

COFFEE SHOP SALES ANALYSIS

The main objective of this project is to analyze retail sales data to gain actionable insights that will enhance the performance of 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 quality and revenue?
- How do sales vary by product category and type?