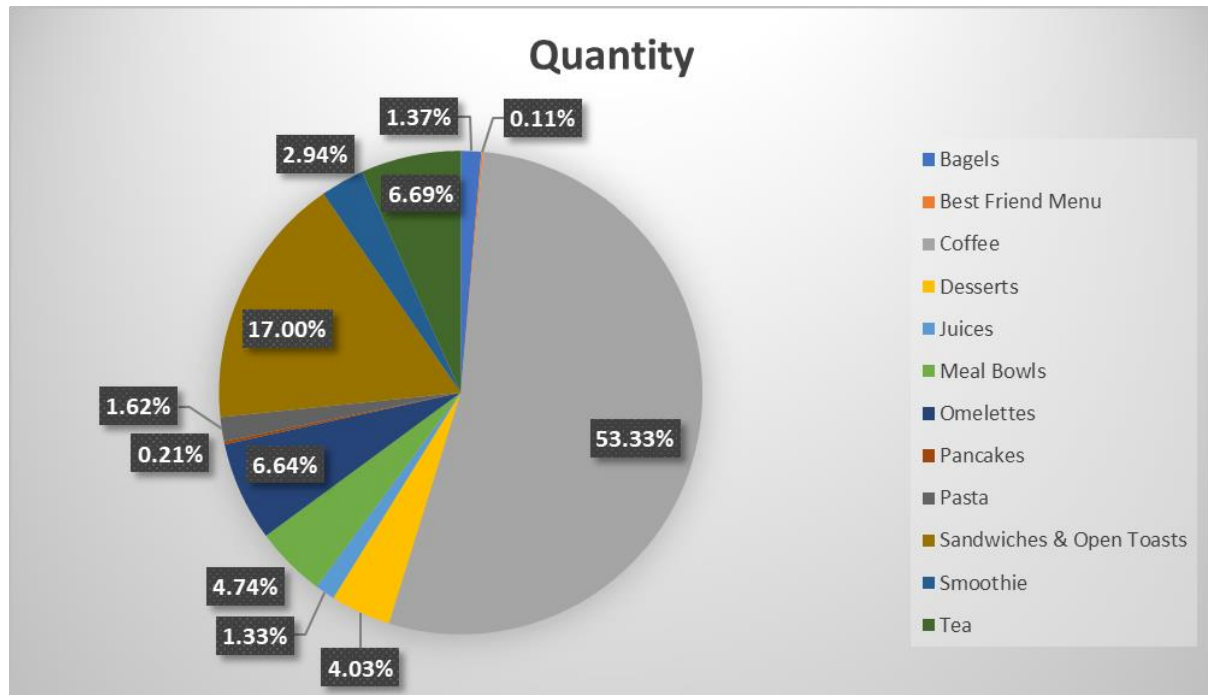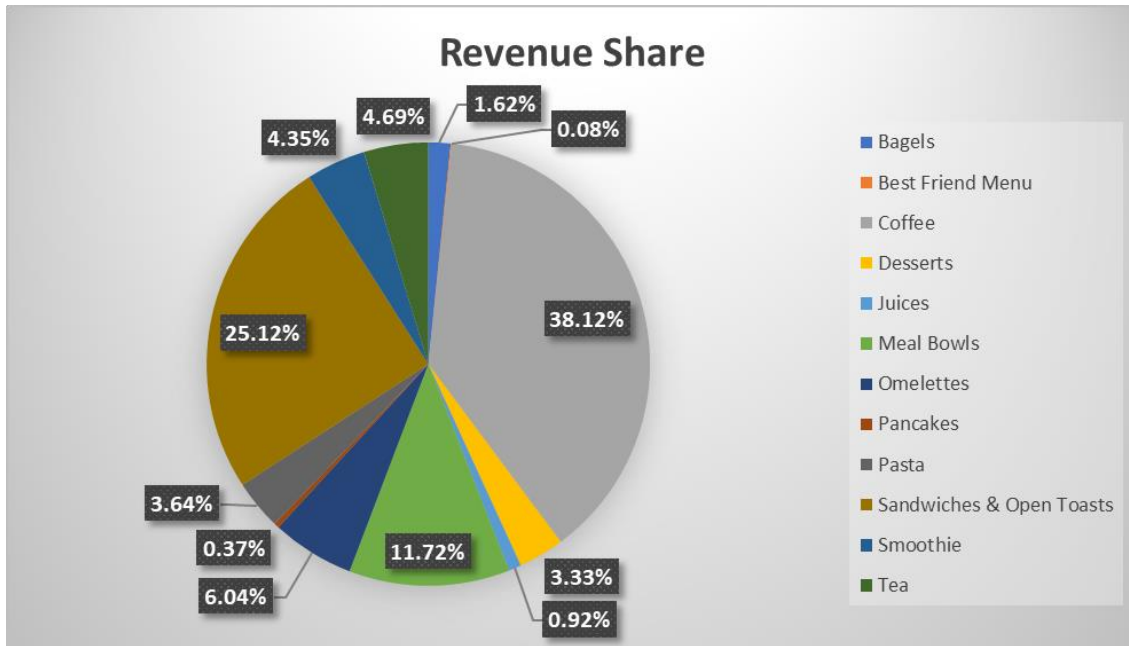The report is about a café in Pune. Café had started three years ago by pet two people which quickly caught an attention of many social media and internet blogs naming it one of the most picturesque cafés in the city. Owners being Baristas themselves, it is a coffee driven café but apart from that they offer popular items in other categories as well. This report gives a brief about that.

