaluate sales performance by location to understand regional differences and target marketing efforts.

- Understand weekly transaction distribution to detect trends and plan promotions accordingly.

- Assess product category and size preferences to tailor the menu and stock levels to customer demand.

- Identify top-selling products by quantity and revenue for focused inventory management and promotional strategies.

- Calculate average order price per customer to evaluate customer spending behavior and pricing effectiveness.

- Track monthly sales revenue trends to monitor overall business growth and seasonality.

Sales Timing & Volume

- How do sales vary by hour of the day?
- How do sales vary by day of the week?
- Are there peak times for sales activity during the day or week?

Location Analysis

- How do sales and transactions vary across different locations?
- Which locations generate the highest sales revenue?

Product & Category Analysis

- Which product categories contribute most to total sales revenue?
- What is the percentage sales distribution by product category?
- How do sales vary by product size preferences (Small, Regular, Large)?
- Which individual products are the top 5 best sellers in terms of sales revenue?
- Which products generate the highest sales revenue?

Financial Metrics

- What is the total sales revenue for each month?
- What is the average price per order/customer?