Project Goal

Business Requirement:

To analyze and optimize the sales performance of "Bendo Café" across various products and states to identify top-selling items, seasonal trends, and underperforming categories in order to make data driven decisions for inventory, marketing, and expansion.

KPIs to Include:
- Total Order
- Total Sales
- Total Units Sold
- Average Units Price
- Average Sales Value
- Average Unit Sold

- Track sales trends over time.
- Identify best selling products & categories.
- Understand regional performance.
- Measure revenue contribution per product.
- Detect low performing items for discount offers.