



Power BI Project: A Deep Dive into the Food and Beverage Industry

This presentation explores the use of Power BI to analyze critical aspects of the food and beverage industry. By leveraging data-driven insights, we can optimize operations, improve customer experiences, and drive profitability.

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Data Sources and Preparation

1 Point-of-Sale (POS) Systems

POS systems capture real-time sales data, providing valuable insights into customer behavior, product popularity, and transaction trends.

3 Customer Relationship Management (CRM) Systems

CRM systems store customer information, preferences, and interactions, facilitating targeted marketing campaigns and personalized service.

2 Inventory Management Systems

Inventory systems track stock levels, order history, and supplier information, enabling efficient stock management and cost optimization.

4 Financial Data

Financial data, such as income statements and balance sheets, provides a comprehensive overview of the business's financial performance.



Key Performance Indicators (KPIs)

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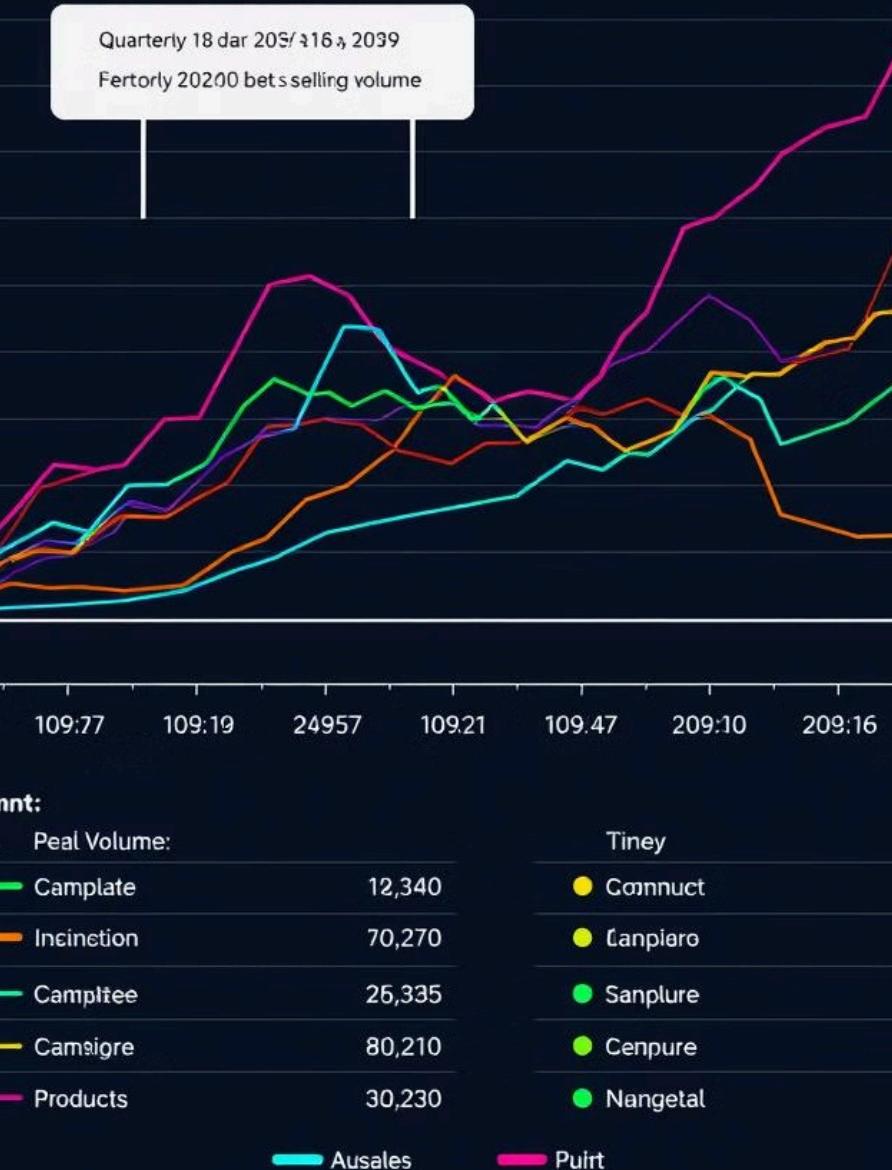
Key Performance Indicators (KPIs)

