**About Dataset**

**Coffee Shop Sales**

Transaction records for Maven Roasters, a fictitious coffee shop operating out of three NYC locations. Dataset includes the transaction date, timestamp and location, along with product-level details.

**Recommended Analysis**

1 - How have Maven Roasters sales trended over time?

2 - Which days of the week tend to be busiest, and why do you think that's the case?

3 - Which products are sold most and least often? Which drive the most revenue for the business?

**Data Preview**

* **transaction\_id** : Unique sequential ID representing an individual transaction
* **transaction\_date** : Date of the transaction (MM/DD/YY)
* **transaction\_time** : Timestamp of the transaction (HH:MM:SS)
* **transaction\_qty** : Quantity of items sold
* **store\_id** : Unique ID of the coffee shop where the transaction took place
* **store\_location** : Location of the coffee shop where the transaction took place
* **product\_id** : Unique ID of the product sold
* **unit\_price** : Retail price of the product sold
* **product\_category** : Description of the product category
* **product\_type** : Description of the product type
* **product\_detail** : Description of the product detail

**Analysis Approach**

The analysis was conducted using Microsoft Excel, leveraging its data cleaning and visualization capabilities. Various statistical techniques were employed to uncover patterns and trends within the dataset.

**Key Findings**

* Average bill/person and order/person
* Correlation between sales and factors such as location, time of day, and product\_type
* Total sales and Total footfall
* Percent Size Distributiob based on Orders.