



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 type?

