



SEGMENT ANALYSIS

Data Analytics Batch #1403 | 2023
Le Wagon | Berlin



BalaSundari Paulsamy



Hannah Gama



Dan Istrate



Alessandro Pisu



Edi Fortini



About

- **Tiller by SumUp** is more than a cash register; it's an ecosystem of solutions that enables restaurant owners to **manage** their business.

The Product

- Through its ecosystem for small merchants that automates some features like:

- Orders
- Payments
- Bookings

Problem

- Restaurant owners need tools to better drive their activities like **forecasting sales**

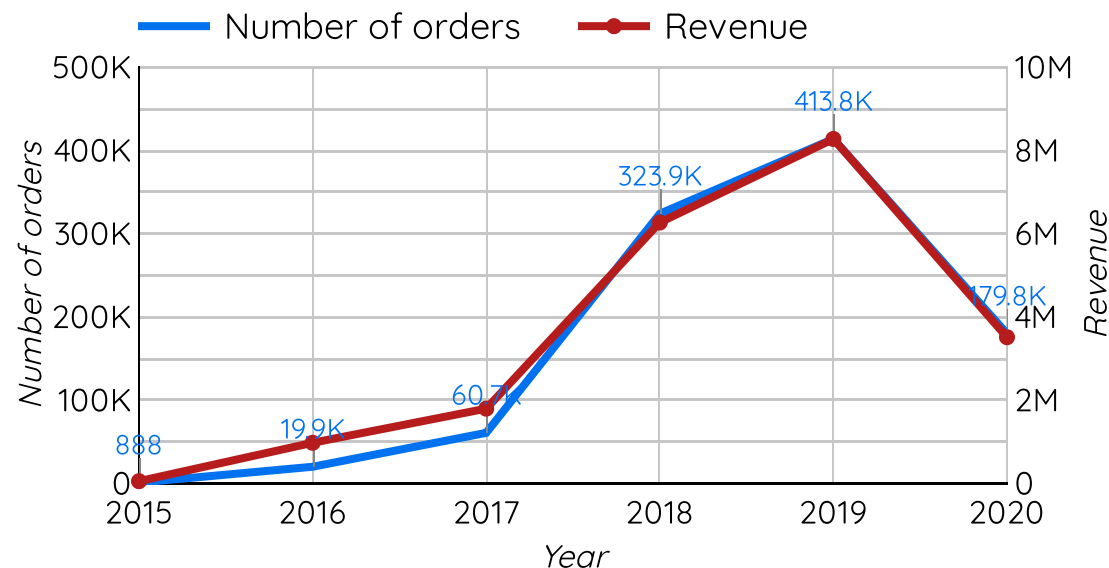
General Insights

Amount of orders and revenue throughout the years

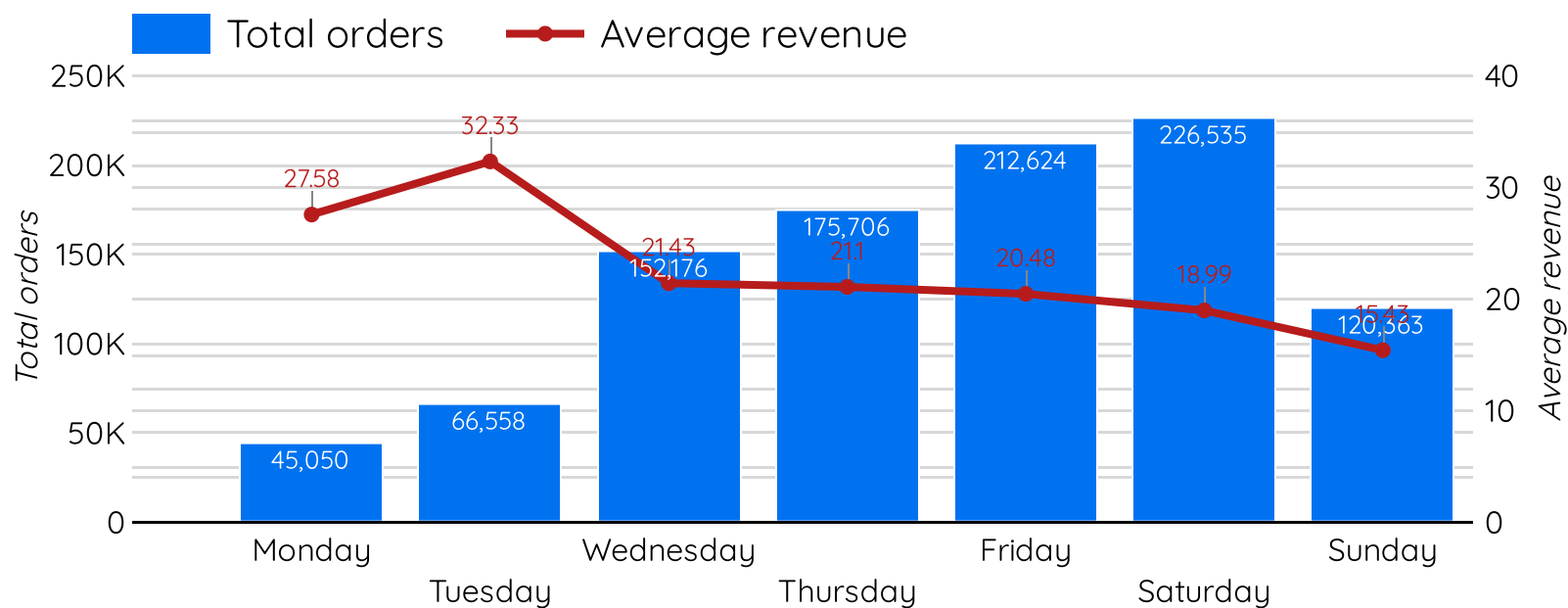
Year

Total Orders
999.0K

Total Revenue
20.9M €



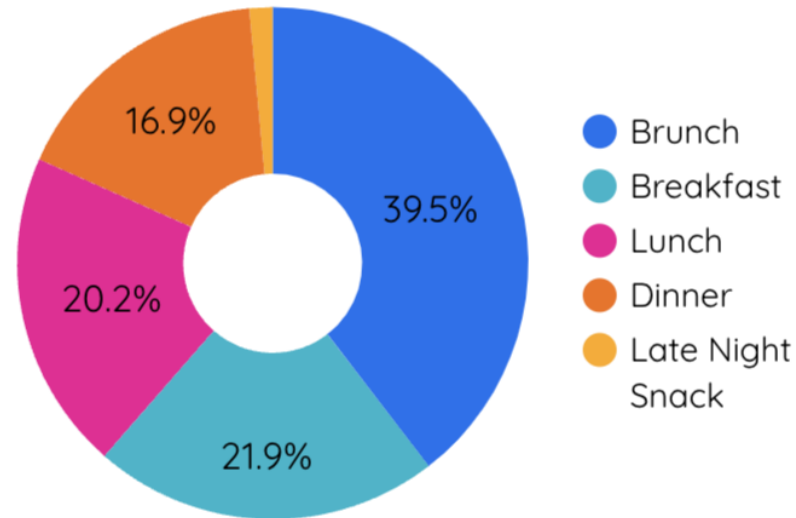
Amount of orders and average transaction per day of the week



