**Dataset Title: Coffee Shop Sales**

**Original Dataset Link:** [**https://www.kaggle.com/datasets/ahmedabbas757/coffee-sales?resource=download**](https://www.kaggle.com/datasets/ahmedabbas757/coffee-sales?resource=download)

**Problem Statements:**

1. ***Optimising Operations***: Optimizing staffing levels and operational efficiency by identifying the busiest days of the week based on transaction data. Understanding the day-of-week patterns in customer traffic and sales volumes is crucial for effective resource allocation and scheduling. The objective is to analyse transaction data to determine which days of the week exhibit higher sales activity and customer footfall. By identifying peak days, Maven Roasters can strategically allocate staff resources, adjust inventory levels, and implement targeted marketing promotions to maximize sales opportunities and enhance customer service.
2. ***Outlier and its effect on Sales:*** Even after removing lower outliers, sales seem to be unaffected even in a slight manner. Here, these outliers have no significant effect on sales. So, Maven Roasters can stop production of these products and allocate its resources to make more products which are in great demand among customers.
3. ***Profit maximisation***: We could see a differences between sales and no. of units sold. Some product category with lower unit sales volume generates more revenue than product category with higher unit sales volume, due to their higher unit prices (Example: Coffee Beans, Branded etc). Maven Roasters can focus on those product categories to improve profit.