We decided to tackle problems of coffee sales transactions, and the audience for this analysis that comes to mind for us is a regional manager of coffee shops. When we are considering our audience as mentioned above, we believe that they operate under significant time constraints as they are coordinating multiple various tasks. We believe that they possess strong exposure to coffee products, customer preferences, and retail management processes, but little exposure to in-depth data analysis or statistical modeling. This is why we believe that we must report on our findings in simple-to-consume, visually appealing charts and actionable business insights.

For our analysis, we are focusing on two key questions. These are:

1. What are the busiest times of day and days of the week that generate the greatest sales volumes, and how can staffing or store hours be modulated to match customer demand?
2. What types of coffee are most in demand at different times of day, and how should inventory levels and promotions be similarly adjusted?

We plan to perform our analysis on data containing 3,547 sales transactions of coffee consumed at different times of day, days of the week, and months of the year. It tracks not only what type of coffee was purchased but also when and how much was spent.

In answer to the above analytical questions, we'll prioritize simple, graphical, action-oriented analysis over technical modeling. For the first, we'll combine sales by hour of day and day of week and plot them on a heat map or bar chart to identify the busiest selling times. Based on these results, we will recommend staffing reassignments to match demand. For the second question, we will contrast coffee sales by day part to identify which drinks lead (e.g., more Lattes in morning hours, Americanos in afternoon hours) and report results in a stacked bar chart. Throughout, we will report concise graphics and concise text so that results can be read by the manager in minutes.