| KPI | Description |
|---------------------------|--|
| Revenue | Total income generated from sales of food and beverages. |
| Customer Satisfaction | Measures customer happiness and loyalty through surveys or feedback forms. |
| Average Order Value | Average amount spent per customer order, indicating customer spending habits. |
| Cost of Goods Sold (COGS) | Direct expenses associated with producing and selling food and beverages. |
| Employee Productivity | Measures the efficiency of staff in serving customers and managing operations. |

Sales Viorse

Quarterly sales an tre past past 5 years

ategories



Sales Analysis

1

Product Performance

Identify best-selling items, analyze trends in demand, and optimize product offerings based on sales data.

2

Customer Behavior

Analyze customer purchase patterns, preferred payment methods, and loyalty programs to understand customer preferences and tailor marketing efforts.

3

Sales by Location

Compare sales performance across different locations, identify high-performing outlets, and understand regional variations in demand.

4

Seasonal Trends

Analyze sales data to identify seasonal fluctuations and plan promotions or adjust inventory accordingly.

Inventory Management

Inventory Levels

Track stock quantities, reorder points, and lead times to ensure sufficient inventory without excess stock.

Cost Optimization

Analyze purchase history, negotiate with suppliers, and optimize ordering quantities to minimize inventory costs.

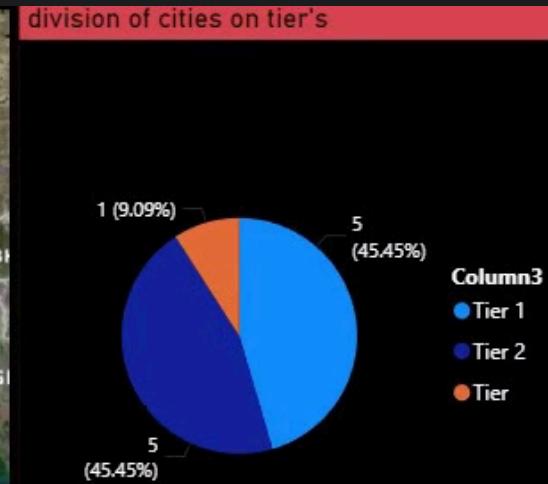
Waste Reduction

Monitor inventory spoilage, implement stock rotation practices, and optimize storage conditions to reduce waste and improve efficiency.

