

**Report Title: Sales Analysis Report for “Café Grill & Chill”**

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## Introduction:

This Report presents an in-depth **sales analysis** of a local café **Grill & Chill**, focusing on optimizing **revenue generation**. The analysis examines various factors such as **product performance**, **order types**, **payment methods**, and **customer demographics** to provide actionable insights and strategies for improving overall sales.

## Project Objective:

The primary objective of this project is to analyse the sales data of the café over a defined period and identify patterns and trends that can contribute to enhancing **business revenue**. This report highlights the correlation between product categories, sales volumes, peak time slots, customer preferences, and payment methods to create strategies that can drive higher sales. By optimizing these elements, the goal is to maximize **revenue** while improving operational efficiency.

## Category and Product Clarification:

This report includes both **category-level** and **product-level** analysis.

- **Categories** refer to groups of similar items, such as **pizzas, burgers, garlic bread, French fries, and soft drinks**. In category-wise analysis, we look at the total revenue earned from each group to see which category performs best overall.
- **Products** are the individual items within those categories, like **Cheese Garlic Bread, BBQ Chicken Pizza, or Coca-Cola**. Product-wise analysis helps us find out which specific items are the top sellers or bring in the most revenue.

Both types of analysis are important. **Category-wise** gives a big-picture view, while **product-wise** shows detailed performance. Together, they help us understand which items or groups are driving sales, so we can make better strategies to increase revenue.

## Executive Summary:

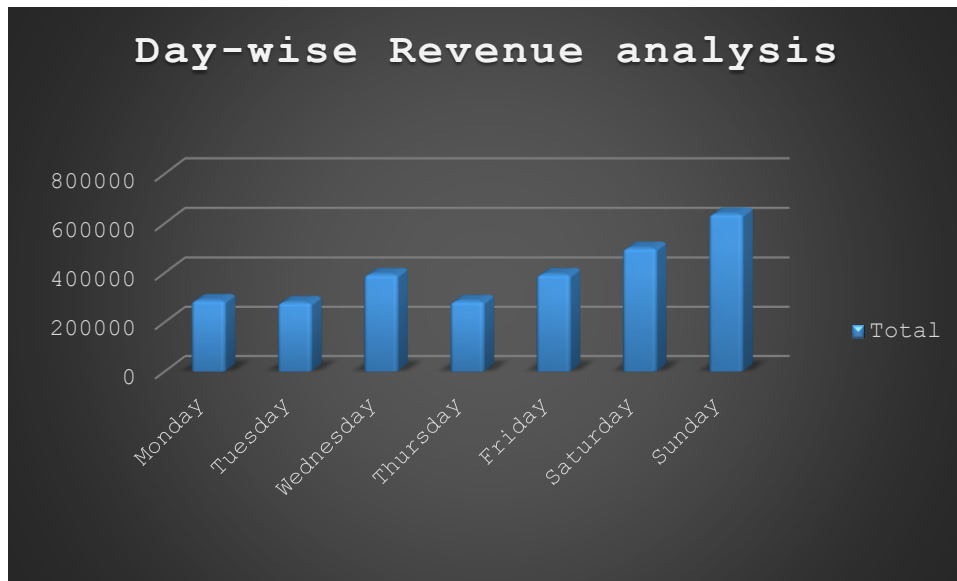
This project focuses on the sales analysis of a local café named Grill & chill. The purpose of the analysis is to study the revenue performance across different product categories, time slots, order types, customer types, and more.

A well-structured dataset was created for a 3-month period (Jan-March), covering various details such as product types, order categories, offers, time and day slots, and customer behaviour. Based on this data, several charts were prepared to identify top-performing days, products, categories, and customer trends.

The findings reveal that **pizzas are the highest revenue-generating category**, while **Cheese Garlic Bread** is the top-selling product by revenue. **Sunday and night-time slots** show the highest revenue, and **repeat customers contribute slightly more than new customers**. Additionally, **UPI is the most preferred payment method**, and **dine-in orders generate the most revenue**.

Strategies have been suggested for each chart to help the business improve sales and maximize profits. The entire report aims to support better decision-making using data-driven insights.

