# Tasty Bites Performance Dashboard

## Menu Analysis

Top Menu Item  ● Banku ...  ● Fried Ric...  ● Fufu & Li...  ● Grilled T...  ● Jollof & ...  ▶



Average of Customer Feed... (y-axis: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10)

Customers Served (x-axis: 50, 100, 150, 200, 250)

### Month
- [ ] August
- [ ] July
- [ ] October
- [ ] September

### Day Type
- [ ] Weekday
- [ ] Weekend
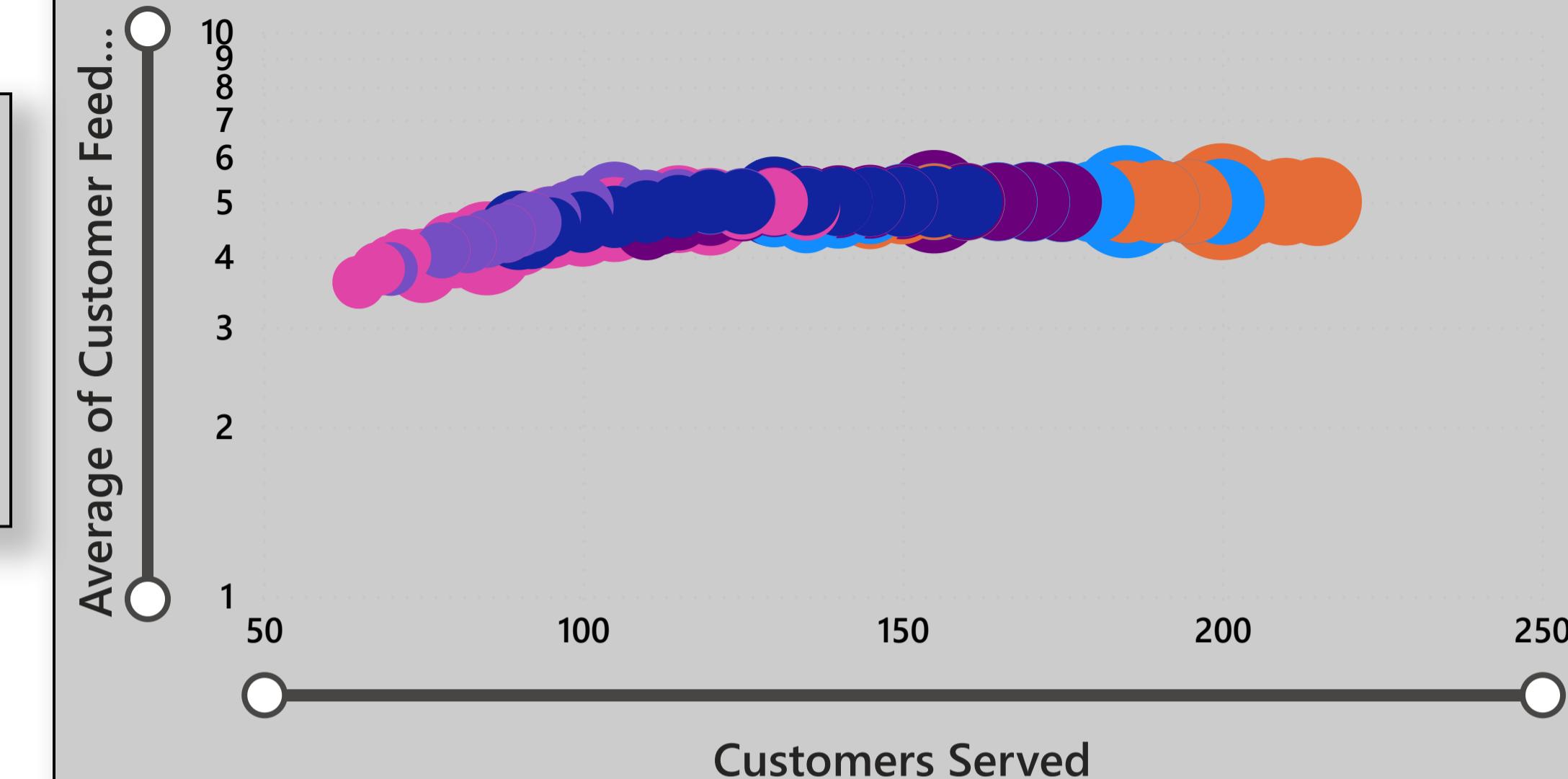
## Top Menu

# Banku & Fish

## Avg Spent per Customer

# 40.24

## Total Sales(GHS)

# 638K
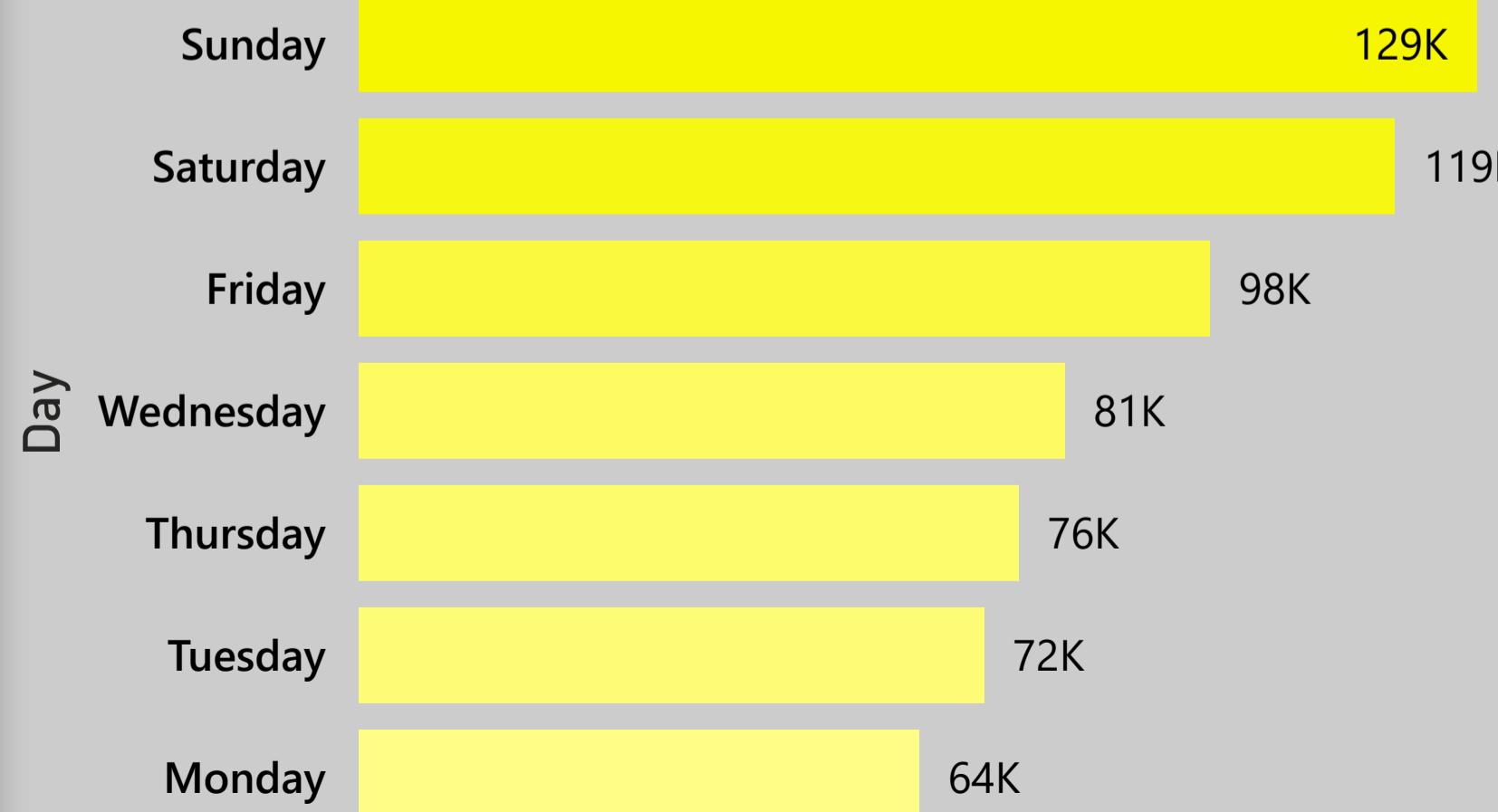
## Weekly Pattern

● Total Sales (GHS)  ● Customers Served



Total Sales (GHS) — y-axis: 0K, 50K, 100K; Customers Served — 1K, 2K, 3K