- **Which is the highest selling category?**

Quantity

Category	Percentage
Bagels	0.11%
Best Friend Menu	
Coffee	53.33%
Desserts	
Juices	
Meal Bowls	
Omelettes	
Pancakes	
Pasta	
Sandwiches & Open Toasts	17.00%
Smoothie	
Tea	

As we can see, among 15 categories listed in the menu by owners, coffee is the highest at 53.33% with pancakes at 0.21% in the past three months. Although their pancakes are good, they need to market them or post more about them on social media to move the inventory.

- **Which Category generates the most revenue?**

Revenue Share

38.12%	Bagels
25.12%	Best Friend Menu
11.72%	Coffee
6.04%	Desserts
4.69%	Juices
4.35%	Meal Bowls
3.64%	Omelettes
3.33%	Pancakes
1.62%	Pasta
0.92%	Sandwiches & Open Toasts
0.37%	Smoothie
0.08%	Tea

As expected, Coffee generated most of the revenue, but compared to the category sale share which is **'53%'** it is less. Which means they can increase coffee prices a bit. But it still is **'13%'** more than the second highest revenue generating category **'Sandwiches'**. Which indicates that although coffee being more popular among their customers, sandwiches generate more revenue even when their share is **17%** in quantity sold**.** Another revenue generating category is seen to be **'Meal Bowls'** pulling almost **12%** of the total revenue at **5%** share in total sale.

- **Correlation Matrix**

	Product token	Category	Quantity	Total Sales	product price
Product token	1				
Category	0.148839487	1			
Quantity	0.07037481	-0.101744267	1		
Total Sales	0.023697096	-0.160727221	0.913060814	1	
product price	-0.004577623	-0.214598497	-0.114062523	-0.02870929	1

We can see that there is a weak negative correlation between total sales and category of the product. Which indicates that, almost all the categories are being demanded by the people who visit the café but quantity varies. Which also indicates that the café will have to stock up for all the categories and have to be ready for orders. Which is good, but can choke up the kitchen at high traffic situations causing delays and unsatisfied customers which will end up in a bad online review for the café. We can also see that there is a weak negative correlation between quantity and product price which is also a good thing for the café to keep higher margins.

