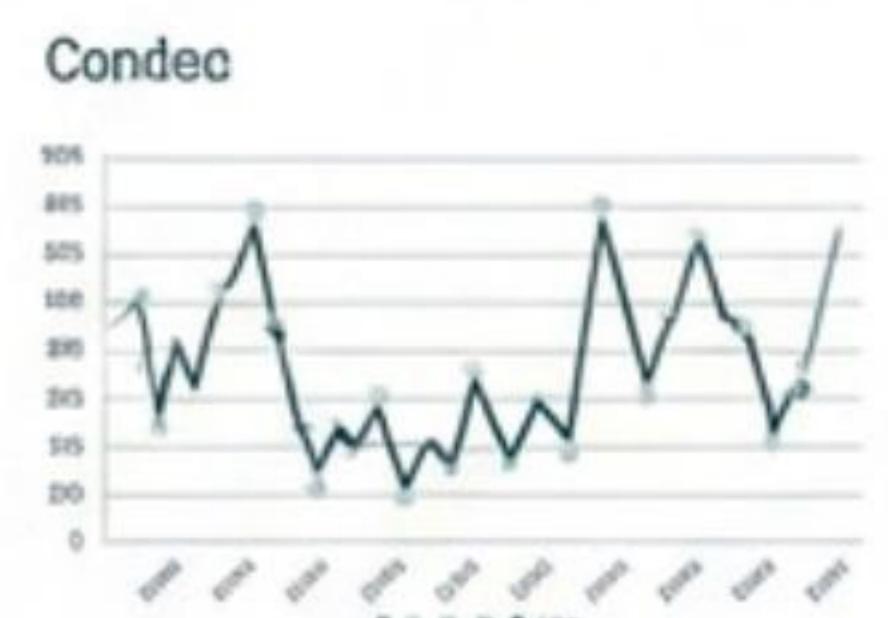
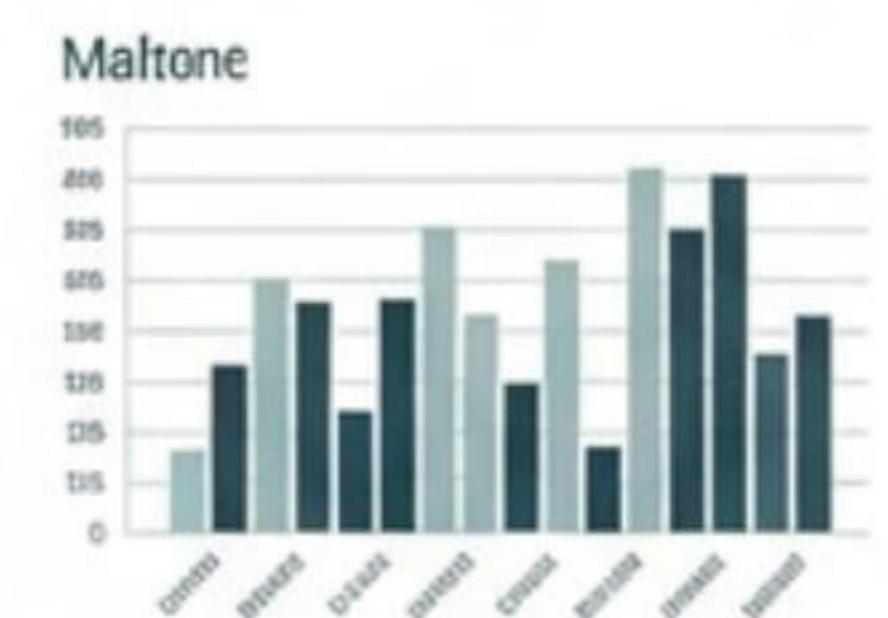
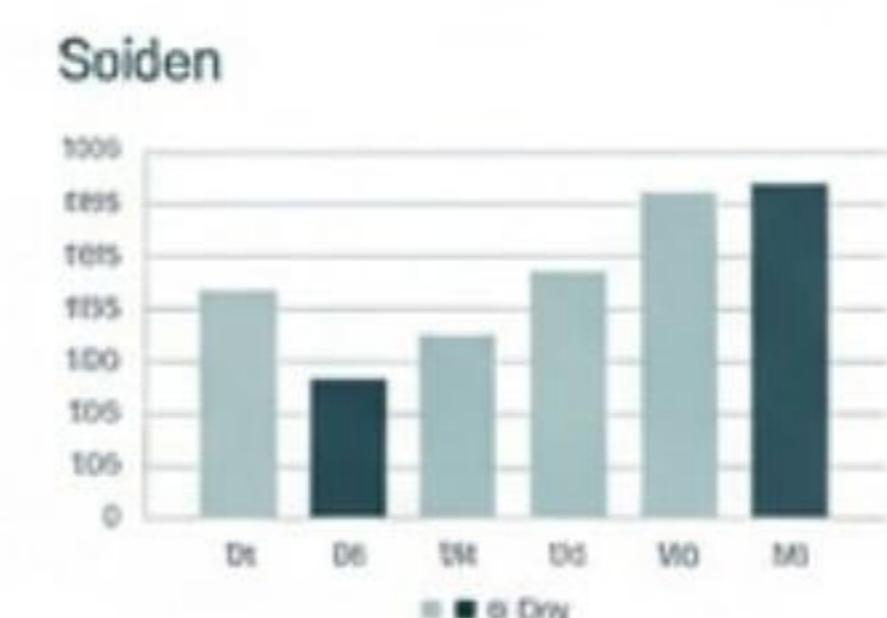
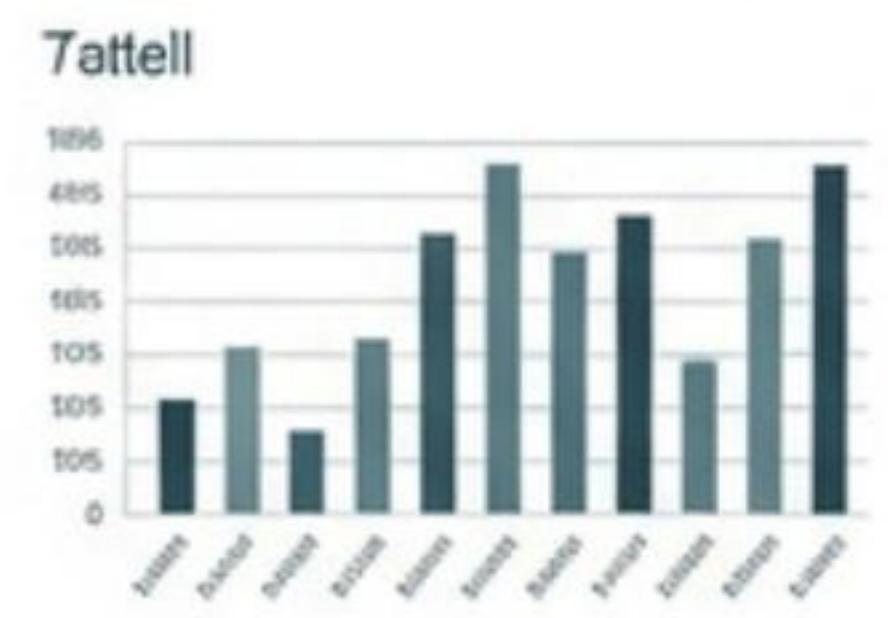
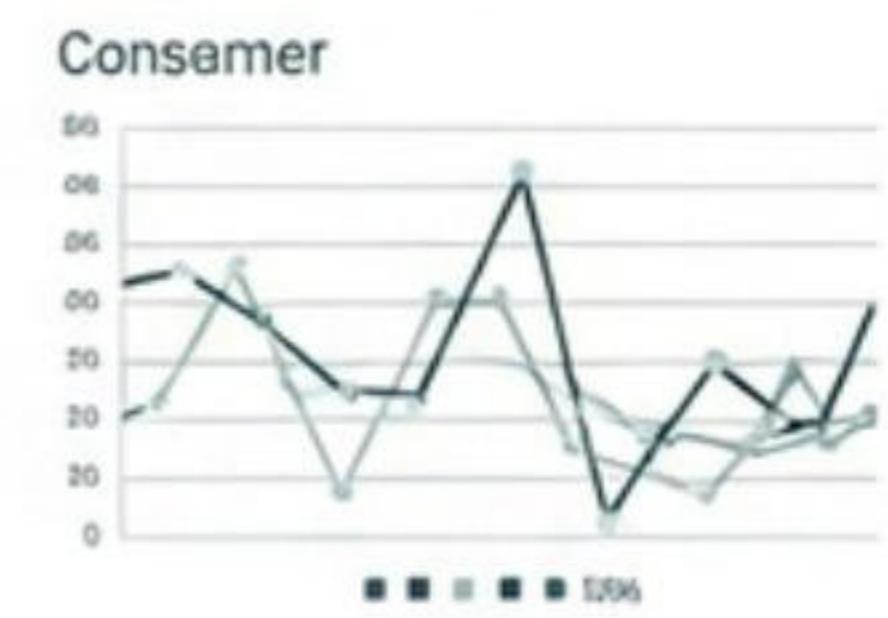
