

BDM - Capstone Project

Project Title

**Cafe Cognition:
Data-Driven Approach and Insights for
Cafeteria**

Submitted By

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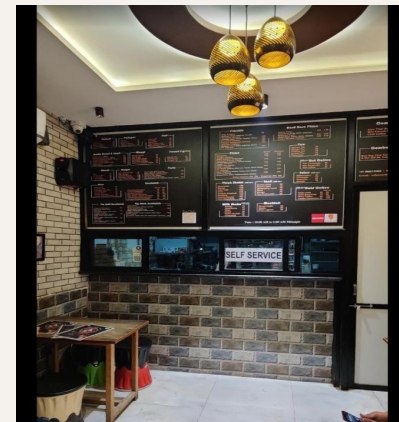
Introduction

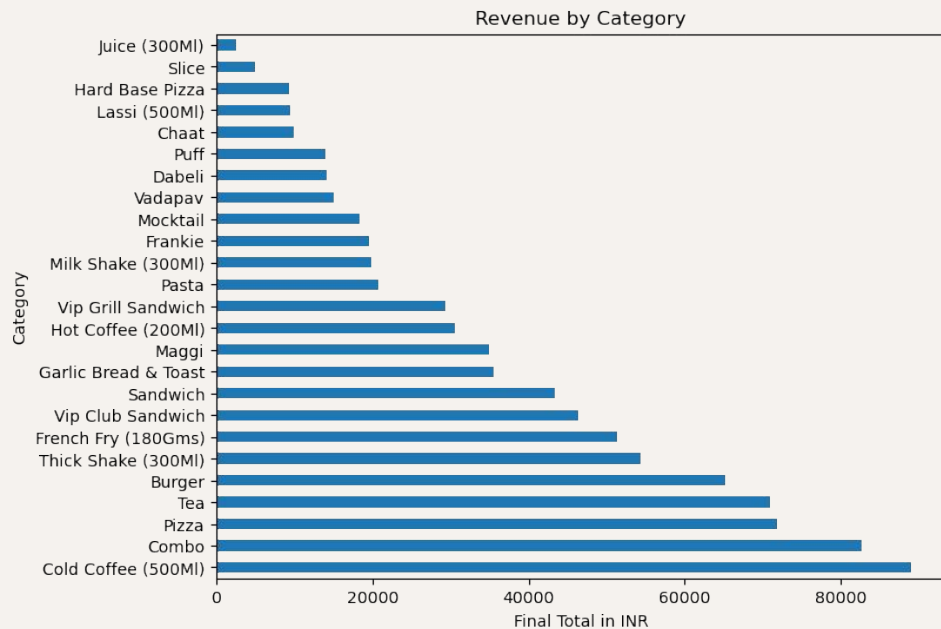
- Business Name: The Café Town (📍Sector-16, Gandhinagar, Gujarat)
- Established by Mr. Ajay Shukla in January 2022.
- Overview: Affordable Café
- Datasets Provided:
 - Data-1 - Each order details, Very detailed, Six months (Jan '23-July '23)
 - Data-2- Relatively less detailed, One year (Aug '22- Aug '23)



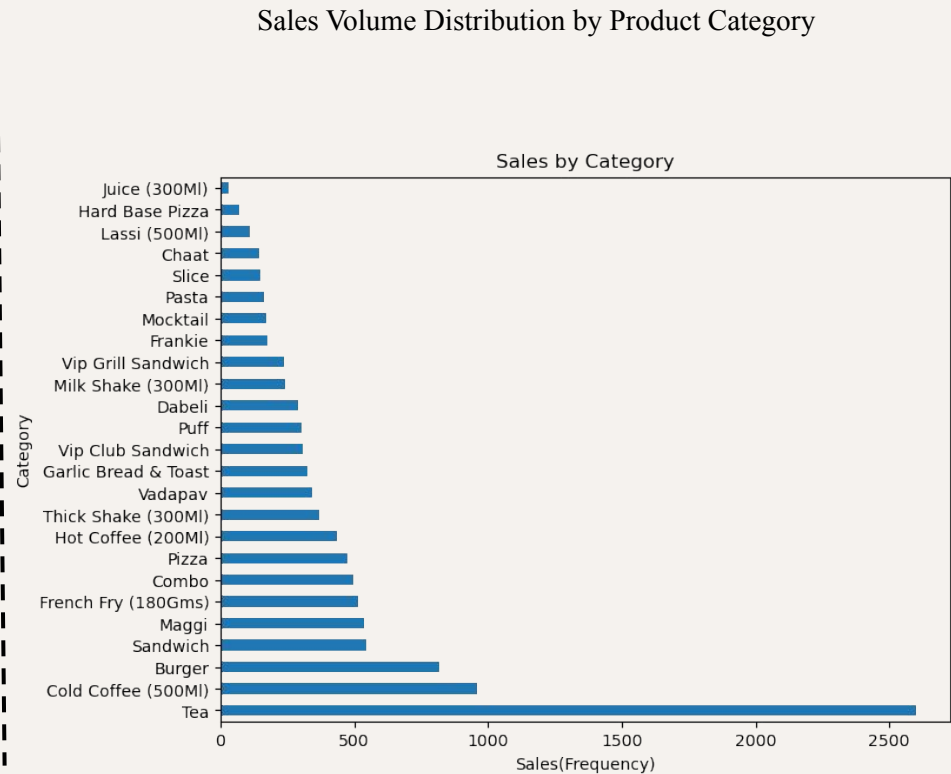
Objectives

- Ideas to get edge over high competition of area.
- To spot the strength and weakness of the business.
- To analyze time based revenue trends of the business.
- To understand the target market of the business using the data analysis.
- To highlight the products with potential.
- To suggest offer based on the past business performance of the business.