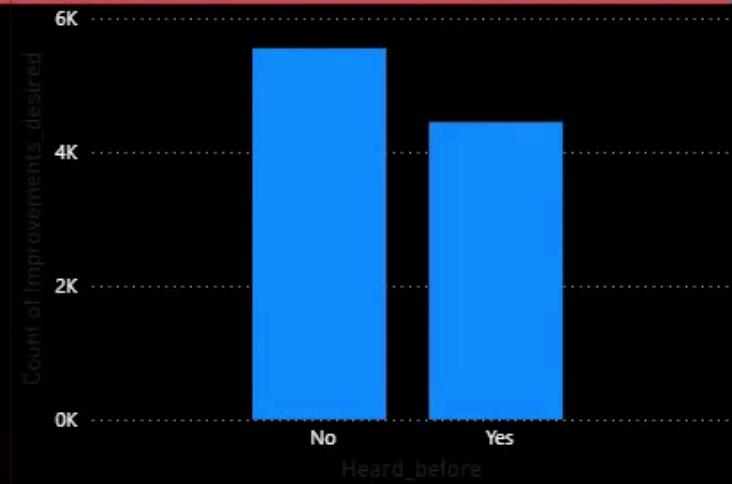
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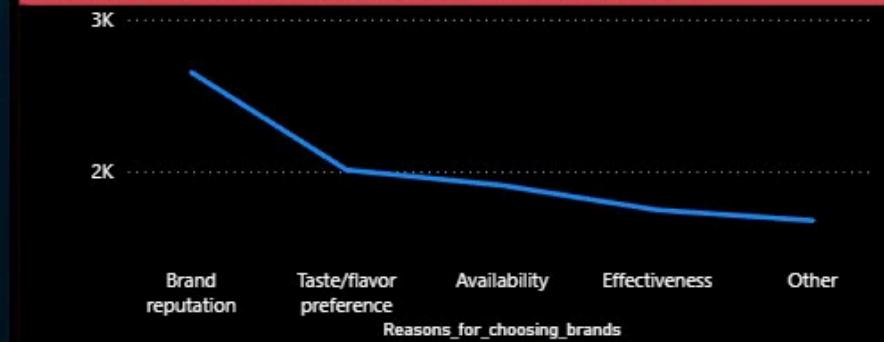
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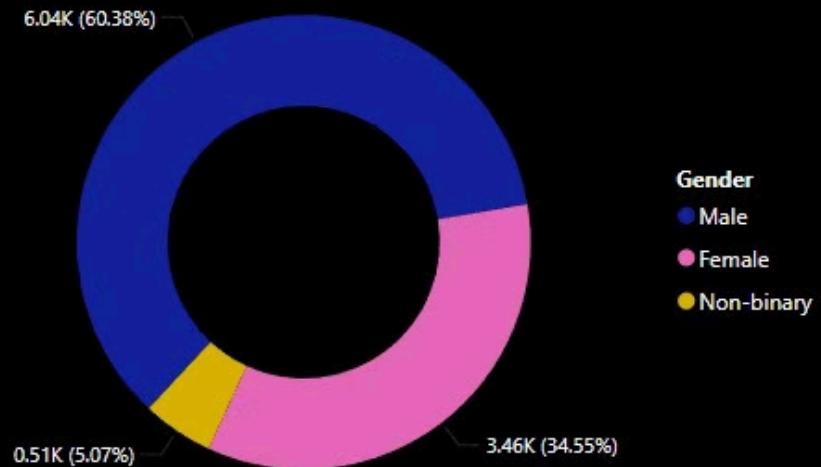


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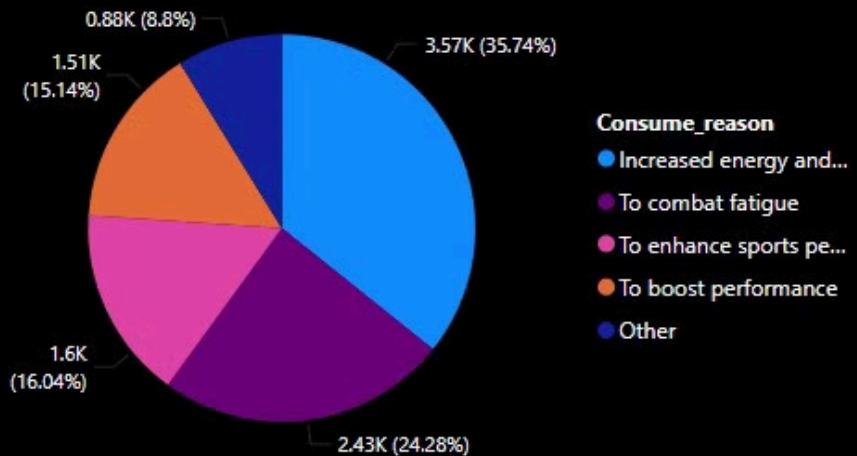