- Product Share in total sale

Product	Value	Percent
South Indian Filter	211101	12.98%
Cappucino	59903	16.66%
Fat Lab Vietnamese Coffee	57800	20.22%
Americano	55250	23.62%
BBQ Chicken Bowl	42084	26.20%
Hot Chocolate	38319	28.56%
Chicken Bowl	37448	30.86%
Bombay Sandwich	33263	32.91%
Muffin (cupcake)	31630	34.85%
Pasta Alfredo	31045	36.76%
Chicken burger	30618	38.64%
Frappe	30087	40.49%
Chicken pesto sandwich	27096	42.16%
Mixed Berry Smoothie	25812	43.75%
Ginger Lemon Honey Tea	25597	45.32%
Basil Pesto & Cream cheese	25514	46.89%
Chicken Wrap	24780	48.41%
Cheese Chilli Toastie	23920	49.89%
Grilled Chicken Sandwich	22184	51.25%
Mushroom omelette	22170	52.61%
Masala omelette	20132	53.85%
Yena Rascala Cold Coffee	19840	55.07%
Veg Burger	17063	56.12%
Paneer Sandwich	16871	57.16%
Lemon Iced Tea	16783	58.19%
Paneer Bowl	16684	59.22%
Latte	16624	60.24%
Hummus chicken toastie	16574	61.26%
Chicken Stroganoff Bowl	16453	62.27%
Grilled Veggies & Cheese	15840	63.24%
Bagel (Cream Cheese)	15624	64.20%
Mediterranean Veg Sandwich	15452	65.15%
Chocolate Shake	15276	66.09%
Mediterranean Omelette	14920	67.01%
Extra Chicken	14784	67.92%
Lemonade	14279	68.80%
Chicken BBQ Burger	13916	69.65%
Sriracha Chicken S/W	13596	70.49%
Mushroom Sandwich	13347	71.31%
Ginger Tea	12963	72.11%
Pasta Arabbiatta	12902	72.90%
Mocha	12574	73.67%
Mini Croissant	12450	74.44%
Madras Currr Risotto	12198	75.19%
French Fries	12102	75.93%
Fat Labrador Cold Brew	11844	76.66%
Peanut Butter Chocolate	11790	77.39%
Spinach + cheddar omelette	10810	78.05%
Large Bran Muffin	10628	78.70%
Pasta Pesto	10545	79.35%
Chicken Peri Peri Burger	10486	80.00%

We can see that 53 out of 163 products make 80% of the total sale. Which is 31% of the total number of products. This also gives us products to focus on and products for which to stock up very less or completely taking it out of the menu. Unnecessary stocking of raw materials can also cause more loss since all items are perishable. Hence finding highest selling ingredients and stocking them up is a better idea for good inventory management.

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- **Categorical share in total sale**

| Category	Quantity	Percent share	Pareto
Coffee	3903	41.53%	41.53%
Sandwiches & Open Toasts	1804	19.20%	60.73%
Omelettes	615	6.54%	67.28%
Tea	600	6.39%	73.66%
Extras	573	6.10%	79.76%
Meal Bowls	513	5.46%	85.22%
Desserts	314	3.34%	88.56%
Smoothie	309	3.29%	91.85%
General	279	2.97%	94.82%
Pasta	184	1.96%	96.78%
Bagels	134	1.43%	98.20%
Juices	132	1.40%	99.61%
Pancakes	23	0.24%	99.85%
Best Friend Menu	10	0.11%	99.96%
Delivery Charges	4	0.04%	100.00%

80% of the share of total sale is achieved by 33% of the categories which are 5 out of 15.

But that is okay until we see a revenue share of each product to have a focus on increasing the number of satisfied customers, Product share in total sale will tell us about inventory management and reducing the wait-time of hungry customers.