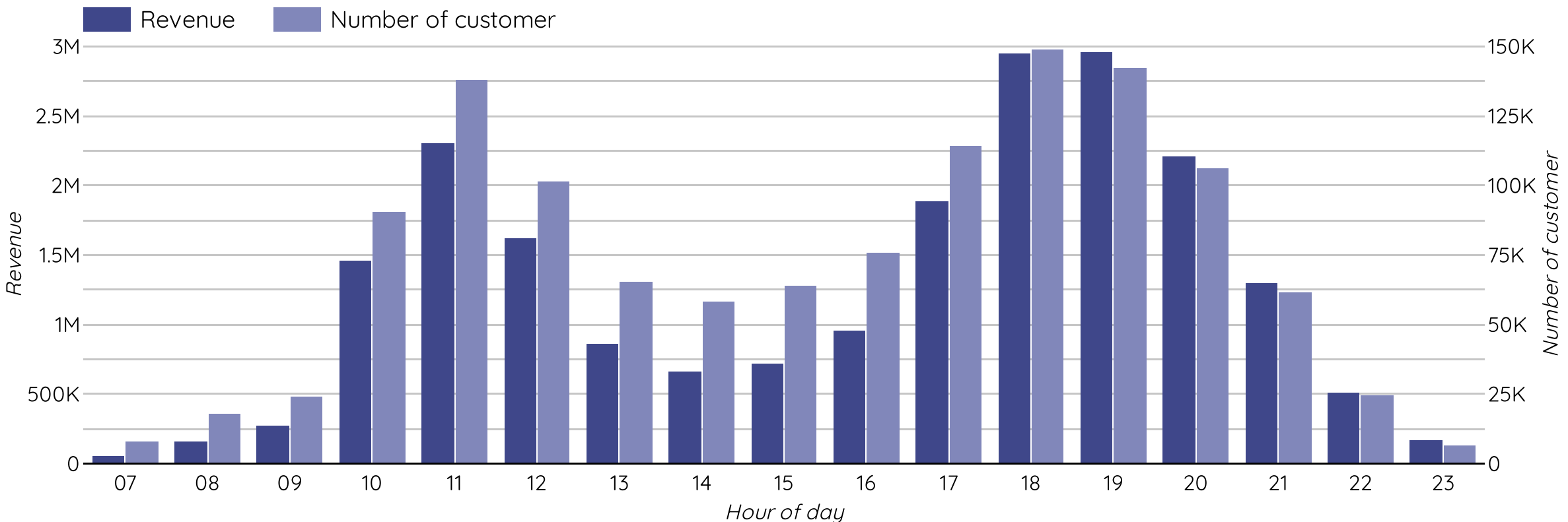
Average Transaction Per Order
20.90 €

Is the time of day a factor in the value of an order?