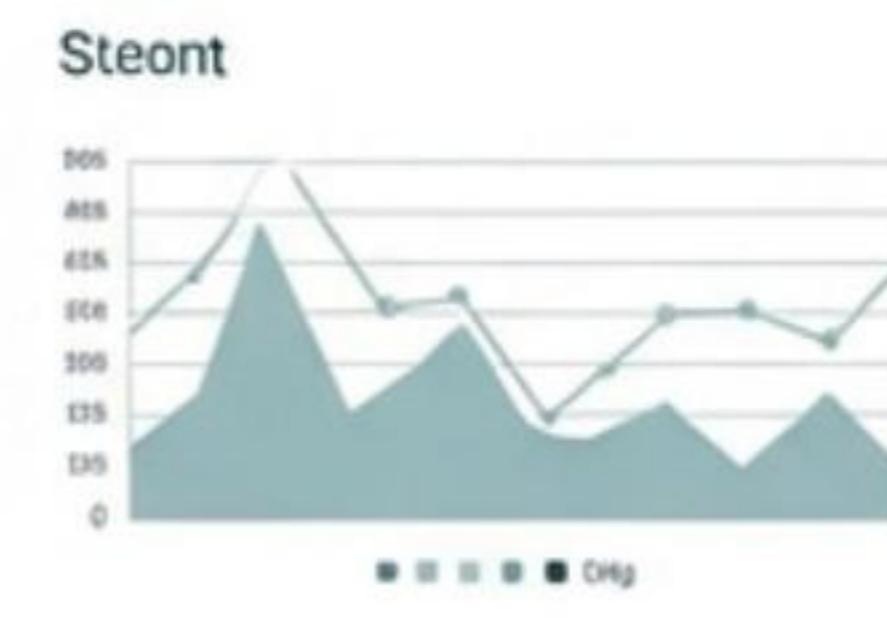
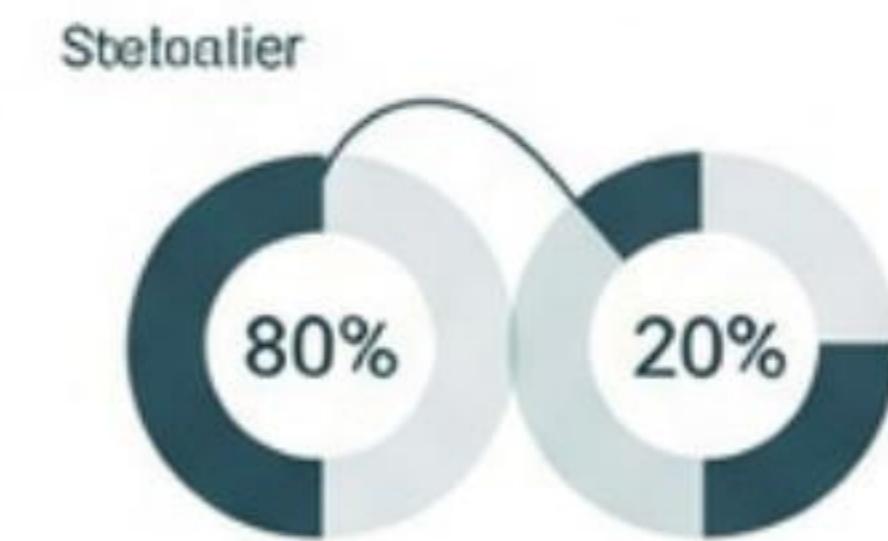
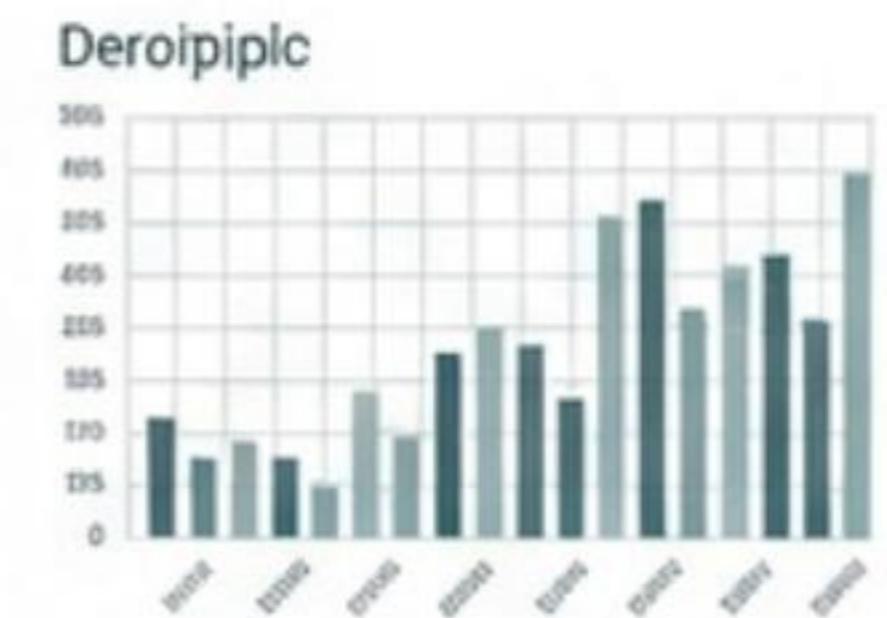
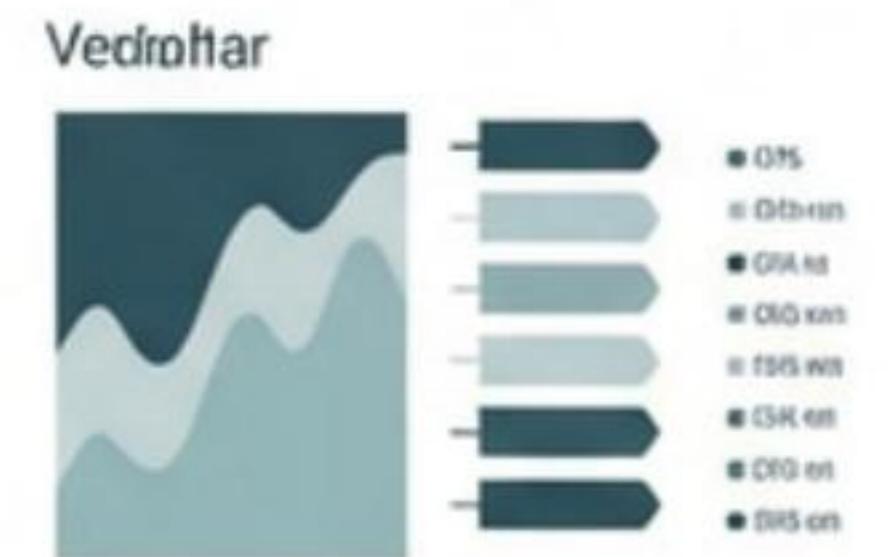
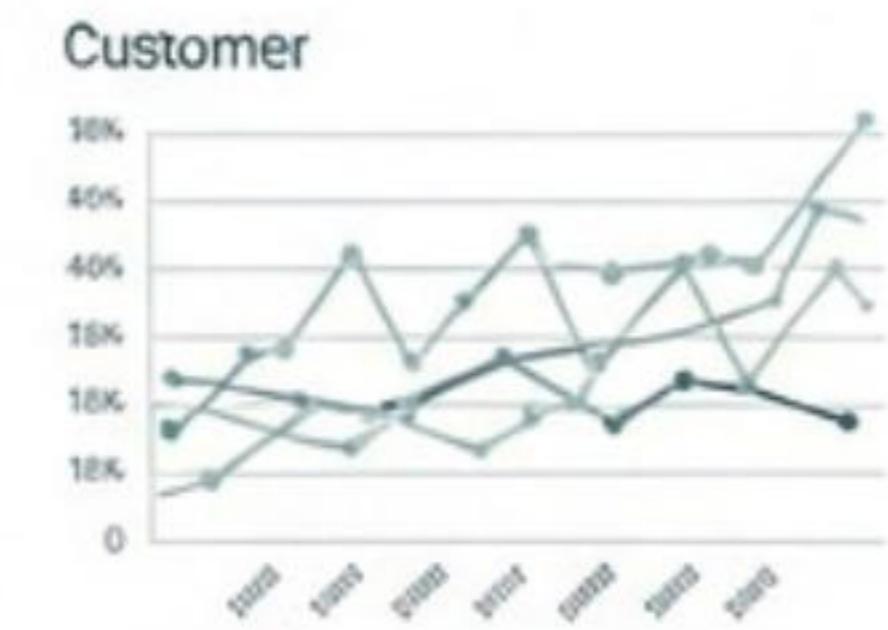