Revenue Distribution by Product Category



Revenue Distribution by Item Class



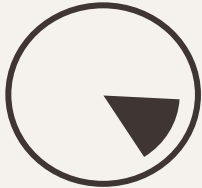
56.2% : Food

Revenue generated
by food items



34.2% : Beverages

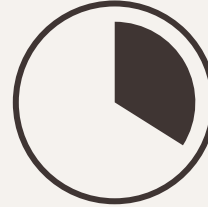
Revenue generated
by beverages



9.6% : Combos

Revenue generated
by Combos

Sales Distribution by Payment method

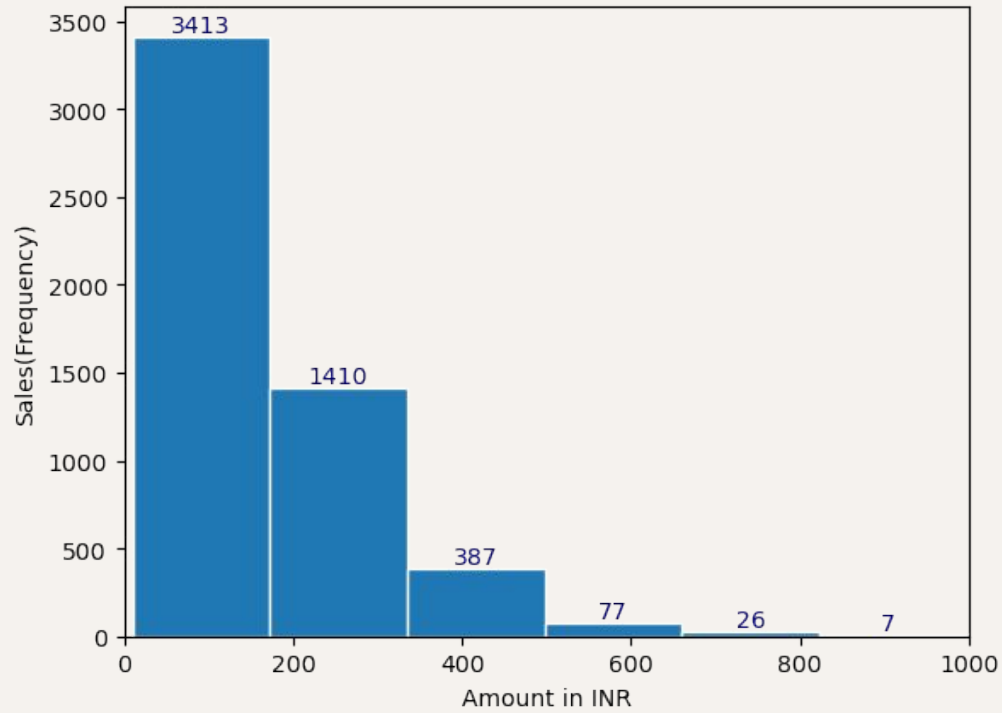


37.7% : Online

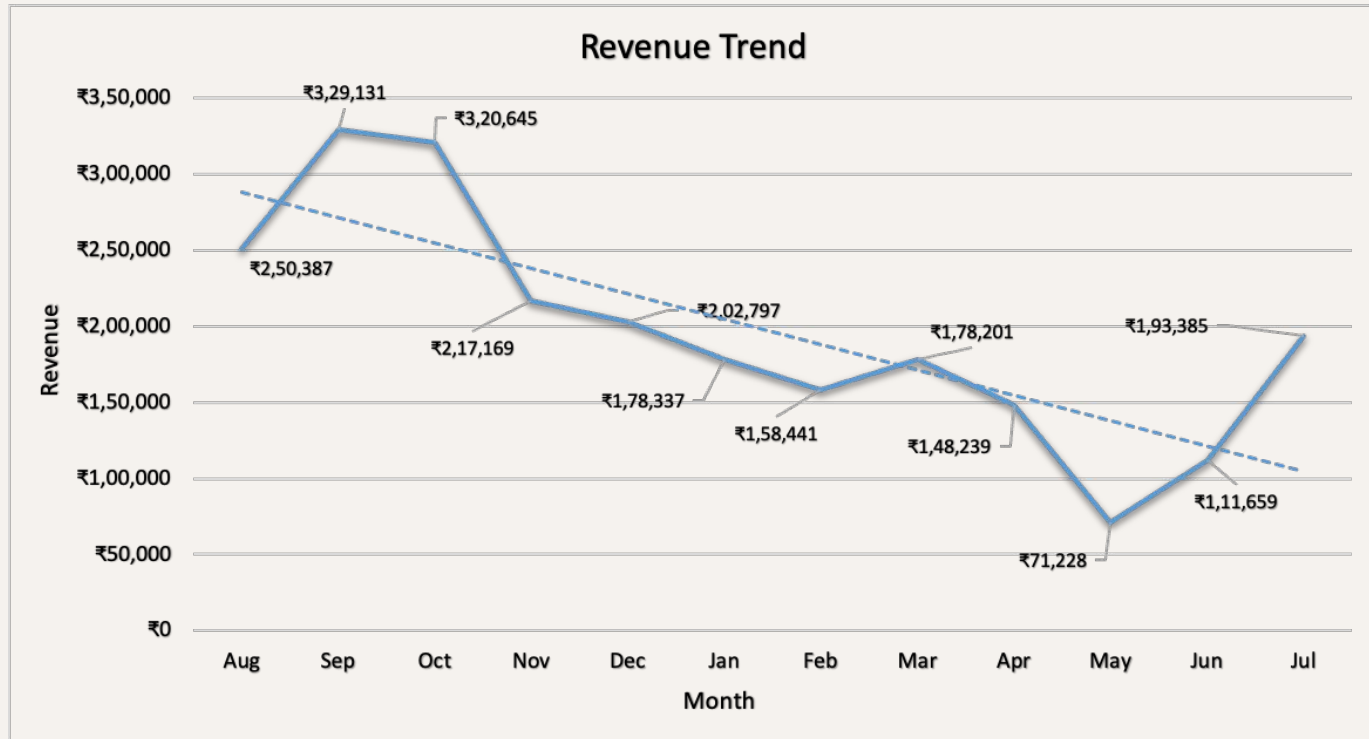
UPIs, Credit/Debit Cards etc.



62.3% : Cash

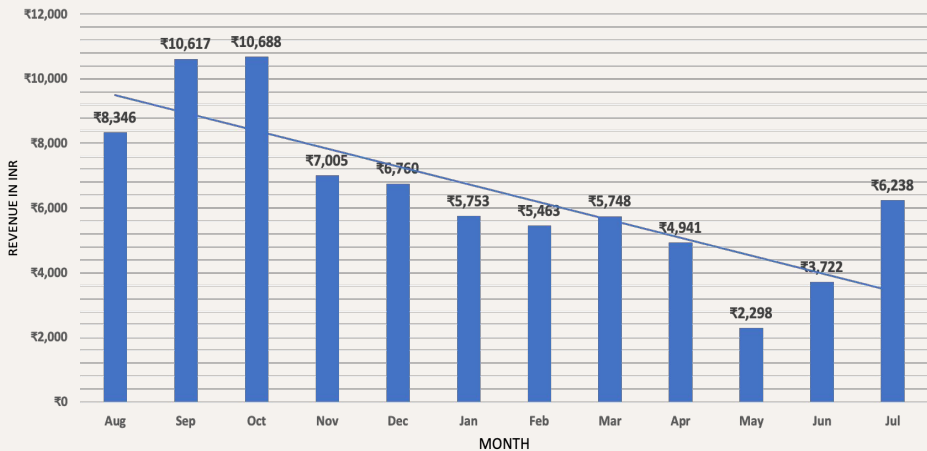


Order Amount Distribution-
Understanding Purchase Power of Target Market



Revenue Trend Over Time-
Constant Decline

Average Daily Revenue



Average Daily Revenue Distribution

Hourly Revenue Distribution



SWOT Analysis:

Strengths

- Business has a strong hold on your signature product.
- Has consistent hourly sales.
- Food items are generating considerable revenue.
- Combos are a particular strength.

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Weaknesses

- Lower revenue in the first half of the year.
- Poor engagement rates on online food-selling platforms.

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- Inconsistent cash flow throughout the year.
- A steady decline in revenue.
- Mounting competition.

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Threats

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- Implement hourly-based offers.
- Focus on increasing sales in the Beverage and Combo categories.
- Generate consistent revenue by introducing offers during the first half of the year.

Opportunities

Recommendations

- Propose a bundled price of 30 to 35 INR for Tea and 'Oil Fry Vadapav' to enhance sales and maintain profit margins.
 - Amplify online presence on platforms like Zomato and Swiggy to increase accessibility and generate substantial revenue.
 - Implement a 'coupon-based offer' from January to June, offering a 15-20% discount on orders exceeding 200-250 INR for customers with bills over 150 INR.
 - Introduce a student-exclusive offer, providing a 15% discount on orders above 100 INR upon presenting a valid institute identity card.
 - Subscribe to systems like [PetPooja](#) for streamlined record-keeping, CRM capabilities, and direct marketing through WhatsApp to gain a competitive edge.
 - Establish a customer loyalty program using platforms like [Reelo](#), where customers earn points for orders, redeemable for various items or special offers, enhancing customer retention.
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**Thank
You!**