

Questions Solved in the Project

1. **What are the peak and off-peak hours for transactions in the coffee shop?**
 - Analysis identified the busiest hours (8 AM - 10 AM) and slow hours (post 8 PM), providing insights into customer behavior.
2. **Which days of the week generate the highest and lowest sales?**
 - Found that Thursday and Friday lead in sales, while Sunday shows the lowest revenue.
3. **What is the monthly sales performance, and which months perform the best or worst?**
 - June was identified as the best-performing month, while February showed the lowest sales figures.
4. **Which product categories and specific products contribute the most to total revenue?**
 - Coffee was the top-selling category, with Barista Espresso leading among specific products.
5. **How do the different store locations compare in terms of sales and footfall?**
 - Astoria was the top-performing location in both revenue and customer visits.
6. **What is the distribution of order sizes, and which size is most popular among customers?**
 - Large-sized orders were the most popular, with Small orders being the least preferred.
7. **How does footfall vary by weekday and month, and what trends can be identified?**
 - Monday and Friday recorded the highest footfall, while January and February had the least.
8. **What is the average bill per person, and how many orders does an average customer make?**
 - The average bill per person was ₹4.69, with an average of 1.44 orders per person.
9. **What are the top 5 performing products and their contribution to overall sales?**
 - Barista Espresso, Brewed Black Tea, and others were identified as the top-performing products, contributing significantly to total revenue.
10. **How can sales trends and patterns be used to design marketing campaigns or promotions?**
 - Insights such as low Sunday sales and high morning demand provide opportunities for targeted promotions and campaigns.