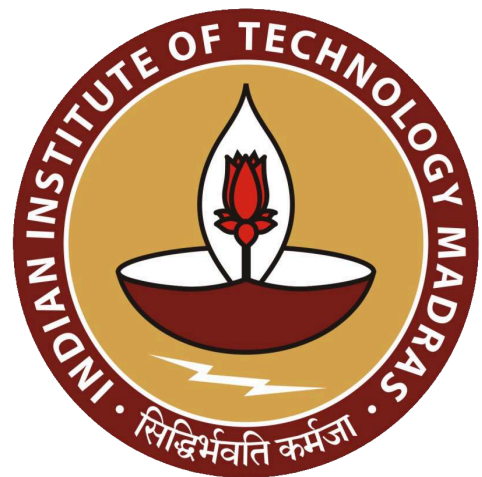




Enhancing Profitability and Customer Retention In Lassi Corner

**Business Data Management
Project Final Submission**



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Executive Summary

Organization Background:

The Lassi Corner is a Quick Service Restaurant (QSR) situated in Nandura, Maharashtra. Renowned for its spicy menu offerings, the cafe provides a welcoming ambiance with convenient highway connectivity with local markets. It operates from 10 a.m. to 10 p.m., offering a diverse selection of items such as pizzas, burgers, sandwiches, and cold coffee beverages.

During the COVID-19 pandemic, many students and working professionals returned to their hometown(Nandura) due to lockdown, leading to a shift towards remote work for about two and a half years. During this period, shop owners Mr. Shankar Shimbire and Mr. Sanjay Mankar established their cafe in 2022. The cafe's model is designed to provide the ambiance and experience of a big city cafe within a small city, providing customers with a comfortable, hometown feel while still enjoying a touch of city-style sophistication.

The shop is managed by two dedicated workers. One of them is the chef, who brings prior experience from cities like Mumbai and Bengaluru. His expertise ensures a high standard of food quality and flavor, making every dish memorable for customers. They are both hardworking, providing a friendly atmosphere for every customer and gathering feedback to continuously improve. They have been managing the shop since its opening.

After a few months in 2023, they noticed a decrease in sales during the winter months (October, November, and December), compared to the high sales in the preceding months of August and September.

Identified Business Problems at Lassi Corner:

1. **Customer Retention Difficulty:** Struggling to maintain a steady customer base due to competition from local cafes and online delivery platforms.
2. **Product Demand Uncertainty:** Lack of clarity on what products customers truly want, leading to potential issues with pricing and uncertain product demand.
3. **Inefficient Menu Structure:** The menu has too many items, making it difficult to focus on high-performing products.
4. **Seasonal Sales Fluctuations:** Sales drop significantly during certain seasons, especially in the winter months, leading to inconsistent revenue throughout the year.
5. **Demographic Perception Challenge:** The cafe struggles to attract families during winter and lacks a clear position in the local market.
6. **Inventory Management Issues:** Difficulty managing stock, leading to overstocking of low-performing items and shortages of popular products during peak times.
7. **Marketing and Positioning Problem:** The cafe struggles to clearly communicate its key strengths, making it difficult to attract customers consistently throughout the year.

Solutions to Revenue and Sales Challenges:

Lassi Corner faces various challenges in maintaining consistent revenue and profitability across different time periods, product offerings, and seasons. By addressing these problems, shops can increase revenue and customer retention.

1. Revenue Optimization:

Problem: High volume of low revenue generating products (109 items generating less than ₹1,000 in revenue).

Solution: Focus on increasing sales of high performing items like Pizza, Burgers, and Sweet Lassi, which contribute significantly to total revenue. Additionally, streamline the menu by reducing underperforming items.

2. Sales Consistency:

Problem: Fluctuations in sales between weekdays and weekends, with weekends contributing only 29% of total revenue.

Solution: Enhance weekend promotions on top selling items to balance weekday and weekend sales, ensuring consistent revenue throughout the week.

3. Seasonal Revenue Gaps:

Problem: Low revenue during winter months, contributing only 12% to annual sales.

Solution: Focusing on winter friendly items like hot beverages and spicy food to address low winter sales.

4. Product Pricing and Demand:

Problem: Inconsistent revenue from low priced items like Mocktails and Mojitos contributing minimally to total revenue.

Solution: Focusing on reducing inventory for less popular items and enhancing value added offerings in high demand categories. By removing underperforming products from the menu items.

5. Financial Performance:

Problem: Uneven profit margins across months, with August being the most profitable and December showing a net loss.

Solution: To increase sales during winter, shifting customer perception by advertising top selling products will help customer retention. Families, including parents, seek warm and spicy products for a comforting experience.

Detailed Explanation of Analysis Process/Method

Introduction:

The analysis process for Lassi Corner aims to uncover valuable insights from past sales data. It focuses on understanding sales trends, evaluating the performance of different products and categories, and recommending strategies to increase profits and retain customers.

The approach is structured around four primary types of data analysis:

1. **Descriptive Analysis:** Provides insights of past sales patterns, highlighting peak demand periods, popular menu items and overall revenue trends using data analysis.
2. **Diagnostic Analysis:** It examines the reasons behind sales fluctuations, identifying factors driving high or low performance using data visualizations, Pivot tables, Cafe Dashboard, Excel formulas, and statistical tools in Pandas.
3. **Predictive Analysis:** Analyzing historical data patterns helps to identify seasonal sales trends, focus on top products and category inventory management and pricing decisions.
4. **Prescriptive Analysis:** Provides actionable recommendations to improve menu offerings and enhance promotional activities for increased profitability and stronger customer engagement.