## 1. Day-wise Revenue Analysis:

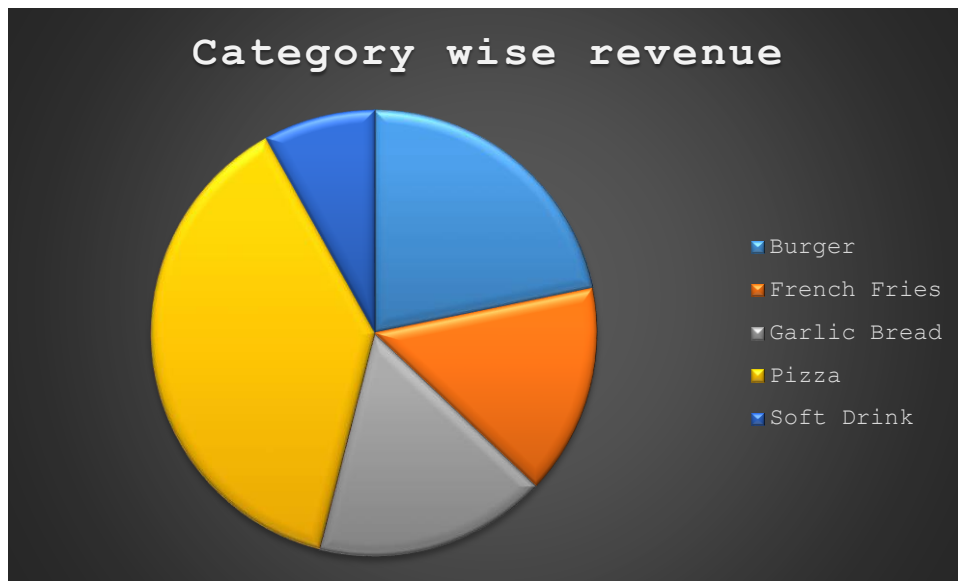


The revenue trend shows that **Sunday**, generates the highest sales, followed by **Saturday**, and then Friday. Midweek days such as Wednesday also see a noticeable rise, likely due to BOGO offers. The lowest sales occur on Monday, Thursday, and Tuesday, indicating a potential opportunity to run special deals or promotions on these slower days.

### Strategy:

- Introduce midweek offers such as BOGO or Flat 20% off on Tuesday and Thursday to boost sales.
- Launch weekday lunch combos or student discounts from Monday to Thursday to increase footfall during slower days.

## 2. Revenue Distribution by Product Category:

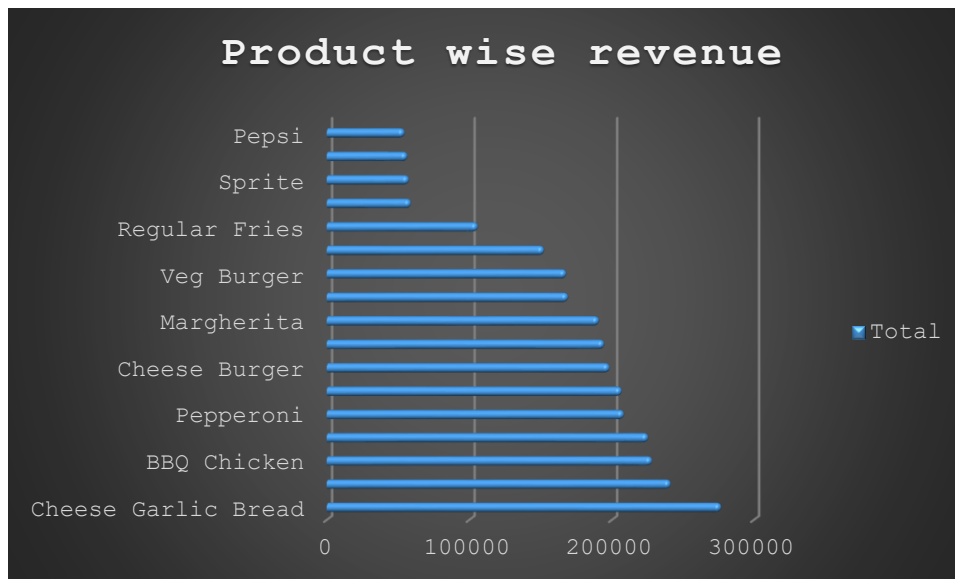


Pizza drives most of the revenue (38%), followed by burgers, garlic bread but soft drinks and fries lag behind. Bundling these with pizzas or offering them as free add-ons can boost their sales and increase the overall bill value.

### Strategy:

- Bundle low-selling items with pizzas and burgers.
- Offer free garlic bread or drinks on minimum order value.
- Promote sides during checkout or on the homepage.