- **Daily trend**
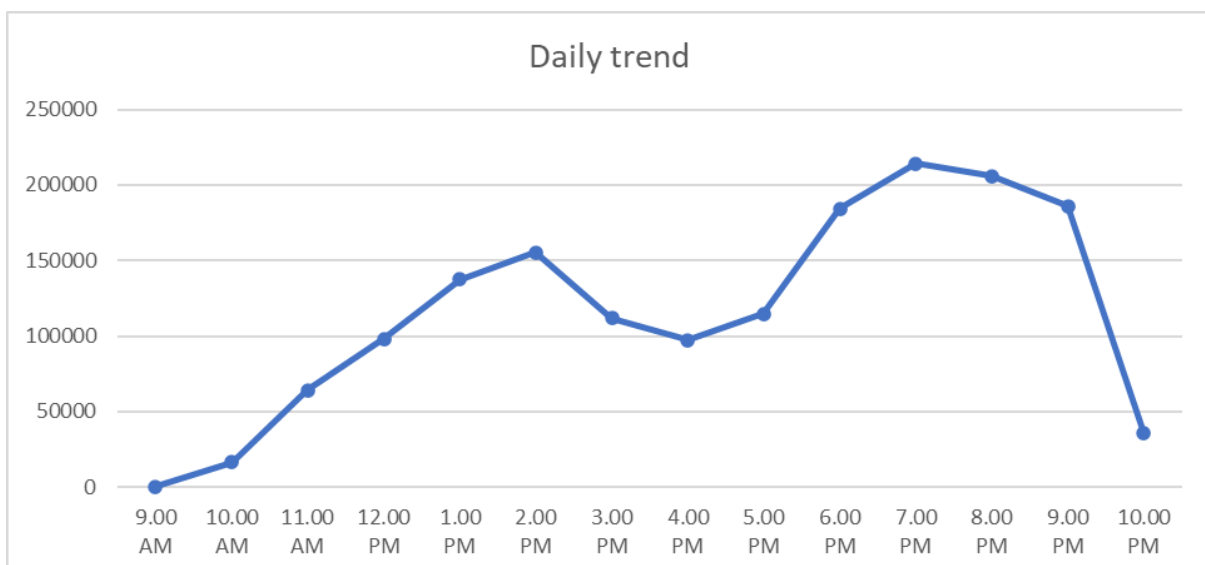
- **Day-wise sale**
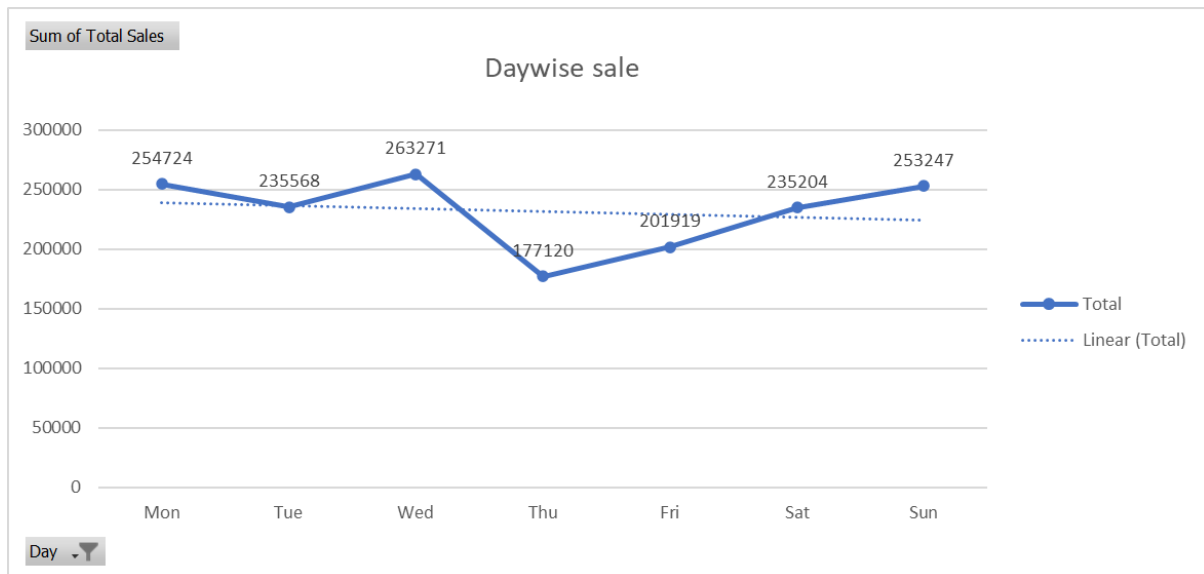
Most of the days except Thursdays have seen a steady income. Out of all days Wednesdays are the most profitable. This is assumed that Wednesdays are more popular for eat-outs because after Sunday, two days are enough for people for indulging themselves with good food or just outside food. But this also means that café has a Thursday to stock up and be ready for the next week until Wednesday. Thursday could be their stock-up day.