Data Collection Process:

The sales data for analysis has been obtained from The Lassi Corner's point of sale system(POS), which logs all the customer transactions. Each record in the dataset corresponds to a single transaction and includes details such as:

1. **Date of transaction**
2. **Item names** (e.g., Lassi, Sandwich, Falooda)
3. **Quantity sold**
4. **Unit price** of each item
5. **Total amount** for the transaction

This transactional data provides a comprehensive view of daily sales, helping to analyze customer preferences, peak demand periods, and menu performance over a year (January 1, 2023, to December 31, 2023).

Objectives and Analysis Methods:

1. Monthly Performance:

The objective of Monthly performance analysis is to track revenue trends, identify peak and low sales periods and develop strategies to optimize performance and profitability throughout the year.

Methods:

Trend Analysis: Examine trends using bar charts to visualize peak and low sales months.

2. Weekly Performance:

The objective of weekly performance analysis is to identify high and low sales days, understand customer behavior patterns and develop targeted strategies to maximize revenue during peak days and improve weaker sales periods.

Methods:

Trend Analysis: Use bar charts to visualize daily sales distribution and identify high and low sales days.

3. Category Analysis:

The objective of the category analysis including ABC analysis is to classify menu items based on their revenue contribution helping to prioritize high-performing categories for promotion while identifying underperforming items for improvement.

Methods:

ABC Analysis: Using ABC analysis, we can create categories A, B and C by calculating the contribution of each category to the total revenue

4. Product Performance (Top 10 Products):

To identify top performing menu items based on revenue and sales volume, enabling strategic menu optimization that aligns with customer preferences and maximizes profitability.

Methods:

Comparative Analysis: This involves comparing revenue and sales volume for each product to identify top performing items and understand customer preferences.

5. Top 10 Products (31%) vs Other Products (69%):

To identify how the top 10 best selling products contribute to total revenue and why they are important. while also highlighting the role of other products in supporting overall sales.

Methods:

Pie Chart Visualization: This method visually represents the proportion of revenue contributed by the Top 10 products compared to Other products, providing a clear comparison and insights into their respective contributions.

6. Weekday and Weekend Sales:

The objective is to identify revenue distribution patterns between weekdays and weekends, target peak customer activity and enhance sales during less active days.

Methods:

Pie Chart Visualization: This method visually represents the proportion of revenue contributed by weekdays compared to weekends.

7. Season Trend (Summer and Winter):

The goal is to uncover monthly sales trends by analyzing product quantities sold, identifying peak and low performing months and understanding seasonal influences. This helps in planning stocks and demand variations.

Methods:

Trend Line Visualization: This method involves creating trend lines to analyze seasonal variations in sales, highlighting peak and low performing months and understanding customer preferences during summer and winter.

8. Demographic Analysis of Nandura's Population:

The goal is to understand the demographic composition and purchasing behavior of key customer segments in Nandura. By analyzing age groups (1-15 and 16-30), insights aim to predict seasonal impacts and develop strategies like combo offers to enhance customer engagement

Method:

Customer Segmentation Analysis: This involves dividing the population into distinct groups (age groups 1–15 and 16–30) based on demographic characteristics and analyzing their purchasing behavior, preferences and contributions to sales.

Insights from this segmentation are used for marketing strategies, such as combo offers and product positioning, to better align with each group's needs and preferences.

9. Financial Performance Analysis: The financial performance analysis of Lassi Corner includes expenses, annual net profit, monthly revenue and other financial metrics.

Method:

Financial Metrics Calculation: Evaluating expenses, annual net profit, average monthly revenue, and monthly profit trends to assess overall financial health.

Trend Analysis with Visualization: Using bar charts to analyze seasonal variations in monthly profits, identifying peak and loss months for strategic planning.

Results and Findings

1. Product Performance:

1. The table below summarizes the quantity sold and total revenue for the menu items over the observation period:
2. To identify the top-selling products for menu optimization and analyze customer product preferences.
3. We need to determine the top 10 products contributing the most to total revenue. This analysis will help prioritize popular items and refine the menu strategy to align with customer demands.

Name of the Item	Rs/Unit	Total Quantity	Total Amount
Double Cheese Margherita	₹ 150.00	123	₹ 18,450.00
French Fries	₹ 70.00	258	₹ 18,060.00
Corn Cheese Pizza	₹ 170.00	105	₹ 17,850.00
Veg Cheese Burger	₹ 70.00	239	₹ 16,730.00
Sweet Lassi	₹ 50.00	257	₹ 12,850.00
Peri Peri French Fries	₹ 80.00	148	₹ 11,840.00
Oreo Shake	₹ 60.00	196	₹ 11,760.00
Paneer Tikka Pizza	₹ 220.00	49	₹ 10,780.00
Sizzler Brownie	₹ 110.00	91	₹ 10,010.00
Spicy Mexicana Burger	₹ 80.00	117	₹ 9,360.00
Total		1583	₹ 1,37,690.00

Table 1.1 Product-wise Sales Data for Lassi Corner

Top Revenue Generators:

1. **Double Cheese Margherita** is the highest revenue contributor at **₹18,450.00** despite lower quantities sold 123 units.
2. **Corn Cheese Pizza** follows with **₹ 17,850.00** from 105 units.
3. **French Fries**, having the highest sales volume 258 units, contributed **₹18,060.00**, indicating a balance between affordability and volume.

Top-Selling Products by Quantity:

1. **French Fries** are the most popular item with **258 units sold**, indicating that customers prefer affordable, quick-service snack options.

2. **Veg Cheese Burger** follows closely with **239 units sold**, demonstrating its strong appeal among customers looking for a hearty and satisfying option.
3. **Sweet Lassi** also performs well with **257 units sold**, showing that beverages are popular items and are being well-received by customers for their refreshing and light nature.

Revenue vs. Volume Trends:

1. Items like **Paneer Tikka Pizza** and **Sizzler Brownie** generate significant revenue per unit sold but have lower quantities, highlighting their premium pricing.
2. **French Fries** and **Veg Cheese Burger**, while having affordable pricing, show higher sales volume.