Days: Monday, Tuesday, Thursday, Wednesday, Friday, Saturday, Sunday
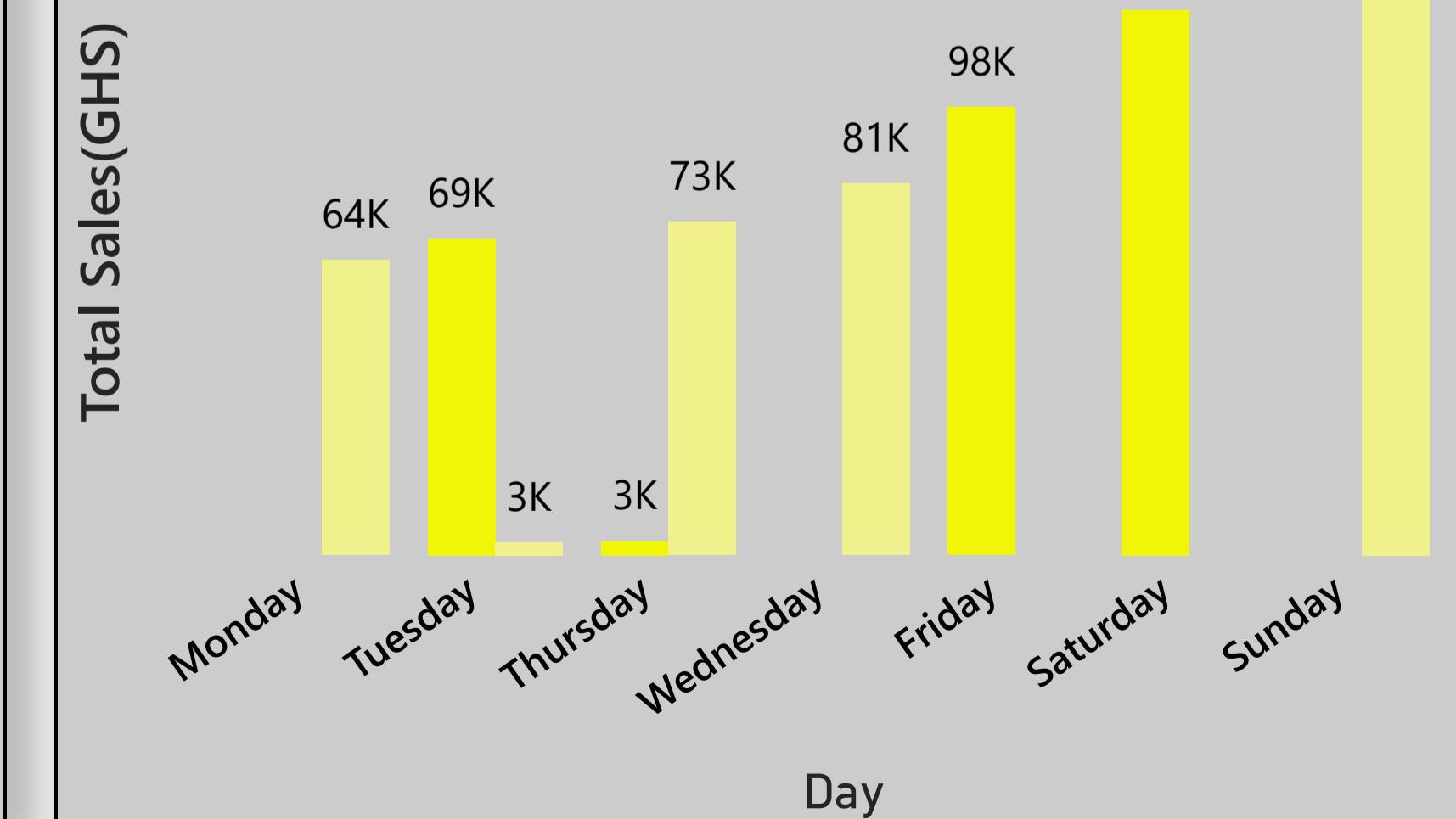
## Total Sales

Total Sales (GHS)   0.06M ▭ 0.13M

| Day | Total Sales(GHS) |
|-----|------|
| Sunday | 129K |
| Saturday | 119K |
| Friday | 98K |
| Wednesday | 81K |
| Thursday | 76K |
| Tuesday | 72K |
| Monday | 64K |