### 3. Individual Product Revenue Analysis:

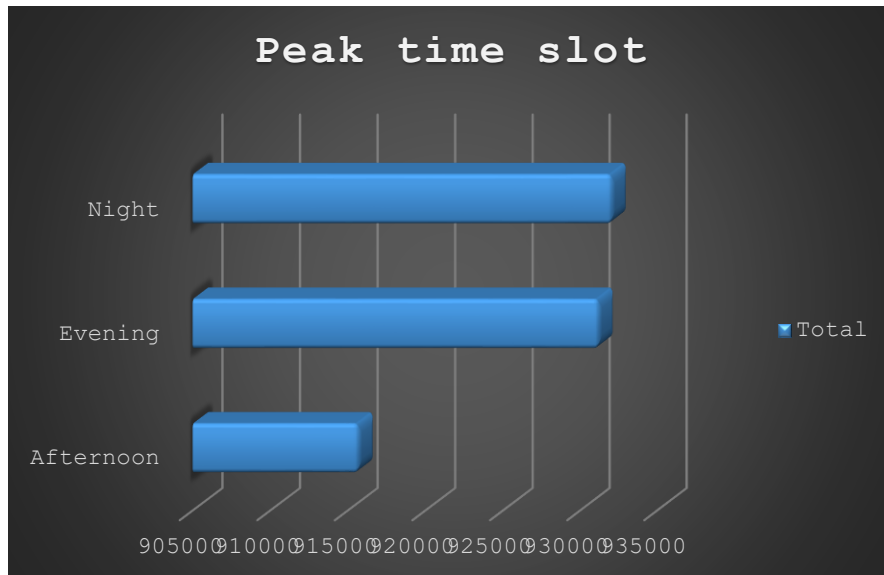


This chart focuses on revenue from **individual products**, not entire categories. The highest revenue is earned by **Cheese Garlic Bread**, followed by **BBQ Chicken Pizza**, **Pepperoni Pizza**, and **Cheese Burger**. On the lower end, **Veg Burger**, **Regular Fries**, **Sprite**, and **Pepsi** generate the least revenue, suggesting either lower demand or lower pricing impact compared to top-performing items.

#### Strategy:

- Encourage sales of low-performing products like **Pepsi** and **Sprite** by bundling them with high-selling items or offering limited-time discounts.
- Monitor the performance of mid-range products like **Veg Burger** and **Regular Fries** for pricing or promotion adjustments.

#### 4. Time Slot Performance Based on Revenue Generation:



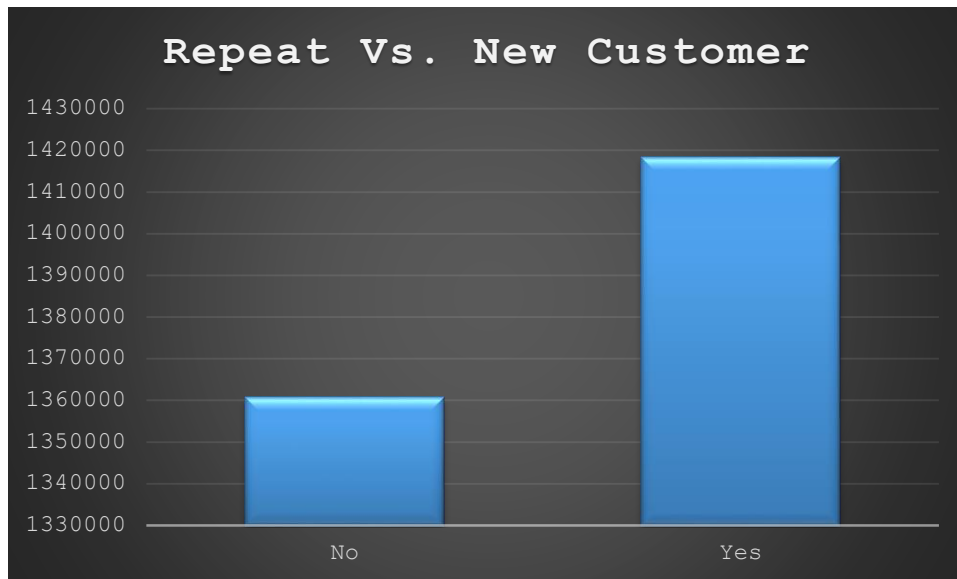
Night remains the strongest sales window, showing high customer activity followed by evening. Afternoon hours experience comparatively lower customer activity, making them the least contributing slot in overall sales.