2. ABC Analysis on Categories:

Category A (Top 20% contributors): Category A includes the most profitable items, generating **54.1% of total revenue**.

Category	Contribution to Revenue (%)
Pizza	19%
Burgers and Sandwiches	18%
Coffee and Shakes	17%

Table 2.1 Category A

Category B: (Next 30% Contributors): Category B includes moderately performing products, contributing 23.6% of total revenue.

Category	Contribution to Revenue (%)
Lassi and Beverages	12%
Snacks	12%

Table 2.2 Category B

Category C: Remaining 50% Contributors: Category C consists of lower-performing items, contributing 22.2% of total revenue.

Category	Contribution to Revenue (%)
Noodles and Chinese	11%
Ice Creams and Desserts	8%
Water and Parcel	2%
Mocktails and Mojitos	1%

Table 2.3 Category C

3. Top 10 Items Vs Other Products:

1. To find out which product contributed the most to the total revenue, the following chart was generated based on the data from Table 1.
2. Visualizing data provides deeper insights, which is why the following pie chart was created.
3. A pie chart is an effective way to represent the proportion of revenue contributed by the Top 10 products compared to Other products in a single, easy-to-understand visual.

Category	Percentage
Top 10 Products	31.90%
Other Products	68.10%

Table 3.1 Top 10 Items vs Other Products

1. This data visually demonstrates how the Top 10 Products contribute a significant share, while the Other Products account for the majority of the revenue.
2. This chart not only highlights the revenue contribution of the Top 10 products but also emphasizes the significance of the Other products in driving overall sales.
3. Among 206 items across 8 categories, only 18 products generate revenue greater than ₹5,000.

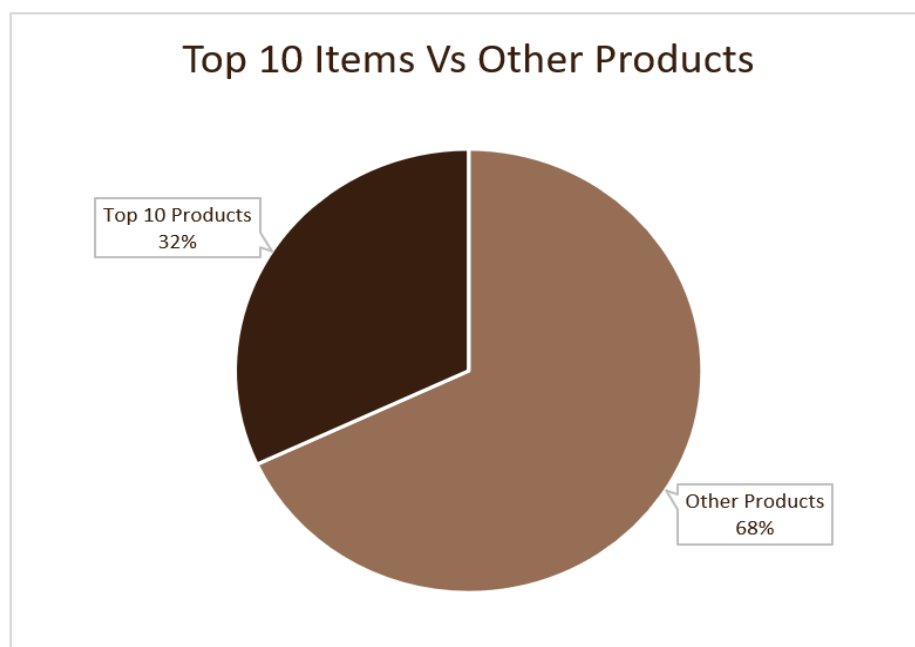


Figure 3.2 Top 10 Items vs Other Products

Top 10 Items Contribute ₹1,37,690.90 (32% of Total Sales): The most popular 10 menu items contribute ₹1,37,640.90, representing 31% of the total sales of ₹4,31,190.

This indicates that these items are best selling products. And reflecting customer preferences and forming the core revenue drivers for the business.

Other Products Contribute ₹2,93,499.10 (68% of Total Sales): The remaining 69% of sales, amounting to ₹2,93,499.10, come from menu items across various categories.

4. Weekend vs. Weekday Sales Analysis:

To analyze the distribution of revenue across weekdays and weekends, the following data was calculated based on daily sales revenue:

Days	Total Amount (₹)
Sunday	₹ 51,940.00
Monday	₹ 65,145.00
Tuesday	₹ 61,515.00
Wednesday	₹ 66,995.00
Thursday	₹ 50,205.00
Friday	₹ 63,710.00
Saturday	₹ 71,680.00
Total	₹ 4,31,190.00

Table 4.1 Weekend vs Weekday Sales

- Visualizing data provides deeper insights, which is why the following pie chart was created.
 - A pie chart is an effective way to represent the proportion of revenue contributed by weekdays compared to weekends, offering a clear and intuitive view of customer spending patterns.
- Based on the daily revenue data, the total revenue for weekdays and weekends was calculated as follows:
 - Weekday Revenue:** ₹3,07,570.00 (71% of total sales).
 - Weekend Revenue:** ₹1,23,620.00 (29% of total sales).

