

## Coffee Shop Sales Analysis

### Ques1.

How do sales vary by day of the week and hour of the week?

### ANALYSIS

#### Day of the week

The data reflects total weekly sales of **214,470 units**, with a daily average of **30,639 units**. Here's a summary:

- **Highest Sales Day:** Monday (**31,231 units**)
- **Lowest Sales Day:** Saturday (**29,614 units**)
- **Peak Days:** Monday and Friday show strong sales, likely due to start- and end-of-week trends.
- **Mid-Week Stability:** Sales from Tuesday to Thursday are consistent, averaging around **30,745 units/day**.
- **Saturday Decline:** Saturday has the lowest sales, suggesting potential for improvement.

#### Hour

The data represents sales quantities across different hours, with a total of **214,470 units**. Below is a concise analysis:

- **Peak Hours:**
  - **10 AM** has the highest sales (**26,713 units**), followed closely by **9 AM (25,370 units)** and **8 AM (25,197 units)**.
  - Morning hours (6 AM to 10 AM) account for a significant portion of total sales, indicating strong early activity.
- **Midday Decline:** Sales drop sharply after 10 AM, with **11 AM** and **12 PM** seeing **14,035** and **12,690 units**, respectively.
- **Afternoon Plateau:** Sales stabilize between **1 PM** and **5 PM**, averaging around **12,830 units/hour**.
- **Evening Dip:** A noticeable decline occurs after **6 PM**, with sales dropping to **880 units** by **8 PM**.

### Ques 2.

Are there any peak times for sales activity?

### ANALYSIS

Yes, **10 AM** has the highest sales (**26,713 units**), followed closely by **9 AM (25,370 units)** and **8 AM (25,197 units)**

### Ques 3.

What is total sell revenue for each month?

## ANALYSIS

January	\$81,677.74
February	\$76,145.19
March	\$98,834.68
April	\$1,18,941.08
May	\$1,56,727.76
June	\$1,66,485.88

### Ques 4.

How do sales vary across different store location?

📌 **Top Performer:** Hell's Kitchen leads in transactions (**50,735**) and total sales (**\$2,36,511.17**).

📌 **Astoria:** Close behind with **50,599 transactions** and **\$2,32,243.91 in sales**.

📌 **Lower Manhattan:** Fewer transactions (**47,782**) but highest average sale per transaction (**\$4.81**).