## Coffee Shop Data Analysis

**Business Objective:**

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.

**Business Problem:**

* Understanding the variation in sales by day of the week and hour of the day.
* Identifying peak times for sales activity.
* Analyzing total sales revenue for each month to identify trends and patterns.
* Evaluating sales performance across different store locations.
* Calculating the average price per order and identifying best-selling products in terms of quantity and revenue.
* Analyzing sales variation by product category and type to optimize marketing and inventory strategies.