Coffee Sales Analysis

AIM

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

1. Analyzing daily and weekly sales trends: Understand the overall sales patterns to identify peak and off-peak times for the coffee shop.

2. Identifying top-selling products: Determine which items are the most popular among customers and their contribution to overall sales.

3. Analyzing store-wise foot traffic: Compare foot traffic and sales performance across different store locations to identify high-performing and underperforming stores.

4. Creating interactive dashboards: Develop visually appealing and interactive dashboards to present the analysis findings in a clear and concise manner.

5. Providing actionable insights: Extract valuable insights from the data analysis to help the coffee shop make informed decisions to improve sales performance and customer satisfaction.