#### Strategy:

- Launch “**Lunch Hour Deals**” or Use app notifications to attract afternoon orders.
- Offer limited-time discounts or free delivery for orders placed between 12 PM and 3 PM.
- Promote these afternoon-specific deals through social media and food delivery apps



## 5. Comparison Between Repeat and New Customer Revenue:

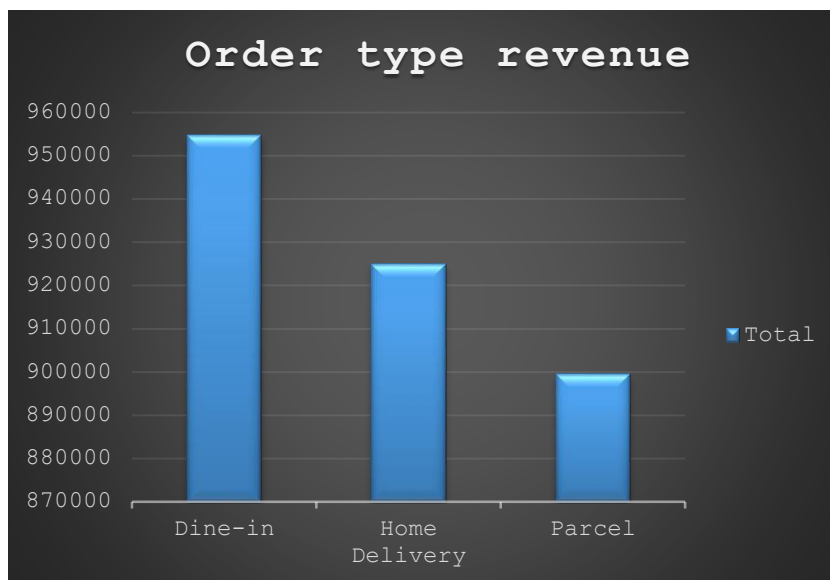


The chart highlights that **repeat customers contribute more to total revenue** (approx. ₹14, 18,000) compared to new customers (approx. ₹13, 60,000). This indicates strong customer loyalty and satisfaction, which is a positive indicator for long-term business sustainability. However, a balanced focus on acquiring new customers can help scale overall revenue further.

### Strategy:

- Introduce a **loyalty program or reward points system** to retain repeat customers and further boost their purchase frequency.
- Use **first-time order discounts** or referral bonuses to attract new customers and convert them into repeat buyers.
- Send personalized promotions to both segments using order history and preferences.

## 6. Revenue Breakdown by Order Type:

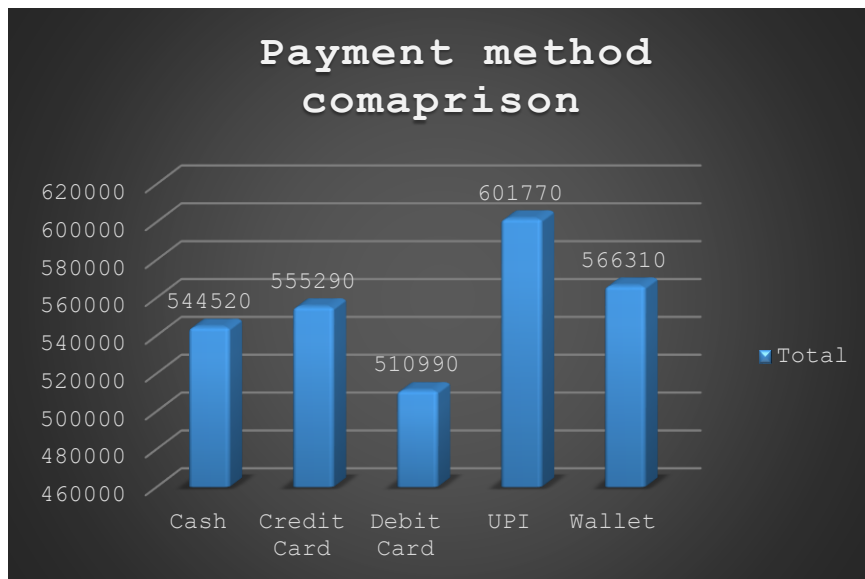


The chart reveals that **Dine-in** orders generate the highest revenue (₹954,000), closely followed by **home delivery** (₹924,000). **Parcel orders** are the least profitable, with a revenue of ₹899,000. This indicates that while dine-in and delivery are strong revenue drivers, parcel orders could be further optimized to enhance profitability.

### Strategy:

- **Dine-in** customers generate the highest revenue, so consider enhancing the **dine-in experience** (e.g., offering special seating arrangements, live music, or exclusive menu items) to maintain its dominance.
- For **home delivery**, improve delivery speed and offer **free delivery** or bundle discounts to make the service more appealing.
- **Parcel orders** contribute the least, so experiment with **quick pick-up offers** or promotions targeting customers who prefer this option.