Category	Total Revenue (₹)	Percentage (%)
Weekdays	₹ 3,07,570.00	71%
Weekends	₹ 1,23,620.00	29%
Total	₹ 4,31,190.00	100%

Table 4.2 Revenue Between Weekdays and Weekends

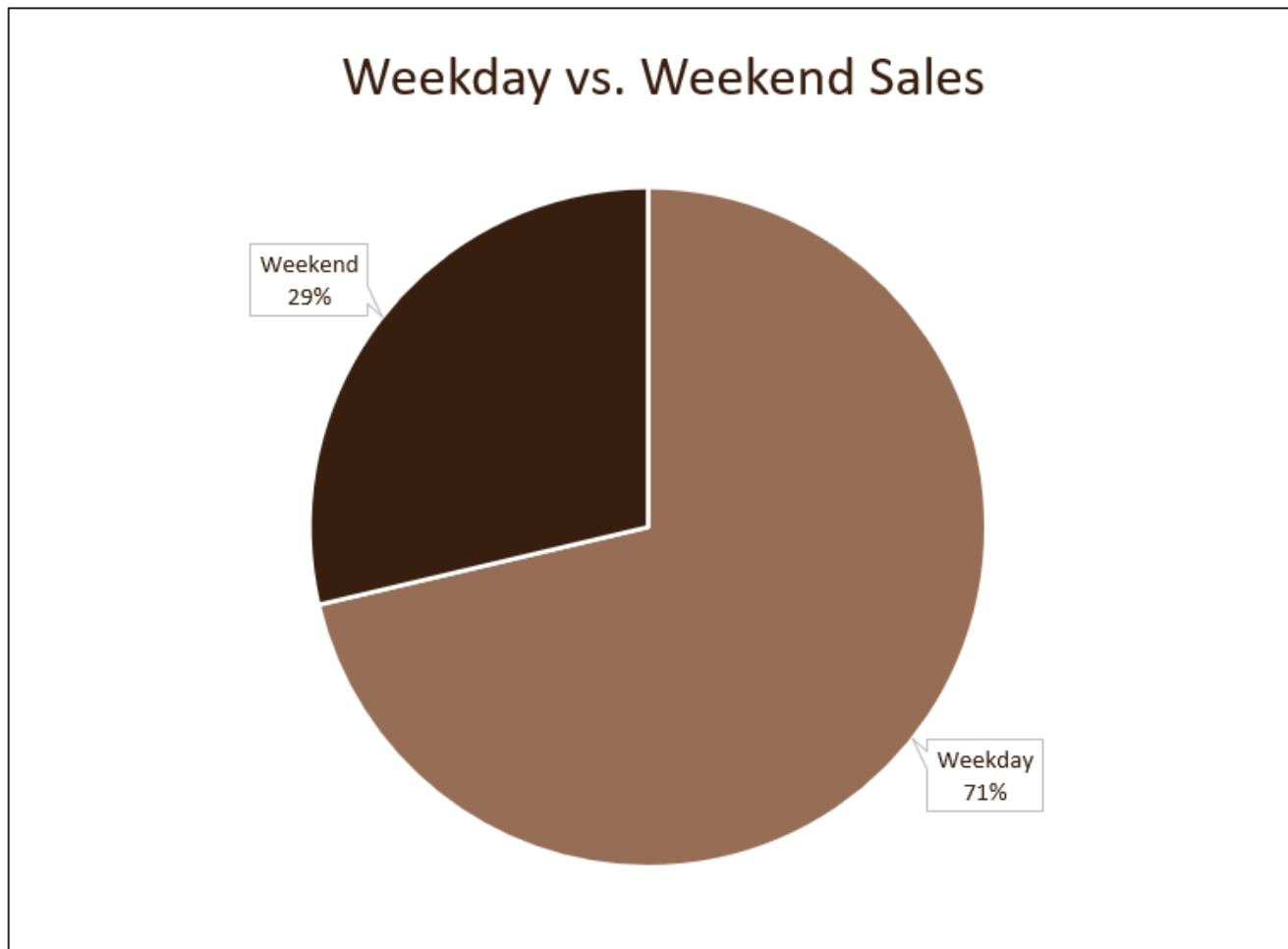


Figure 4.3 Pie chart: Weekday vs. Weekend sales revenue

- 1. Higher Revenue on Weekdays:** Weekday sales accounted for 71% of total sales ₹3,07,570.00, indicating a steady flow of customer activity on weekdays, potentially driven by daily routines or working professionals frequenting the café during their workweek.
- 2. Strong Weekend Sales:** The weekends contributed ₹1,23,620.00, representing 29% of the total sales. This suggests that the weekends are busy, with customers visiting the café for leisure, family outings, and gatherings.
- 3. Saturday Dominates:** Among the seven days, Saturday recorded the highest sales at ₹71,680.00, emphasizing that it is the most active day of the week in terms of customer spending.

5. Monthly Sales Trend: Total Quantity Sold:

The monthly product quantity data provides valuable insights into seasonal trends and variations in sales. To better understand the periods of peak and low sales, as well as overall trends throughout the year, the following chart, 'Figure 3', was created.