Order percentage by time of day

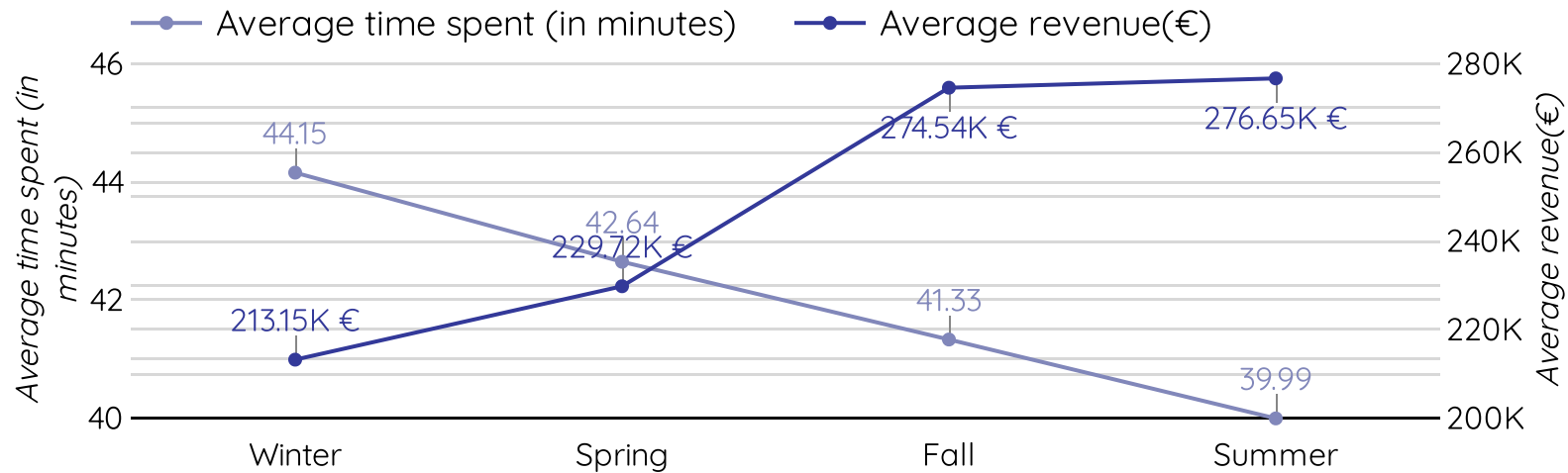


Amount of money spent vs number of customers

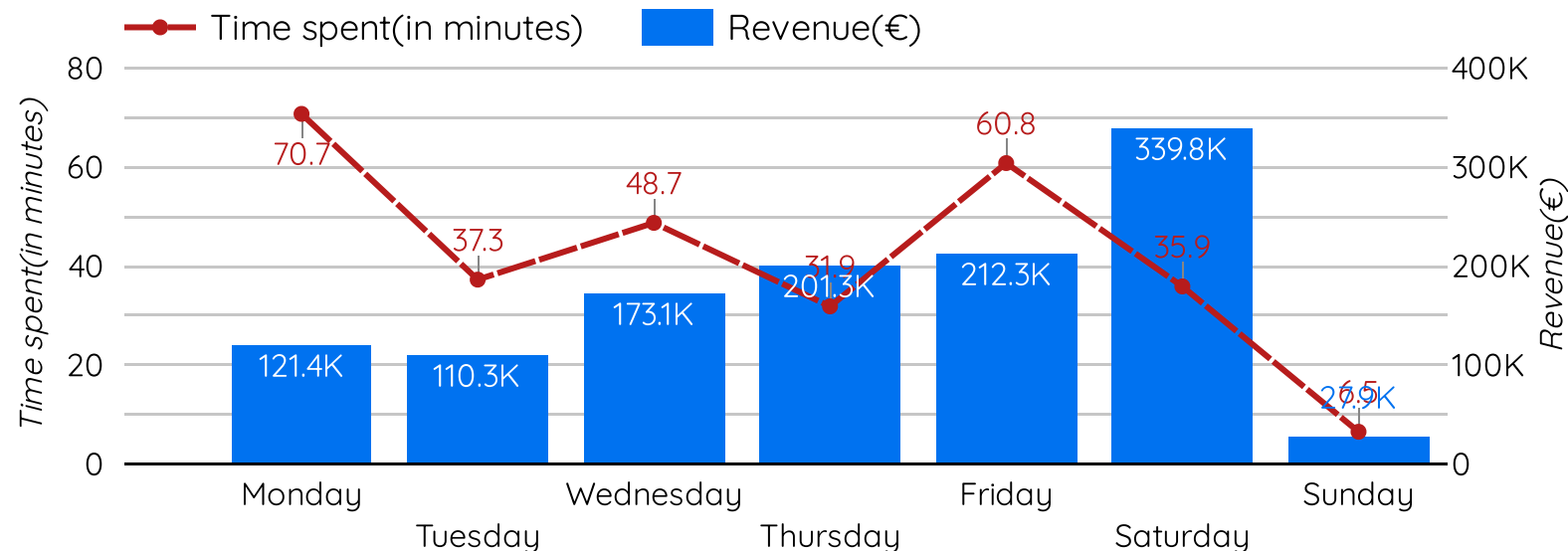


