

The background of the slide is a top-down photograph of a light-colored, textured surface, possibly a table. Several white ceramic coffee cups are scattered across the surface. Some cups contain dark coffee, while others have latte art. Two hands are visible: one in the upper right corner holding a cup, and another in the lower left corner holding a cup. The overall lighting is soft and natural.

## Cafe Sales Analysis

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

### Analyzed insights

- 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?