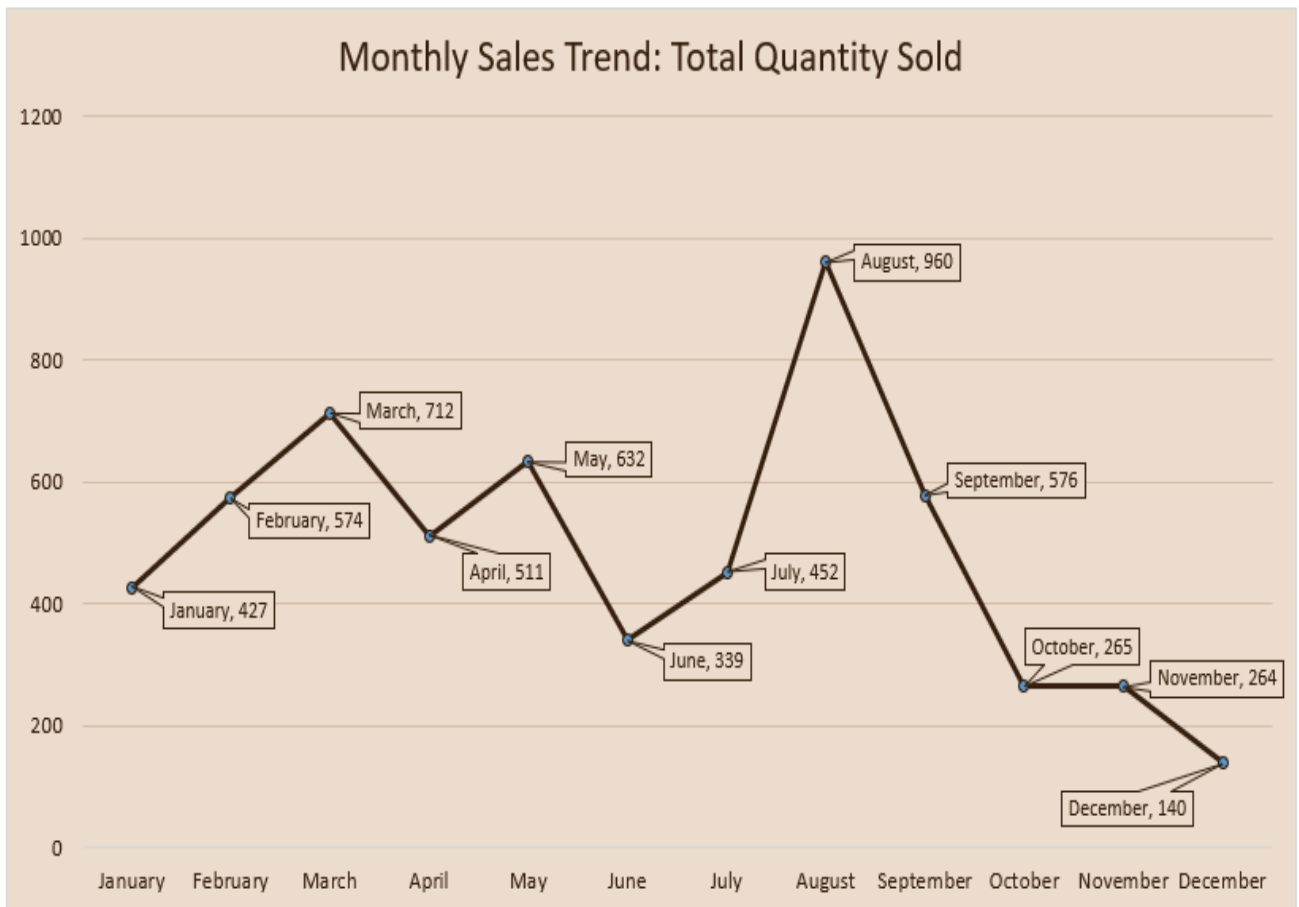


Figure 5.1 Monthly Sales Trend: Total Quantity Sold

- 1. Peak Month:** We can clearly see that August recorded the highest quantity sold, with 960 items sold in a single month.
- 2. Early Year Trends:** January, February, and March also show relatively higher sales, likely influenced by New Year celebrations and seasonal demand.
- 3. Decline in Late Year Sales:** The sharp decline in October, November, and December indicates a significant drop in sales during these months, which could be attributed to lower customer activity or reduced demand.
- 4. Conclusion:** Overall, it can be concluded that sales peak during festive or busy periods like August and decline during the later months of the year.

6. Demographic Analysis of Nandura's Population:

To analyze the seasonal trends and customer behavior, it is crucial to categorize and understand the population of Nandura, a city of approximately 50,000 people. For this purpose, we have divided the population into two age groups which have major contributions to the shop.

Age Group 1-15 (Children)

1. Demographics:

This group comprises school-going children who often attend schools, tuition classes, or participate in extracurricular activities.

2. Behavior and Preferences:

Children in this age group primarily visit cafes and eateries like Lassi Corner when accompanied by their parents. They typically prefer snacks such as French Fries, Sweet Lassi, Burgers, and milkshakes, which fall under the affordable price segment and are often influenced by their family's choices.

3. Business Insight and Opportunity:

Introducing combo options for example, two affordable items (French Fries and Sweet Lassi) paired with a high-selling item (Double Cheese Margherita Pizza) can enhance customer value and increase sales. This strategy can attract families by offering both affordability and variety.

Age Group 16-30 (Young Adults)

- **Demographics:** This group includes college students, working professionals, young entrepreneurs, and those preparing for competitive exams.

- **Behavior and Preferences:**

1. This segment contributes the most significant share of sales at Lassi Corner, as they are more likely to visit cafes independently for quick snacks, casual meetups or study breaks.
2. Popular choices for this group include Veg Cheese Burgers, Oreo Shakes, and Double Cheese Margherita Pizza.

By understanding these age groups, we can better predict their behavior and preferences, which is essential for analyzing how seasonal trends impact sales at Lassi Corner.

7. Seasonal Trend Analysis:

To gain deeper insights into the sales pattern, a detailed analysis of seasonal trends, particularly during summer and winter months is essential.

Summer Analysis (April to August):

The summer months typically drive higher sales due to increased demand for refreshing items and light snacks. Popular products such as sweet lassi, pizza, and burgers contribute to the cafe, as they align with consumer preferences during hot weather.

August recorded the highest sales, with 960 items sold, potentially influenced by school holidays and increased outdoor activities. This highlights the importance of summer-friendly products to maximize revenue during this period.