## Promotion Impact

Promotion Ac...  ● Yes  ● No



| Day | Total Sales(GHS) |
|-----|------|
| Monday | 64K |
| Tuesday | 69K |
| Tuesday (No) | 3K |
| Thursday | 3K |
| Wednesday | 73K |
| Wednesday | 81K |
| Friday | 98K |
| Saturday | 119K |
| Sunday | 129K |

## Challenge

Tasty Bites, a small but growing restaurant in Accra has been facing fluctuating customer numbers and inconsistent sales over the past four months. The management team provided me with sales and customer data to analyze it to understand customer behavior, identify sales trends, and recommend ways to improve business performance.
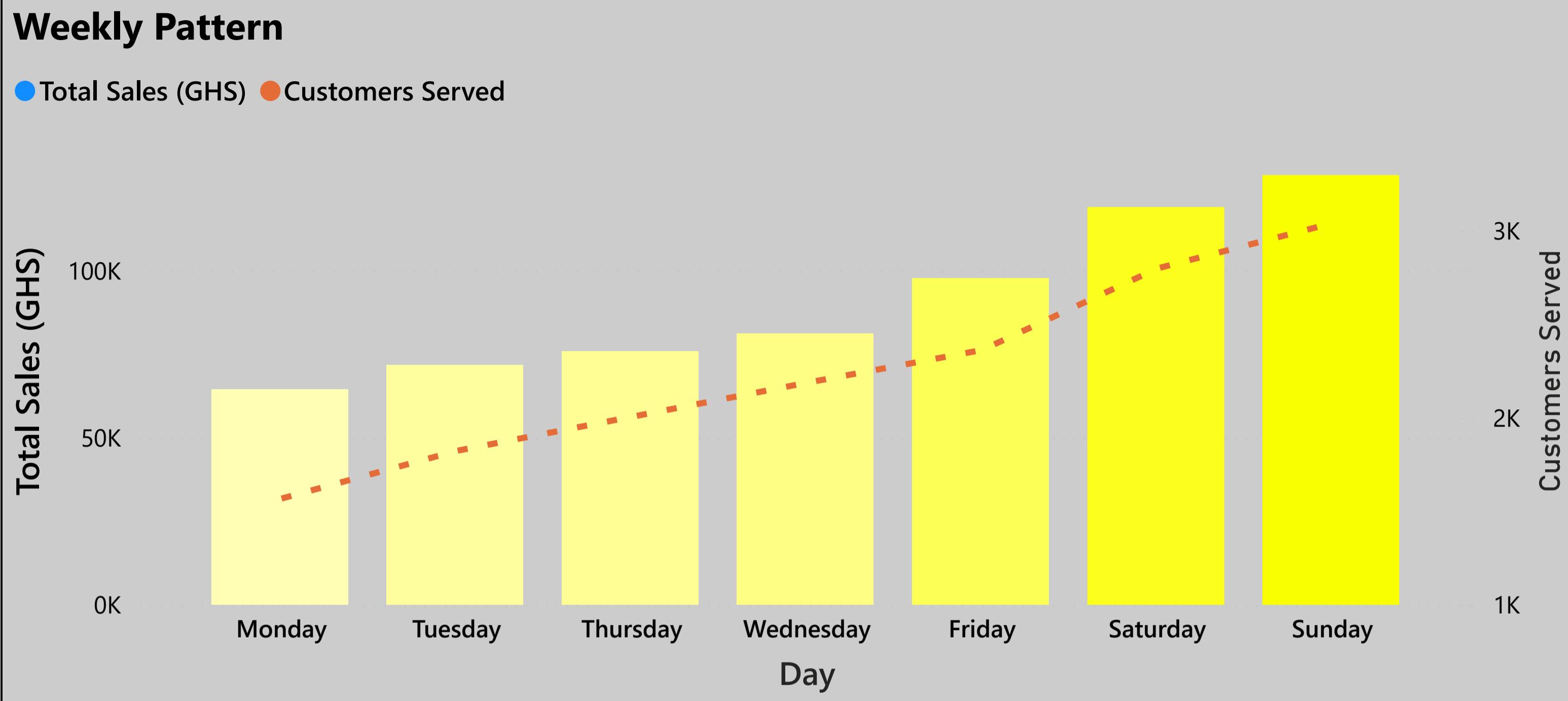
## Key Insights

Weekend Dominance: Sunday is the single most profitable day, followed by Saturday and Friday. The restaurant's current model is overly reliant on weekend revenue.