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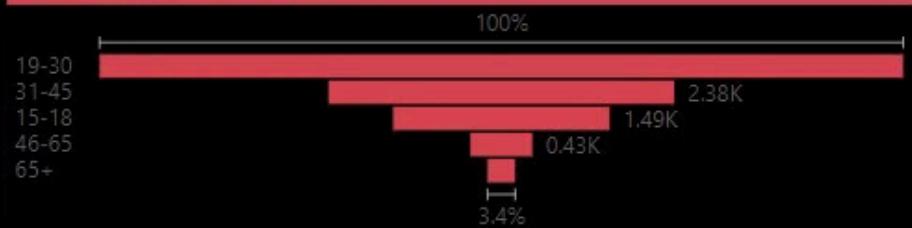
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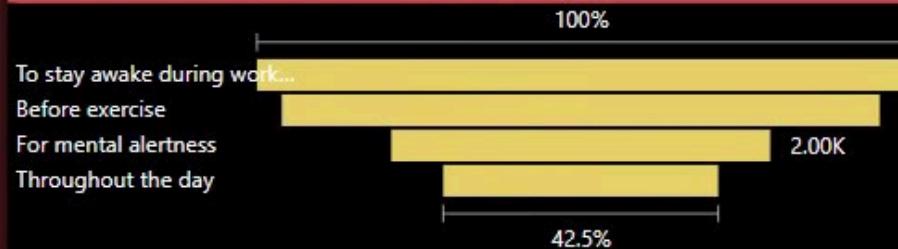
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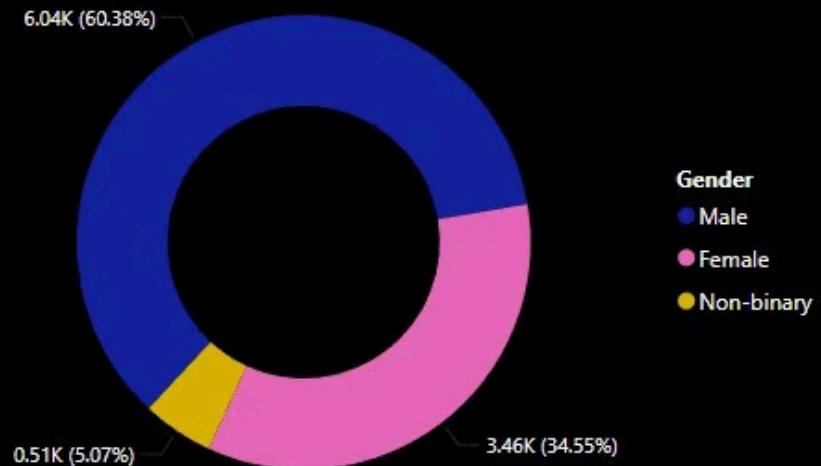


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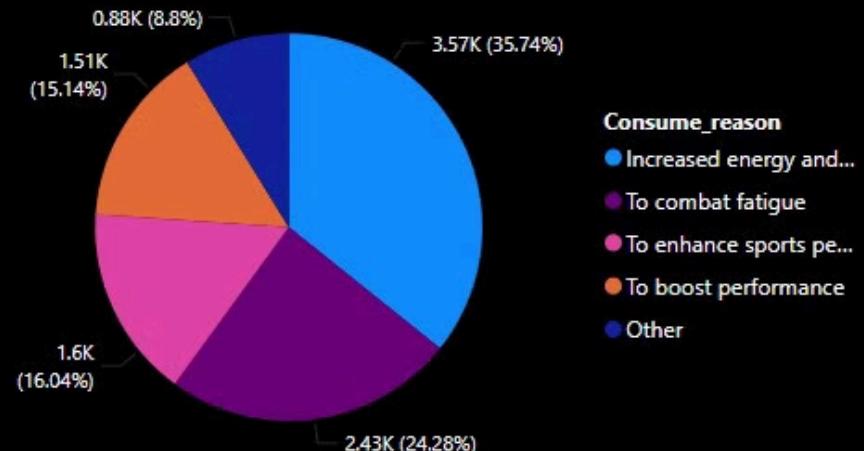


