

Insights:

- Mondays and Fridays recorded the highest number of orders.
- Peak sales hours were observed between 8 am and 9 am.
- Regular-sized coffee was the best-selling product category.
- The Hell's Kitchen location exhibited the maximum footfall and sales.
- The top five products based on sales performance were identified as Barista Espresso, Brewed Chai tea, Gourmet brewed coffee, Hot chocolate and Brewed Black tea.
- June stood out with the highest sales volume.

Based on the insights derived from the data analysis, here are some strategies to enhance sales:

1. Optimize Promotions: Focus promotional efforts on Mondays and Fridays to capitalize on peak order days.
2. Morning Specials: Introduce morning specials or discounts during the high sales hours of 8 am to 9 am to attract more customers.
3. Coffee Marketing: Promote regular-sized coffee offerings more prominently to leverage its popularity as the top-selling product.
4. Location-Specific Initiatives: Invest resources and marketing efforts into the Hell's Kitchen location to further amplify its already high footfall and sales.
5. Product Mix Optimization: Ensure that Top 5 products are consistently well-stocked and strategically placed to maximize sales potential.
6. Seasonal Focus: Allocate special marketing campaigns or product offerings to capitalize on the high sales period observed in June, potentially extending such strategies to other high-sales months as well.