Weak Start to the Week: Mondays and Tuesdays are significant underperformers, dragging down the weekly average.

Promotion Inefficiency: The current promotional strategy is not effectively addressing the core problem of low weekday traffic. It lacks a targeted approach.

Menu-Driven Satisfaction: Customer happiness is directly tied to the menu. The premium, traditional weekend dishes are key drivers of both high revenue and high satisfaction.
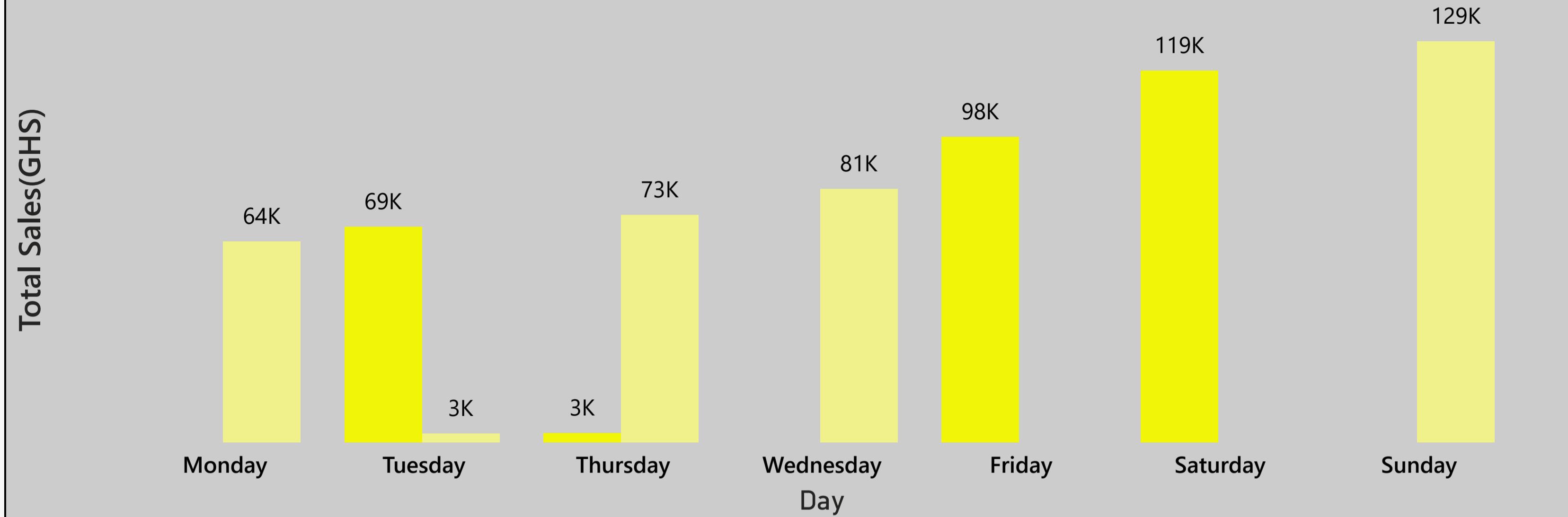
Weekly Pattern:
Sales and customer numbers are consistently lowest at the start of the week (Monday, Tuesday) and peak dramatically on the weekend (Friday, Saturday, Sunday). Sunday, despite having no promotion, shows the highest sales and customer count.

**Promotion Impact**

Promotion Active (Yes/No) ● Yes ● No

Bar chart values by day:
- Monday: 64K
- Tuesday: 69K, 3K
- Thursday: 3K, 73K
- Wednesday: 81K
- Friday: 98K
- Saturday: 119K
- Sunday: 129K

