

Final report

This report will contain my conclusions and recommendations, this report will also answer the question What restaurants are popular? What restaurants generate the highest revenue? Why?...

Conclusions

- North indian, chinese cuisine has the highest sales amount and also the highest sales quantity.

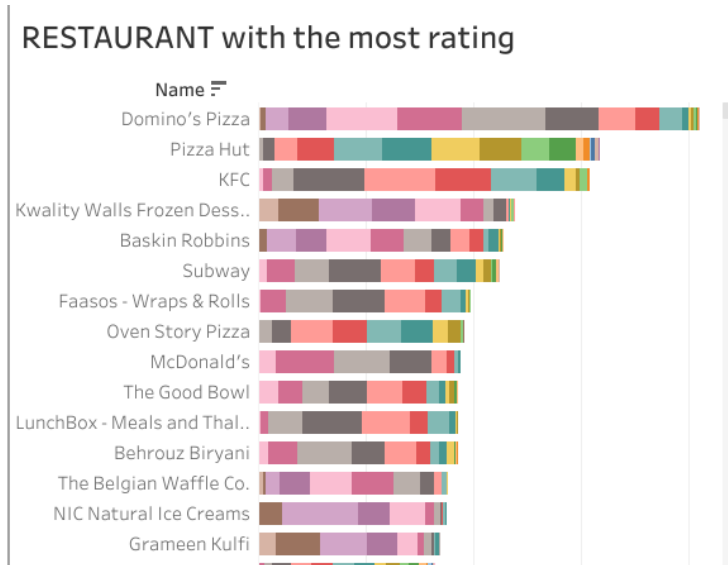
SALES QUANTITY BY CUISINE			SALES AMOUNT BY CUISINE		
Cuisine			Cuisine		
North Indian,Chinese		121,654	North Indian,Chinese		44,956,268
Indian		98,522	Indian		42,626,090
North Indian		91,190	North Indian		33,670,996
Chinese		77,833	Chinese		27,259,296
Indian,Chinese		73,516	Indian,Chinese		25,738,592
Bakery		53,935	South Indian		21,944,967
South Indian		51,030	Bakery		19,052,451
Chinese,Indian		48,437	Pizzas		16,546,168
Pizzas		43,878	Beverages		14,479,459
Beverages		39,260	Bakery,Desserts		14,430,826
North Indian,Indian		38,599	North Indian,Indian		14,389,581
Biryani,North Indian		37,825	Chinese,Indian		13,815,957
Bakery,Desserts		36,506	Chinese,North Indian		13,664,521
Chinese,North Indian		35,344	Snacks		13,248,801
Biryani		32,332	Biryani,North Indian		13,242,822
Snacks		30,200	Biryani		13,160,926

- Domino's pizza has the highest sales amount meaning they have the highest revenue compared to any other restaurant.

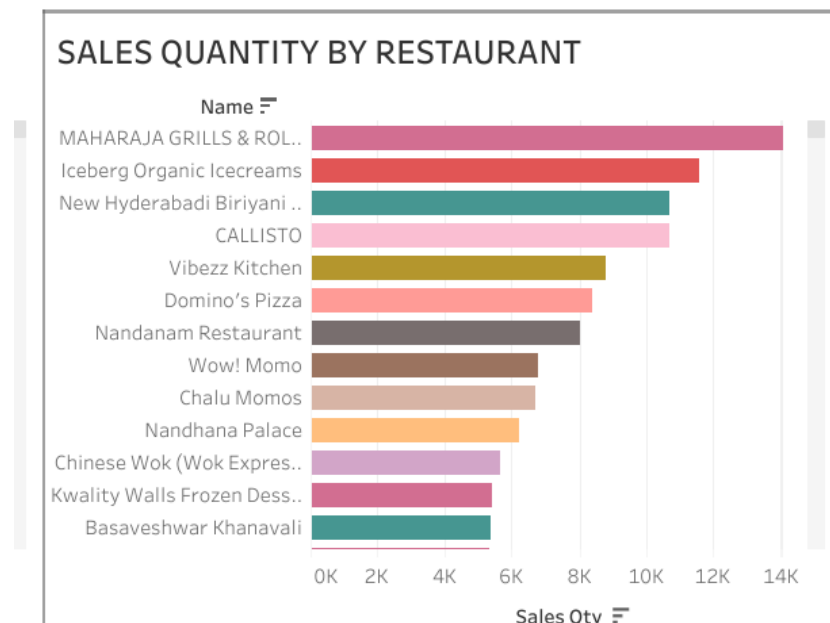
DOMINO'S PIZZA		
Name	City	
Domino's	Tirupati	1,492,435
Pizza	Roorkee	595,556
	Rajnandgaon	362,852
	Rajahmundry	140,931
	Raipur	129,505
	Faridkot	115,333
	Alappuzha	113,259
	Dhar	100,486
	Dewas	100,481
	Ropar	98,134
	Rudrapur	84,264
	Haldwani	76,954
	Solan	63,380

- With the analysis done using the sales amount of restaurants and rating of the restaurants, I have come to a conclusion that domino's pizza is the most popular

restaurant and also the restaurant with the highest revenue.



- MAHARAJA grills & rolls is the second best restaurant with some recommendations that should help bolster their sales amount/quantity.



Recommendation

- Maharaja grills & rolls have the highest sales quantity, meaning they have sold more units compared to other restaurants. Although they have sold more units compared to

other stores, it does not mean they will make more.

MAHARAJA GRILL & ROLLS

Name	City	Sales	Amount	Sales Qty
MAHARAJA	Electronic City,Bangalore	628,657	14,049	
GRILLS &	Mahadevpura,Bangalore	7,162	30	
ROLLS	HSR,Bangalore	181	1	

- I recommend they increase the price of their product to increase their revenue for the year.
- I recommend they expand their location to increase customer reach. maharaja is not franchised in a lot of cities like dominos pizza, once maharaja grills and rolls has established restaurants in more cities, they will more likely increase sales amount/quantity.
- To retain existing customers, start a reward system for existing customers. to retain existing customers. Sending out coupons to existing customers and new customers is a way to attract new and existing customers.

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