



Quisine Analytics

Regional Variance Analysis Report – Smoked meat poutine vs Veg Poutine Sales

Executive Summary

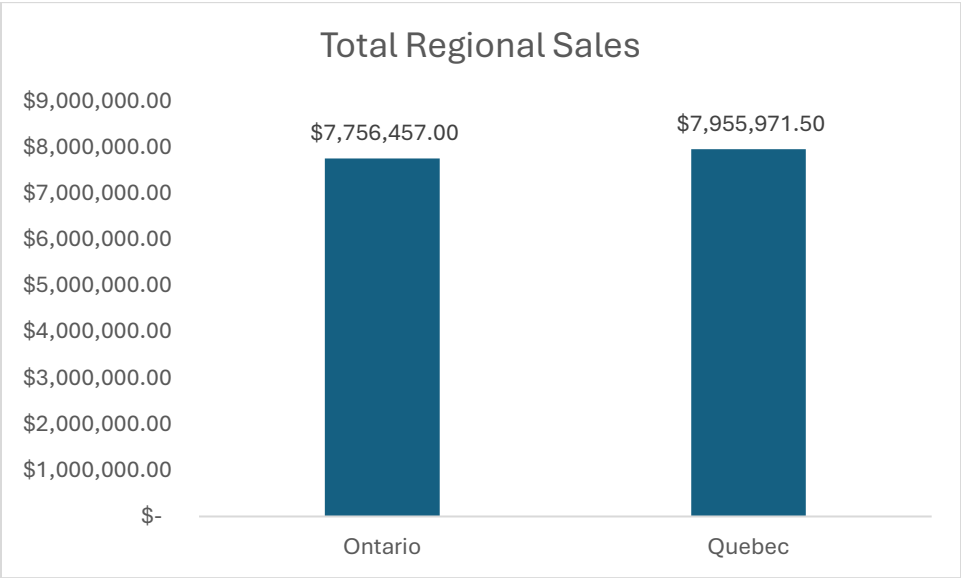
This report presents a focused regional sales analysis for Quisine Analytics, aimed at uncovering product performance differences between Ontario and Quebec. Using sales data for all menu items with a spotlight on Smoked Meat and Vegetarian Poutine the analysis highlights key consumer preferences to support data-driven menu decisions and localized business strategies.

While both regions show similar overall revenue levels, detailed insights reveal distinct taste trends:

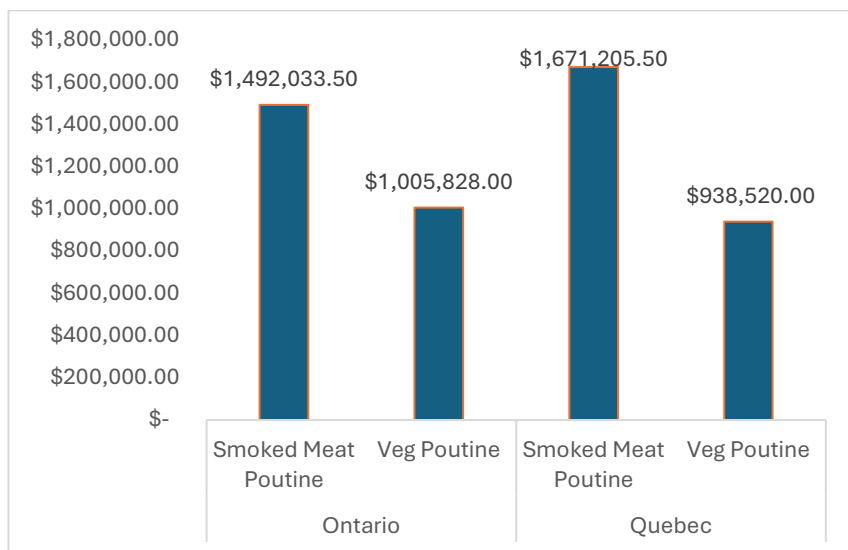
- **Quebec** demonstrates a stronger preference for **Smoked Meat Poutine**, aligning with local culinary culture.
- **Ontario** shows a growing interest in **Vegetarian Poutine**, reflecting shifting dietary habits and health conscious choices.

Poutine alone contributes to over **30% of total sales** in each region, making it a strategic product line. The insights suggest that **customizing offerings based on regional demand** can help enhance customer satisfaction, reduce food waste, and drive higher profitability.

Regional Performance Overview



Ontario and Quebec show nearly equal performance in total sales, with Quebec slightly ahead. The small difference suggests both regions are strong markets for Quisine Analytics. This balance highlights the need for consistent focus across both regions, while still tailoring offerings to local preferences.