## 7. Payment Method Preferences and Revenue Contribution:

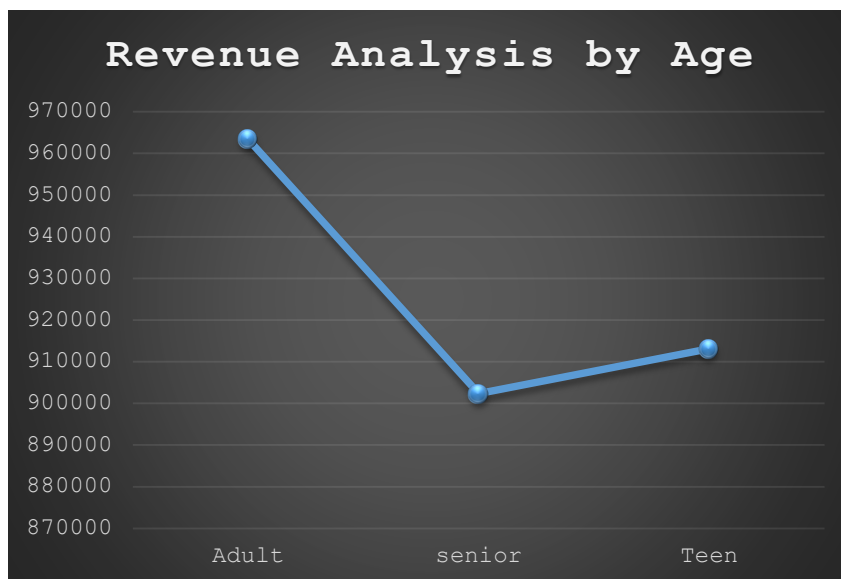


The chart indicates that **UPI** is the preferred payment method, contributing the highest revenue (₹60,000). **Wallet payments** follow, while **cash** payments rank third. **Credit card** and **debit card** payments generate the lowest revenue, with **debit card** bringing in about ₹51,000. This suggests that UPI and wallet payments dominate, while there is room for growth with credit and debit card payments.

### Strategy:

- **UPI** is the most popular payment method, so continuing to **promote UPI** via discounts or rewards for UPI transactions can enhance its dominance.
- **Wallet payments** are also performing well, so **partnering with popular wallet services** for exclusive offers could boost their usage.
- **Credit card** and **debit card** transactions are relatively lower, so **encouraging these methods** with attractive offers like cashback or easy instalment options could help increase their usage.

## 8. Revenue Contribution by Age Groups:



Run **family combo deals** that encourage adult family the line chart depicts total revenue generated from different age groups. Adults emerge as the top contributors with ₹9, 60,000, followed by teens with ₹9, 13,000. Seniors bring in the lowest revenue at ₹9, 00,000. The upward peak at "Adult" indicates strong engagement and spending from this group, possibly due to their purchasing power, regular dine-outs, and willingness to spend on variety.

### Strategy:

- Introduce **senior-specific combo** members to bring elders along.
- **Meals** or discounted prices on select days.
- Focus on **softer, senior-friendly food items** with appropriate spice levels, easy to digest meals with combo offers.
- Provide **comfortable dine-in seating** and emphasize a calm environment.

## **Conclusion:**

This sales analysis provided a deeper understanding of customer behaviour, product performance, and revenue patterns at *Café Grill & Chill*. Through a series of charts, we explored how different time slots, payment modes, and product types contribute to overall business performance.

The data revealed clear patterns — like peak revenues on weekends, dominance of certain food categories, and the value of loyal repeat customers. Each insight brings forward opportunities to make smarter business decisions and optimize operations.

While the project was limited to revenue-based analysis, it successfully highlighted key focus areas that can be refined for stronger business growth. With consistent data tracking and well-planned strategies, there's strong potential to increase sales and improve customer retention in future quarters.

## **Recommendations to Improve Sales and Profitability:**

1. **Boost Weekday Sales**  
Offer special discounts or limited-time combos on slower weekdays (Monday, Tuesday, Thursday) to balance sales throughout the week.
2. **Strengthen Afternoon Slot**  
Launch lunchtime offers or meal combos targeting office-goers and students to increase afternoon revenue.
3. **Promote Top-Selling Items**  
Highlight products like *Cheese Garlic Bread* and *BBQ Chicken* in promotional campaigns to maximize unit turnover.
4. **Encourage Digital Payments**  
Since UPI and wallets are highly used, introduce cashback offers on digital payments to maintain this momentum.
5. **Focus on Repeat Customers**  
Implement a loyalty program for repeat customers to retain their trust and encourage more frequent purchases.
6. **Age-Targeted Campaigns**  
Design personalized marketing for teens and adults based on their spending trends and preferences.
7. **Improve Dine-in Experience**  
Dine-in contributes the highest revenue — investing in ambience and service can enhance customer satisfaction and return rate.