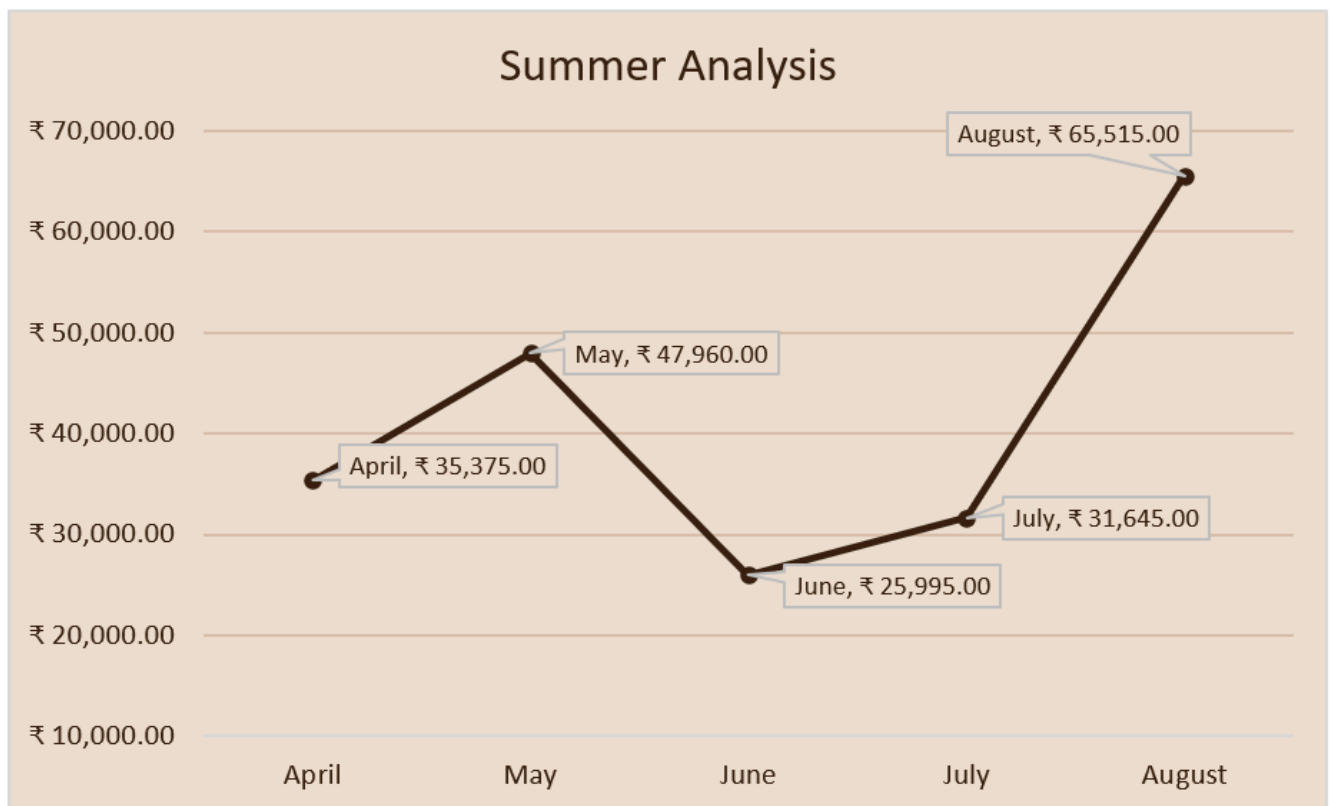


Figure 7.1 Trend Line: Summer Months Analysis

- Sales Contribution:** The summer season is the most profitable time and contributing 48% of the annual revenue, with total sales of ₹2,06,490 out of ₹4,31,190.
- Top Products:** The best-performing items are Corn Cheese Pizza, Veg Cheese Burger, French Fries, Double Cheese Margherita Pizza, and Sweet Lassi, together adding up to ₹42,490 which is 10% of total sales.
- Observations:** Although Sweet Lassi is a top product, its sales during June and July are surprisingly low, with just ₹750 sold in these two months. Similarly, ice-cream products have lower sales during summer, which is unexpected for the season.

- 4. Customer Preference:** Customers prefer spicy products like pizzas, burgers, and fries over ice creams and beverages during the summer months. This trend reflects the unique positioning of Lassi Corner as a Spicy Cafe. Additionally, ice creams may face competition from local shops, which means customers are less likely to choose them at Lassi Corner.

Winter Analysis (October to December):

The winter months see a change in what customers prefer, with a focus on warm and filling items. Products like Oreo Shake, French Fries, and Double Cheese Margherita are popular as they match the demand for comforting foods during colder weather. There is a noticeable decline in sales during the winter months compared to previous months and reflecting a shift in customer preferences.