This graph compares sales of **Smoked Meat Poutine** and **Vegetarian Poutine** across Ontario and Quebec. It highlights how customer preferences vary by region.

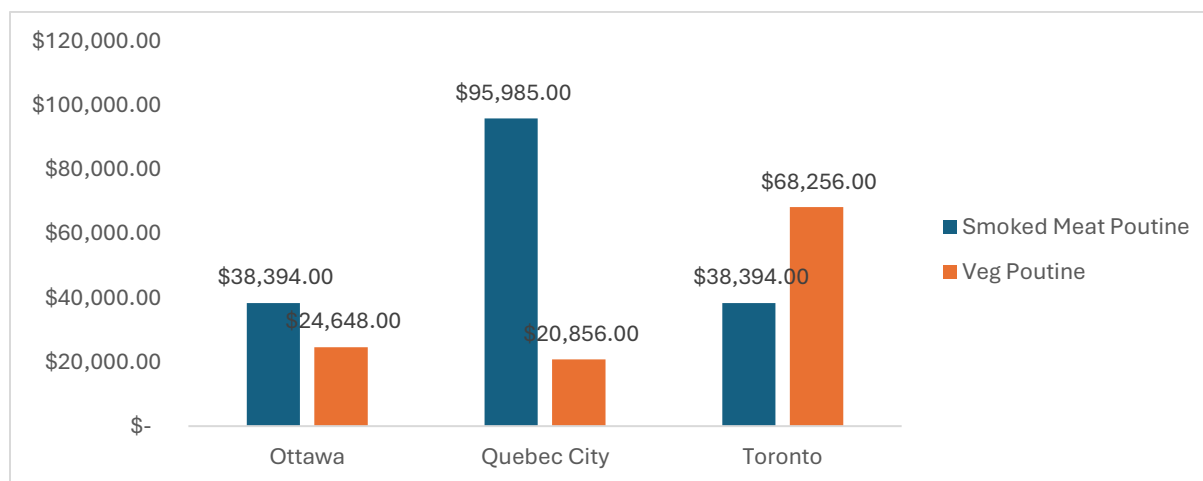
Key Observations:

- **Quebec leads in Smoked Meat Poutine sales:**
\$1.67M compared to Ontario's \$1.49M.
This aligns with Quebec's strong cultural preference for smoked meats.
- **Ontario leads in Vegetarian Poutine:**
\$1.01M versus Quebec's \$938K.
Reflects a growing interest in plant-based options in Ontario.

What This Means:

- Each region has a clear favorite.
- While smoked meat remains popular, vegetarian options are gaining ground fast especially in Ontario.

Branch Performance Highlights





- **Quebec City** has the **highest sales of Smoked Meat Poutine** at **\$95,985**, making it the strongest market for this traditional variant.
- **Toronto** stands out for **Vegetarian Poutine**, with sales of **\$68,256**, more than **3 times** Quebec City's vegetarian sales.
- **Ottawa** shows a relatively balanced demand for both variants, though at lower volumes.

Business Implications:

- **Different Tastes:** Quebec loves Smoked Meat Poutine (\$1.67M vs. Ontario's \$1.49M); Ontario prefers Vegetarian Poutine (\$1.01M vs. Quebec's \$938K).
- **Poutine is Key:** Makes up over 30% of sales in both regions, so it's critical to get it right.
- **City Differences:** Quebec City leads in Smoked Meat Poutine (\$95,985); Toronto dominates Vegetarian Poutine (\$68,256, 3x Quebec City's).
- **Growth Potential:** Ontario's vegetarian trend is growing; Quebec sticks to traditional flavors.
- **Inventory Risks:** Wrong stock levels could lead to waste or missed sales.

Recommendations:

- **Customize Menus:** In Quebec, make Smoked Meat Poutine the star, especially in Quebec City, with special deals or combos. In Ontario, add Vegetarian Poutine options like vegan cheese in Toronto.
- **Targeted Ads:** Promote Smoked Meat Poutine's tradition in Quebec through local events. In Ontario, market Vegetarian Poutine as healthy and eco-friendly via Toronto influencers.
- **Manage Inventory:** Stock more smoked meat in Quebec, vegetarian ingredients in Ontario. Cut back less popular items to reduce waste, keeping Ottawa balanced.
- **Test New Recipes:** In Ottawa, try a mixed poutine with smoked meat and vegetarian toppings. In Ontario, test new vegetarian poutine flavors to grow the plant-based market.
- **Local Promotions:** Offer loyalty discounts for Smoked Meat Poutine in Quebec City. In Toronto, bundle Vegetarian Poutine with plant-based sides to boost sales.
- **Monitor Trends:** Track vegetarian sales in Ontario for further growth opportunities and adjust Quebec menus if plant-based demand rises.