Y-axis: Total Sales(GHS)
X-axis: Day
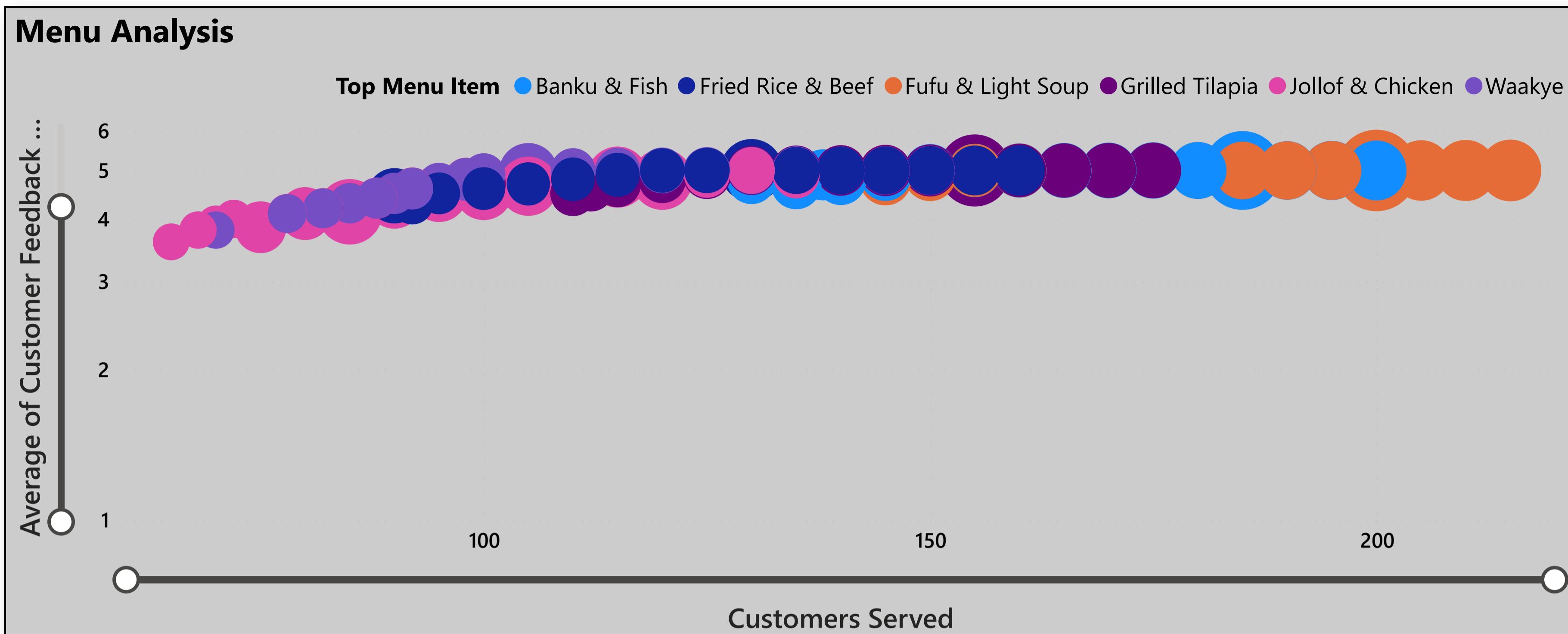
Impact of Promotions:

Promotions have a mixed impact. They can provide a significant boost on already-strong days (e.g., Friday, Saturday) but are less effective on weak days (e.g., Tuesday 9th saw only a modest increase).

There is no clear evidence from this data that promotions are consistently driving new, sustained customer growth on off-peak days.

**Menu Analysis**

Top Menu Item ● Banku & Fish ● Fried Rice & Beef ● Fufu & Light Soup ● Grilled Tilapia ● Jollof & Chicken ● Waakye

Average of Customer Feedback ... (y-axis: 1, 2, 3, 4, 5, 6)

Customers Served (x-axis: 100, 150, 200)

Popular Dishes: Weekend specialties like Fufu & Light Soup, Banku & Fish, and Grilled Tilapia are top sellers and command higher average spends, with Banku & Fish being the most sort for.

Weekday Staples: Jollof & Chicken and Waakye are consistent sellers during the week but are associated with lower average spends and sales totals.

## Recommendation

Mid-Week Boost: Target Monday-Wednesday with lunch specials and family promotions for 20% revenue growth on slow days

Smart Promotion Calendar: Maintain weekend premium promotions while adding value-focused mid-week offers for 15% overall revenue increase

Menu & Operations Sync: Increase weekend inventory for top dishes by 30%, cross-train staff, and introduce quick-serve weekday options to improve customer experience

A 90-Day Action Plan

Month 1: Launch Mid-Week Boost campaign, staff training

Month 2: Implement optimized promotion calendar

Month 3: Menu optimization, customer feedback system

| Key Performance Indicator (KPI) | Current(90 days) | Target |
|---|---|---|
| Monday-Wednesday Revenue | GHS 9,800/week | GHS 11,800/week |
| Overall Customer Satisfaction | 4.5/5.0 | 4.7/5.0 |
| Weekly Revenue Consistency | 340% variance | 250% variance |