

Pr0ject p4↔: Food & Beverages Sales Report

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INTRODUCTION

Food & beverages is a category of businesses that are complex global collection of diverse industries that looks into manufacturing, agriculture, food processing and even food service and hospitality. In this case study, we analyze the sales data set which gives the sales report of food and beverages of the brand Zapto. We noticed some blank columns in the datasets, so first we have cleaned it, here we have performed EDA Analysis of this data.

From this Analysis, we understood the sales growth of Zapto through different quarters. We could also see which all store were doing more number of sales and which all are the doing least.

Sales data analysis on the basis of Product, Region, State, City, AM was also done.

The main purpose of the project is to classify and analyze the nature of the Sales in food and beverages. From a proper analysis of data set and constraints of the sales sector, different graphs were generated and visualized. From the graphs, many conclusions have been made and information were inferred such as Zapto – Unitech Noida has done the most number of sales in terms of stores. The sales trend shows a major decline in sales in 2018 compared to the sales made in 2017.

Project KPI's

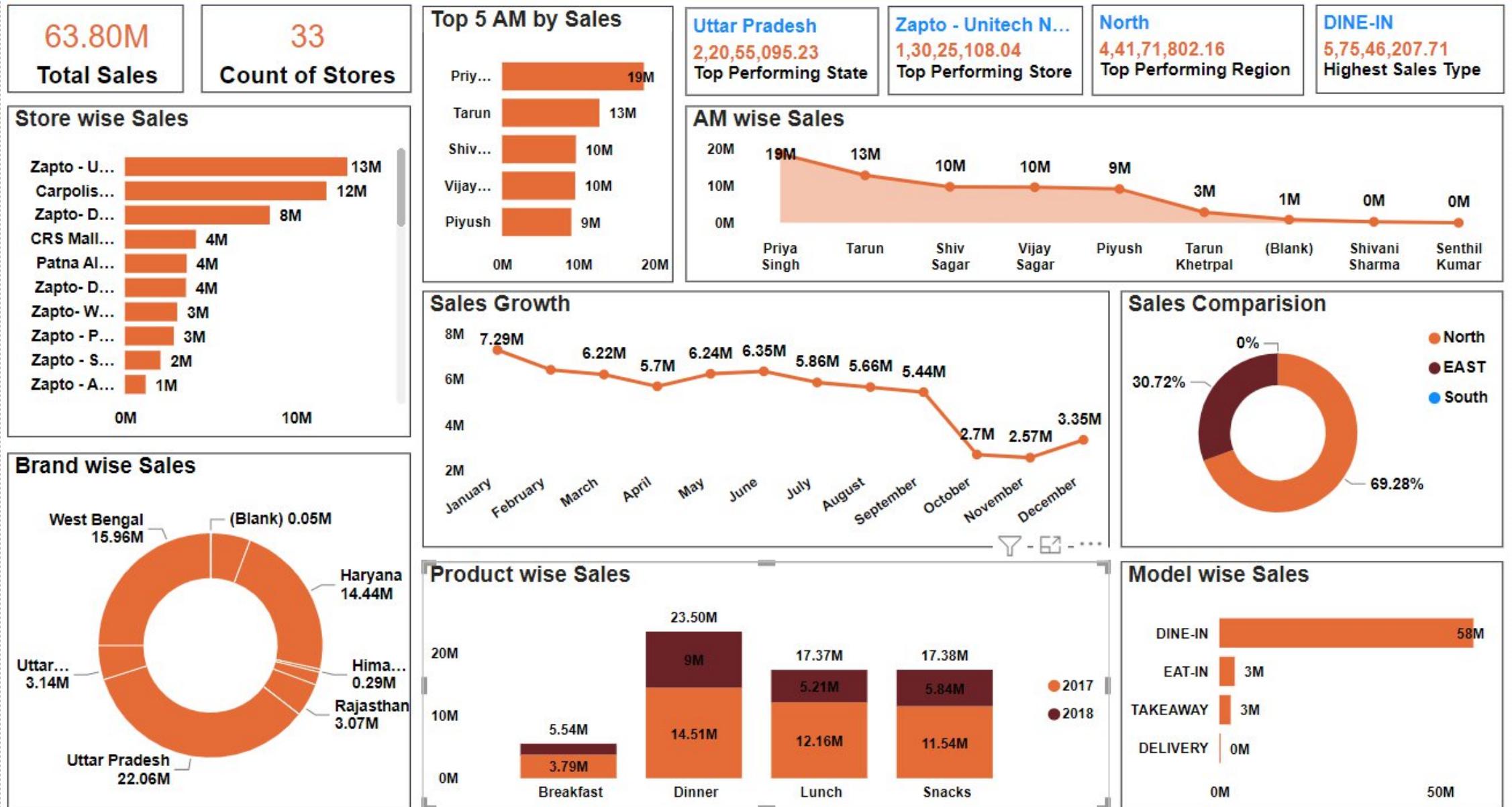
1. ***Total Sales***
2. ***Store Wise Sales***
3. ***Sales Growth***
4. ***Daily Sales Trend***
5. ***Brand Wise Sales***
6. ***AM wise Sales***
7. ***Sales Vs Budget***
8. ***Model Wise Sales***
9. ***Sales Comparison***
10. ***Product Wise Sales***

