We decided to analyze **coffee sales transactions** to uncover insights that can guide operational decisions across multiple store locations. Our intended audience is a **Regional Coffee Shop Manager**, someone who operates under considerable time pressure while overseeing employees, scheduling, inventory, and customer experience. This stakeholder is highly familiar with coffee products, customer preferences, and retail operations but has limited exposure to detailed data analysis or statistical modeling. Because of this, our findings must be presented through **concise, visually intuitive charts** that highlight **actionable business implications** at a glance.

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 highest sales volumes, and how can staffing or store hours be adjusted to match customer demand?
2. Which types of coffee are most in demand at different times of day, and how should inventory levels and promotions be adjusted accordingly?

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 visuals and text so a manager can read them in minutes and make decisions on staffing, inventory, and promotions.