Customer Stay, Seasonality, and Order Value Correlation

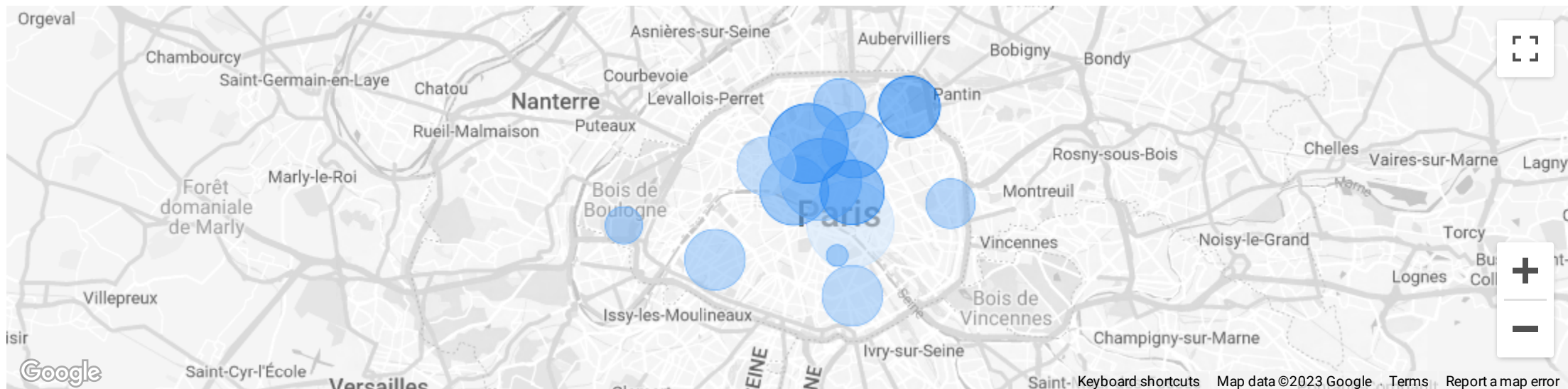
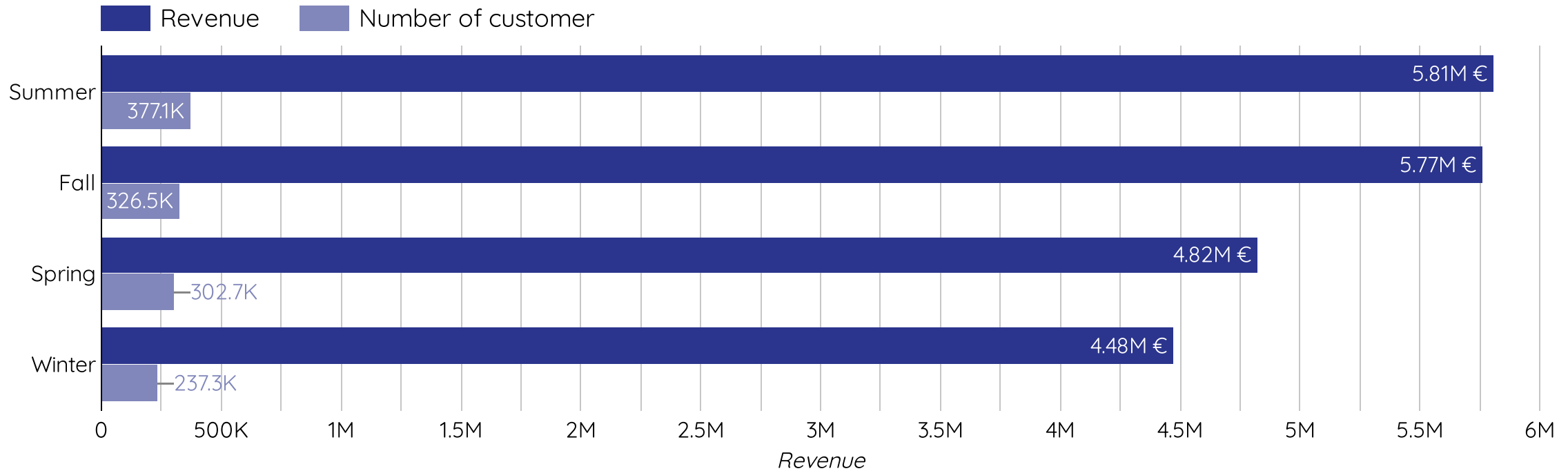
Time spent at a table and amount paid throughout the seasons



