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

1. How do sales vary by day of the week and hour of the day?
   Friday has the highest sales, and Sunday has the lowest sales. Sales increase at the start of the day and peak between 8 and 10 AM. After 11 AM, they follow a linear trend, gradually decreasing after 5 PM until the end of the day.

2. Are there any peak times for sales activity?
   Peak times for sales activity between 8 and 10 AM

3. What is the total sales revenue for each month?
   January – $ 10422.11
   February - $ 10767.47
   March - $ 12782.86
   April - $ 19309.83
   May - $ 20795.11
   June - $ 22817.10

4. How do sales vary across different stores location?
   Hell's Kitchen - $ 236511.17
   Astoria - $ 232243.91
   Lower Manhattan - $ 230057.25

5. What is the average price/ order per person?
   Average price per person - $ 4.69
   Average order per person – 1.44

6. Which products are the best selling in terms of quantity and revenue?
   Best selling product in terms of quantity – Brewed Chai Tea
   Best selling product in terms of revenue – Barista Espresso

7. How do sales vary by product category and type?
   Coffee has the highest sales, and tea has the second-highest sales in the product category. Regular size has the highest sales, and large size has the second-highest sales in type