Ans 1- Coffee Shop Sales are less on weekends (Saturday and Sunday) as compared to working days of week. And Sales are more between 6 am to 10 am, then from 10 am to 11 am there is sudden fall in the sales and after 11 am sales is average, and after 5 pm gradually sales are very less.

Ans 2- The peak time for sales is from 9am to 10 am.

Ans 3- Total Sales Revenue for each month

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

Ans 4- Total Sales of different stores Locations

Hell’s Kitchen- $2,36,511.17

Astoria- $2,32,243.91

Lower Manhattan- $2,30,057.25

Ans 5- Average Price per person- $4.69

Average Order per Person- 1.44

Ans 6- Best Selling products in terms of Quantity and Revenue

|  |  |  |
| --- | --- | --- |
| Barista Espresso | 24943 | $91,406.20 |
| Brewed Black tea | 17462 | $47,932.00 |
| Brewed Chai tea | 26250 | $77,081.95 |
| Gourmet brewed coffee | 25973 | $70,034.60 |
| Hot chocolate | 17457 | $72,416.00 |

Ans 6- Percentage Distribution of Sales by Product category or Variation in sales by product category.

|  |
| --- |
| Bakery 12% |
| Branded 2% |
| Coffee 39% |
| Coffee beans 6% |
| Drinking Chocolate 10% |
| Flavours 1% |
| Loose Tea 1% |
| Packaged Chocolate 1% |
| Tea 28% |