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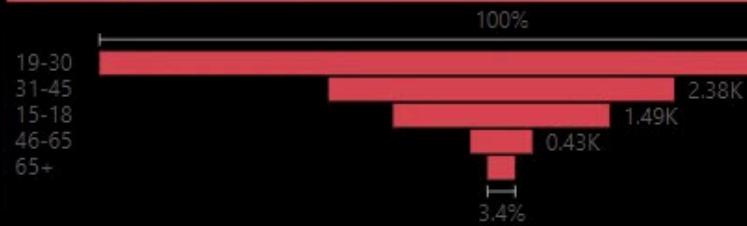
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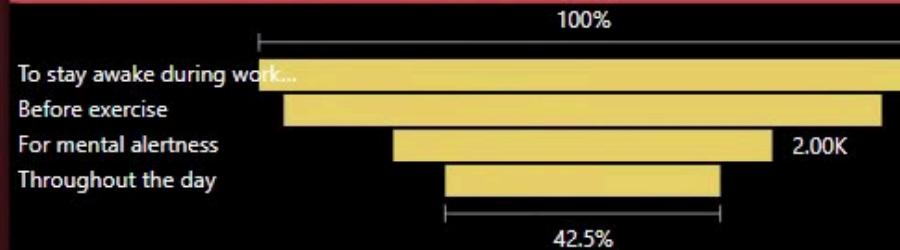
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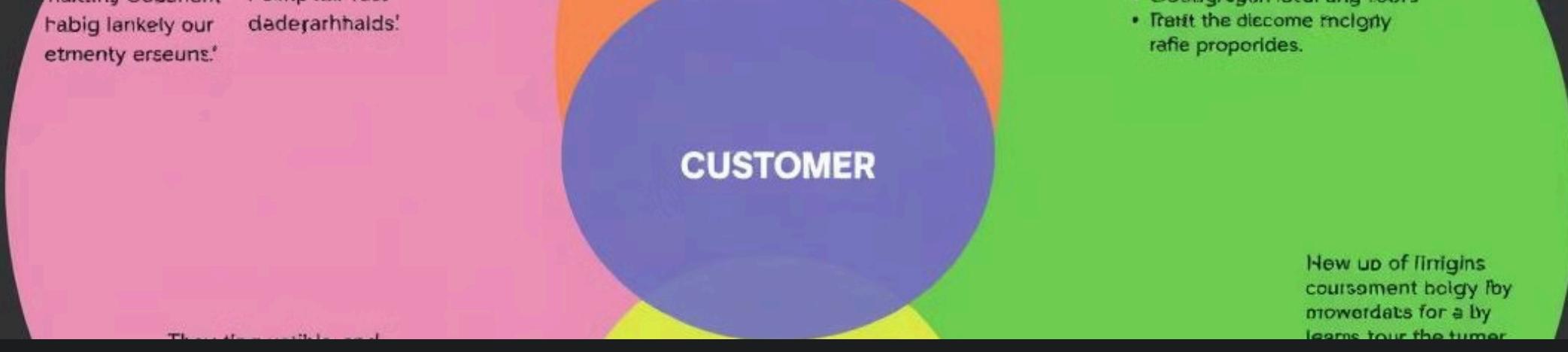


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Customer Segmentation

Demographics

Segment customers based on age, gender, location, and other demographic characteristics to understand their needs and preferences.

Spending Habits

Group customers based on spending frequency, average order value, and preferred products to tailor promotions and offers.

Preferences

Identify customer preferences for specific cuisines, dietary restrictions, and dining experiences to personalize marketing messages and product recommendations.

Profitability Insights

1

Cost Analysis

Analyze the cost of goods sold, labor costs, marketing expenses, and other operational costs to identify areas for cost reduction.

2

Pricing Strategies

Evaluate pricing models, consider competitor pricing, and analyze the impact of pricing changes on customer behavior and profitability.

3

Profit Margins

Calculate profit margins for different products and services to identify areas for improvement and prioritize profit-generating activities.

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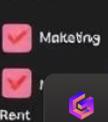
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Conclusion and Recommendations



Data-Driven Decision Making

Utilizing data-driven insights empowers businesses to make informed decisions about pricing, product development, marketing campaigns, and operational improvements.



Enhanced Customer Experience

By understanding customer behavior and preferences, businesses can tailor their offerings and service to enhance customer satisfaction and loyalty.



Sustainable Growth

Through continuous analysis and optimization, businesses can achieve sustainable growth, improve profitability, and remain competitive in the dynamic food and beverage industry.