Time spent at a table and amount paid throughout the week



Time and Seasonal Influence on Restaurant Bills



average reven...
7.6 48.02

total revenue
152.0K • 1.6M

Performance of delivery orders

General Insights

Total deliveries
449

Amount of orders
1.3M

Revenue from delivery
17.5K

Revenue from in house
20.3M

Orders per platform



Orders
227

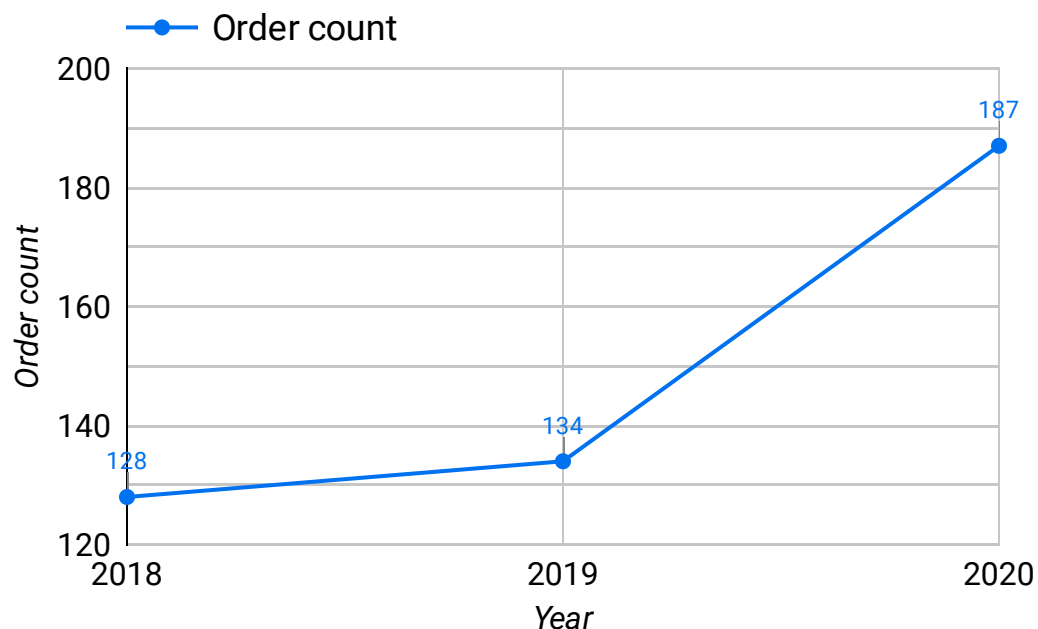
Uber **Eats**

Orders
175

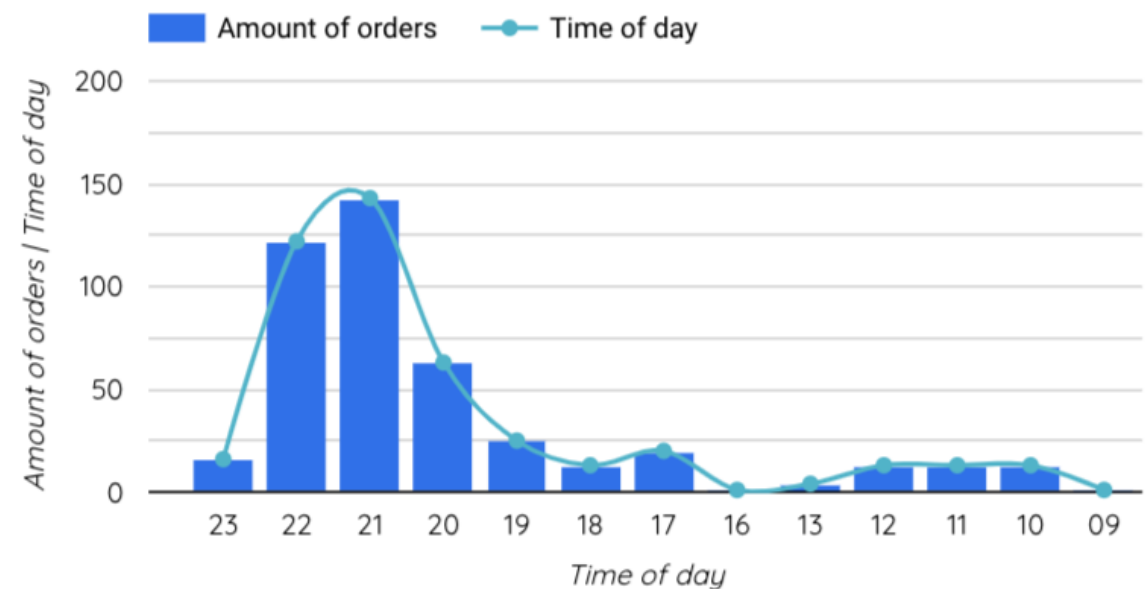


Orders
45

Evolution of delivery orders per year



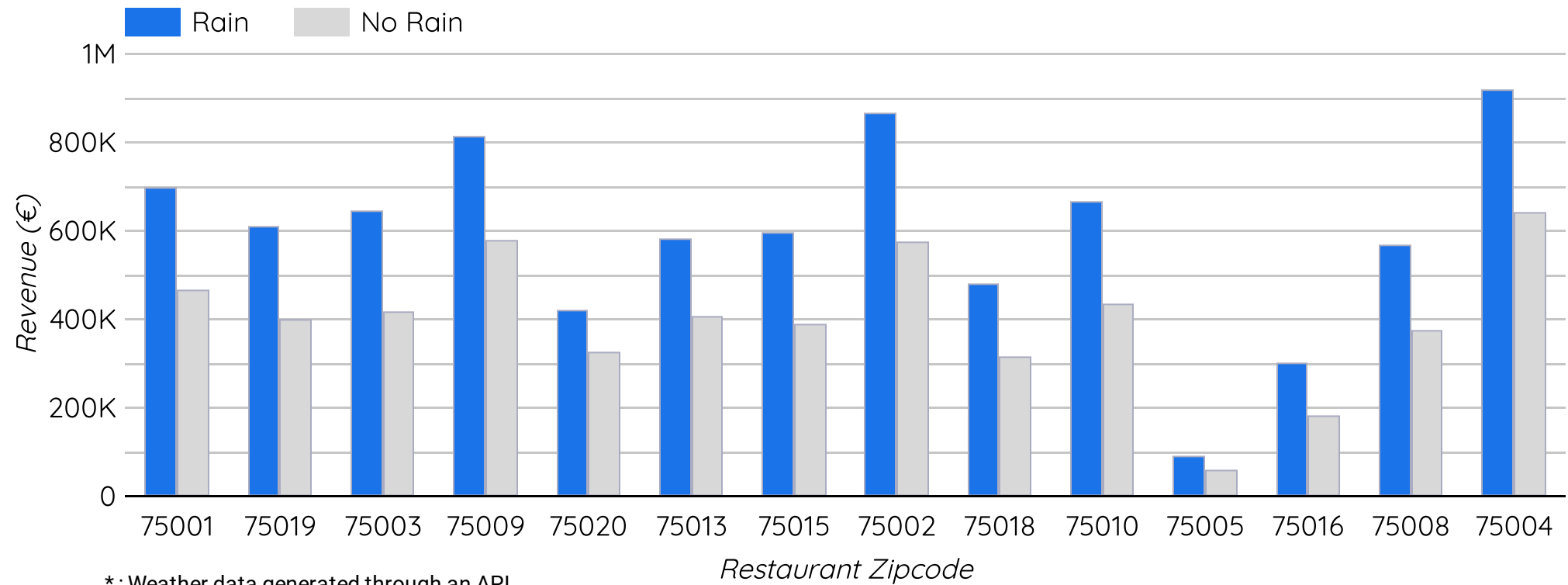
Delivery orders throughout the day



Effect of Weather on Revenue*

Year ▼

Season ▼



*: Weather data generated through an API

Conclusions

1.

- Brunch hours bring **more customers** with **lower revenue** to restaurants, whereas the opposite holds **true** for dinner.

2.

- As of 2020 the amount of delivery orders has **increased**, so it becomes a more integral part of the restaurant business.

3.

- **Weather** is a **big contributor** to the **amount of customers** a restaurant will receive.





**Thank you very much
for your attention!**