Displaying the data Main Dashboards: Food & Beverage Sales Report.

Observations

- From this dashboard we can analysis on which period Sales Growth hits the peak, the top performing store, the region where sales was more, the total sales and which state gained more profit in the following years.
- Total sales in the year 2017-2018 is 63.80M.
- If we analyze the store wise sales, Zapto - Unitech Noida achieves 13M and Zapto - Aricent,Sohna Rd,Gurgon has got the least sales of 1M.
- Zapto brand state wise sales is more in Uttar Pradesh with 22M sales and least in Himachal Pradesh with 0.29M.
- If we compare the sales, North region sales is more with an overall percentage of 69.28% and East region has 30.72% and South is not coming under the comparison because of the least sales.
- If we checked the product wise sales, customer prefer dinner more in year 2017 and 2018,very least preferred product is Breakfast.
- In model wise sales, Customer prefers Dine-In when compared to Delivery.
- Priya Singh's strategy towards the sales is remarkable with the proper planning she achieved 19M sales.
- We checked the year wise sales growth, Year 2017 has more sales compared to 2018, there is a decline of almost half of the sales.

Food & Beverages Sales Report



63.80M
Total Sales

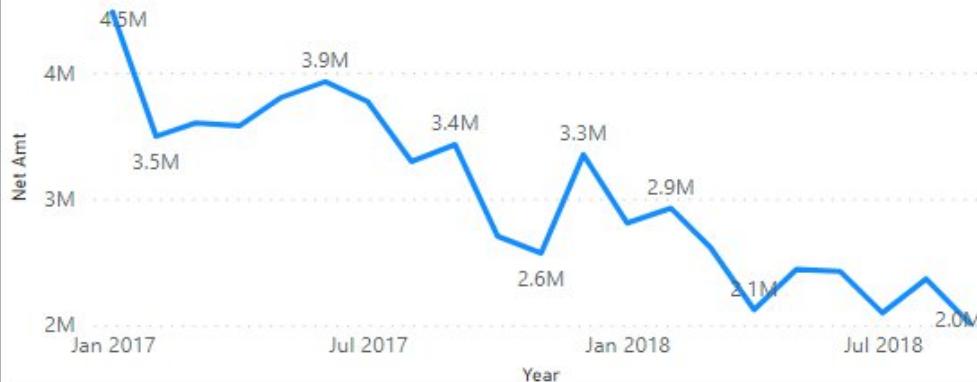
State
All

Region
All

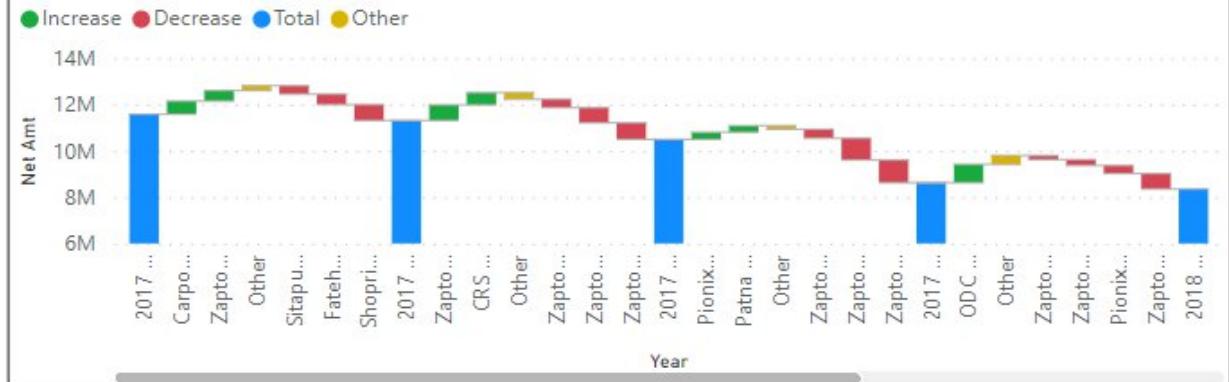
Sales Type
All

Meal Type
All

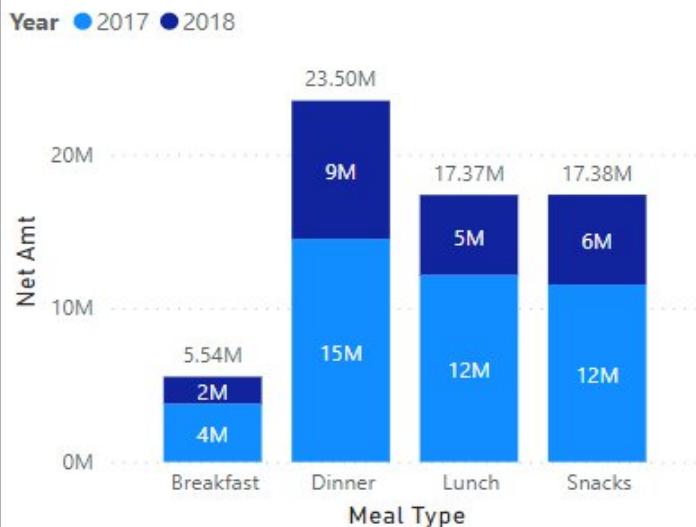
Sales Growth



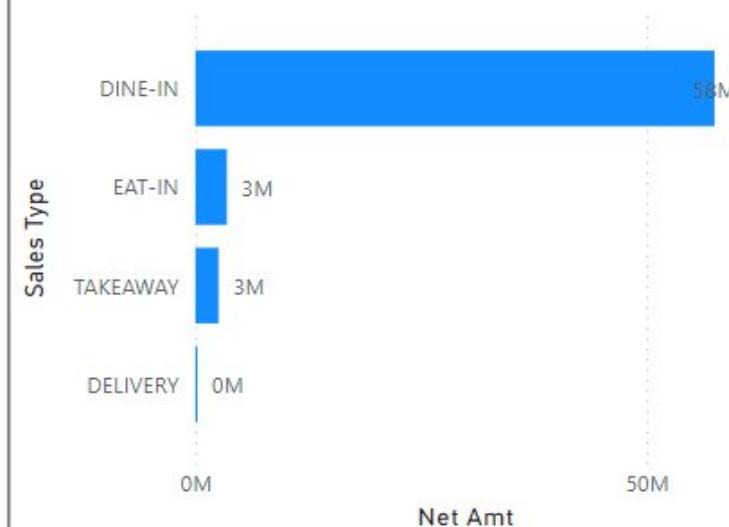
Net Amt by Year, Quarter and Store Name



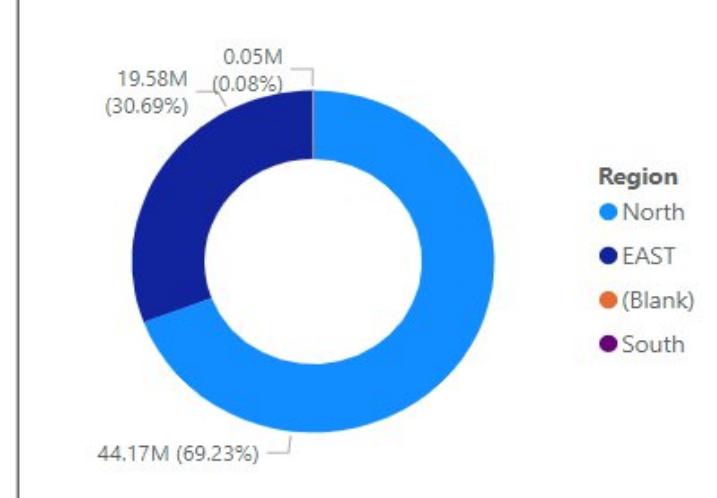
Product wise Sales



Model wise Sales



Sales Comparison



Inferences drawn from comparing this data

- After analyzing the entire dataset top Performing State is Uttar Pradesh with 22M,top performing store is Zapto - Unitech Noida with 13M,top performing region is North with 44.1M and highest sales type is in Dine-In with 57.5M in the year 2017-2018.
- Customer prefer Dine-In compared with Take Away, Delivery etc. It may be because of the hospitality, ambience, and service the restaurant provided for them.
- In Model wise sales customers preference is Dinner compared to Breakfast, Lunch etc.



Thank You

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