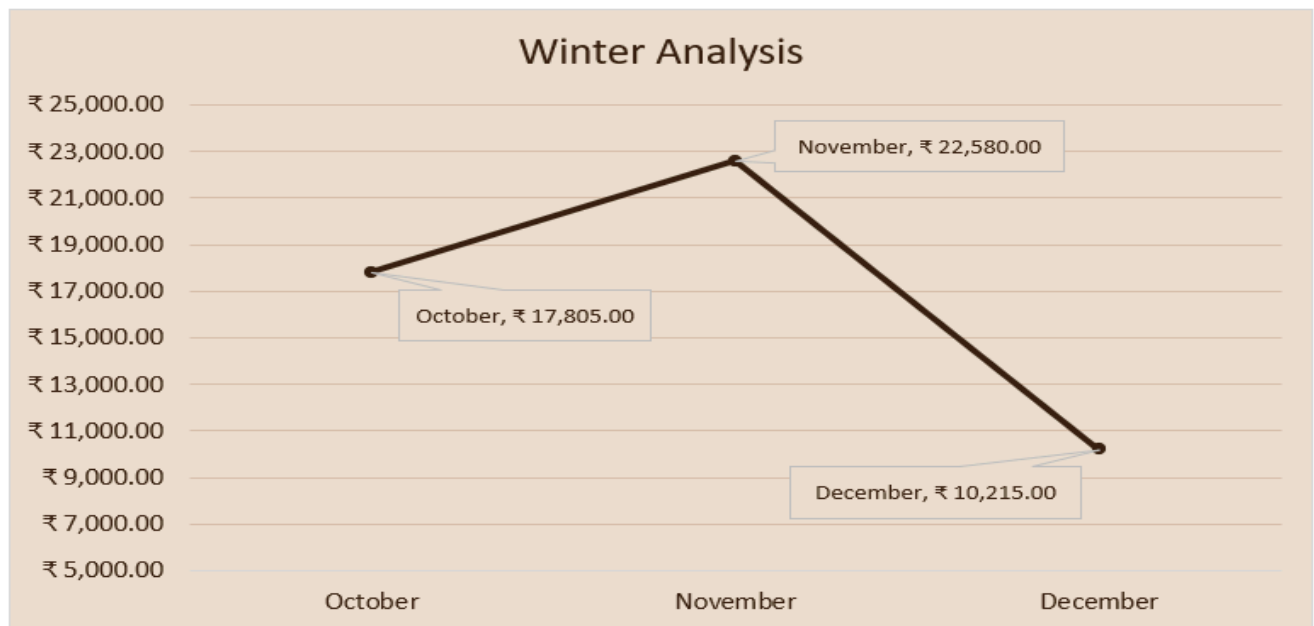


Figure 7.2 Trend Line: Winter Months Analysis

- 1. Sales Contribution:** The winter season contributes 12% to the annual sales, with total sales amounting to ₹50,600 out of ₹4,31,190.
- 2. Top Products:** The best-performing items are Oreo Shake, French Fries, Double Cheese Margherita, Peri Peri Paneer, Veg Cheese Burger, together adding up to ₹8,750 which is 2% of total sales.
- 3. Observation:** During winter, there is a noticeable decline in customers visits. This could be attributed to societal norms in India, where parents may discourage their children from visiting a place like "Lassi Corner" during the colder months. The shop's name might create a perception that it primarily offers items like lassi, milkshakes, or ice cream.

However, sales data shows that spicy products, such as pizzas, burgers and fries are the top-selling items, highlighting a disconnect between the shop's perceived image and actual customer preferences.

4. **Customer Preference:** Despite the perception of Lassi Corner as a place for lassi, milkshakes, and ice creams, customer preferences lean towards spicy foods like pizzas, burgers, and fries, which dominate the sales during both summer and winter seasons.

8. Financial Performance Analysis:

We are now conducting an analysis of the financial performance of Lassi Corner. This includes a detailed evaluation of its Expense Breakdown, Annual Net Profit, Average Monthly Revenue, and a Graphical Representation of the Net Profit for each month.

Expense Breakdown:

The insights into Lassi Corner's key expenses provide a transparent overview of the cost structure:

- **Rent:** ₹5,000
- **Chef and Worker Salaries:** ₹8,000
- **Utility Bills:** ₹2,000
- **Grocery:** ₹3,900

These expenses total ₹18,900 and cover the direct costs of running the business. By keeping track of these costs, Lassi Corner can find ways to save money, manage expenses better, and increase profits.

Annual Net profit and Average Monthly Revenue:

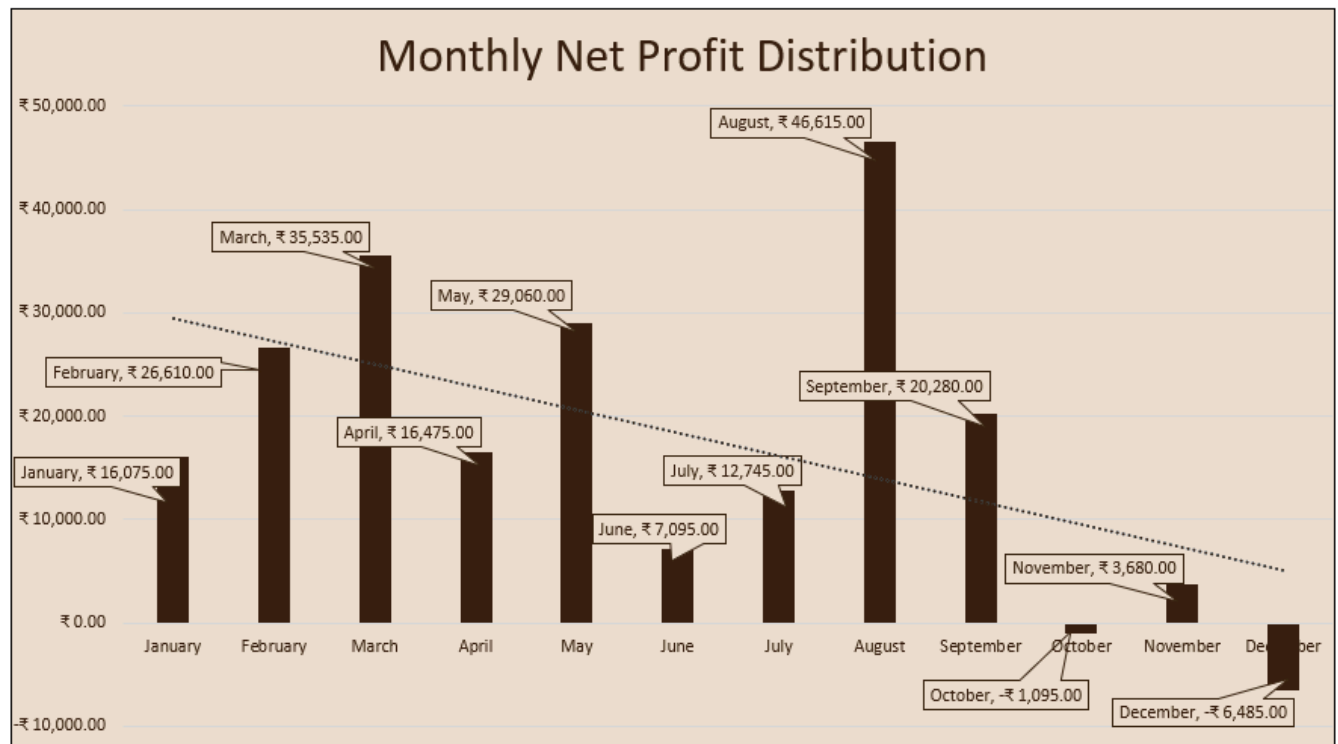


Figure 8.1 Monthly Net Profit Distribution for Lassi Corner

Observations:**Annual Revenue:** ₹4,31,190**Average Monthly Revenue:** ₹35,933**Annual Net Profit:** ₹2,06,590**Average Monthly Net Profit:** ₹12,000**Highest Profit Month:** August with a net profit of ₹46,615.**Lowest Profit Month:** December with a net loss of ₹6,485.**Loss Months:** October and December recorded losses of ₹1,095 and ₹6,485.

