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.

Start Your Day With Coffee

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 quantity and revenue?
- How do sales vary by product category and types.

Recommended solution

- During morning time sales is highest and peak at 10 AM and in weekends sales rapidly decrease as lowest in Saturday
- In June and January sales is highest and lowest repectively.
- In each store sales having almost same as highest at Hell's kitchen.
- Ethiopia and Latte has highest and lowest sales and no. of order respectively.
- Coffee beans and brewed black tea has lowest sales in product category and types.
- According to size of product small size contribute lowest sales having 10%
- Average price/order is 4.7