Seasonal Trends: August stands out as the most profitable month due to increased sales during the summer season. On the other hand winter months from October to December show a decline, with significant losses, reflecting a drop in customer visits and lower demand for products.

Interpretation of Results

This report presents key insights and actionable recommendations for Lassi Corner, derived from comprehensive data analysis. The findings highlight critical trends and opportunities to optimize business performance and enhance customer satisfaction. Clear graphs and data analysis is used to identify ways to increase sales and improve customer retention.

1. Products and Category Results:

1. Double Cheese Margherita(₹150) generated the highest revenue of ₹18,450 with sales volume of 123 units, indicating its premium product.
2. French Fries(₹70) contributes the highest sales volume with 258 units sold, contributing ₹18,060 to the total revenue, indicating its low price product.
3. Pizza, Burgers and Sandwiches and Coffee and Shakes which collectively contribute ₹1,89,430, making up 44% of the total revenue from sales.
4. Within the sweet products category, only Sweet Lassi, Oreo Shake and Sizzler Brownie lead in generating the highest revenue, ₹34,620 accounting for 8% of total revenue.
5. Mocktails and Mojitos generate ₹3,630.00, which is 1% of the total revenue, making it a negligible and less popular selling category.

6. Pizza contributed ₹80,200 making up 19% of total revenue, being the highest contributor with premium price range from ₹150 - ₹220.

2. Top 10 Items Vs Other Products Results:

7. There are 206 items across 8 categories in the shop's menu, but only 18 products contribute more than ₹5,000 in revenue.
8. 109 products contribute ₹36,715 9% of revenue which is having highest revenue less than ₹1000, while 97 products generate ₹3,94,475 making up 91% of revenue.
9. Top 10 products generate ₹1,37,690 accounting for 31% of the total sales, highlighting their strong customer demand. The remaining 68% of total sales, amounting to ₹2,93,499, come from various other menu items.

3. Weekend vs. Weekday Sales Results:

10. Weekday sales contributed ₹3,07,570, which is 71% of the total revenue, indicating a steady customer flow during the workweek.
11. Weekend sales contributed ₹1,23,620, representing 29% of total revenue, showcasing significant customer activity during weekend days.
12. Saturday emerged as the highest revenue generating day, with sales amounting to ₹71,680, making it the busiest day of the week.

4. Monthly Sales Trend Results:

13. August recorded the highest sales with 960 items sold, marking the busiest month.
14. Sales dropped significantly in October, November, and December, possibly due to reduced customer activity.

5. Seasonal Trend Results:

15. Summer months (April to August) contribute 48% of the annual revenue (₹2,06,490), driven by school holidays and increased outdoor activities.
16. Winter months (October to December) account for only 12% of the annual revenue (₹50,600), reflecting lower customer visits during colder weather.
17. Sweet Lassi and ice creams had low sales in summer, while spicy items like pizzas and burgers sold more, going against usual expectations for summer preferences.

6. Financial Performance Results:

18. August was the most profitable month with a net profit of ₹46,615, while December had the lowest profit at a net loss of ₹6,485.
19. The total annual revenue for Lassi Corner is ₹4,31,190, with an average monthly revenue of ₹35,933.
20. The shop achieved an annual net profit of ₹2,06,590, translating to an average monthly net profit of ₹12,000.

Recommendations

Based on the analysis and observations, the following recommendations are below:

1. Offer a combo of affordable and premium items to attract all kinds of customers. For example, include budget friendly options like French Fries and Sweet Lassi along with premium choices like Double Cheese Margherita.

What we can achieve:

Attract customers with varying budgets, increasing footfall, enhancing customer satisfaction, and boosting overall sales and profitability.

2. Introduce limited time promotions or pricing adjustments for top 10 products which contributes 31% to the revenue.

What we can achieve:

This will encourage repeat purchases, build customer loyalty, and drive consistent revenue growth.

3. To grow sales, after analyzing the demographics of the city, it is recommended to position Lassi Corner Cafe as the best spot for spicy products, by offering pizza, burgers, and other snacks. Given Lassi Corner Cafe has an excellent ambiance and prime location near the highway, it serves as a key differentiator compared to competitors.

What we can achieve:

Lassi Corner will dominate in the spicy product segment, with customers confidently saying, "Best place for spicy products."

4. To increase the sales during winter, shifting customer perception will help to increase sales by advertising top selling products.

What we can achieve:

This will retain customer retention in winter months, as families, including parents, seek warm and spicy products for a comforting experience.

5. To create a stronger presence in the spicy product segment, changing the shop name from Lassi Corner to something more aligned with a spicy theme, such as Cafe Spicy Corner.

What we can achieve:

Changing the name will attract customer attention and help to make dominance in one segment.

6. Regularly review inventory levels of top performing items to ensure they are consistently available, especially during peak times like festivals, to avoid running out of stock and losing potential revenue.

What we can achieve:

Prevent excessive inventory that could lead to unnecessary storage costs and wastage.

7. Reducing the 109 low performing products, which contribute less than ₹1000 and make up only 9%, allows the shop to focus on prioritizing top-selling and more profitable items.

What we can achieve:

By reducing low performing products, the overall stock cost will decrease, leading to lower expenses and improved profitability.