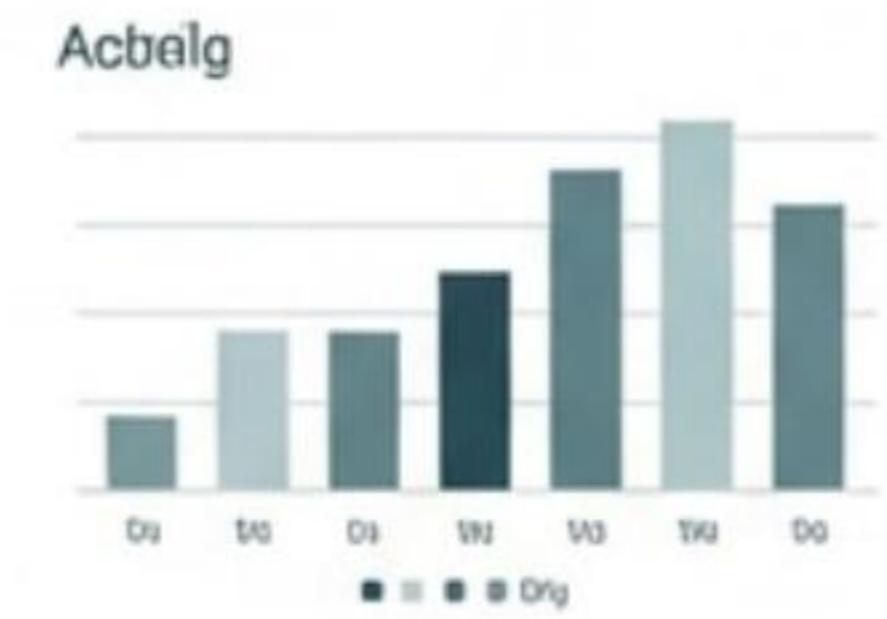


Discovery: Discovering Insights

Strategic Restaurant Analytics using Power BI & Excel

Analysis • Strategy • Growth

Customer Data



Agenda



Overview & Data

Project scope, objectives, and dataset structure.



Methodology

From raw data to modeled intelligence.



Visual Insights

Deep dive into sales, items, and customer trends.



Future Strategy

Predictive analytics and strategic recommendations.

Project Overview

Objective

To analyze operational data from the restaurant chain to identify key revenue drivers, operational inefficiencies, and customer behavioral patterns.

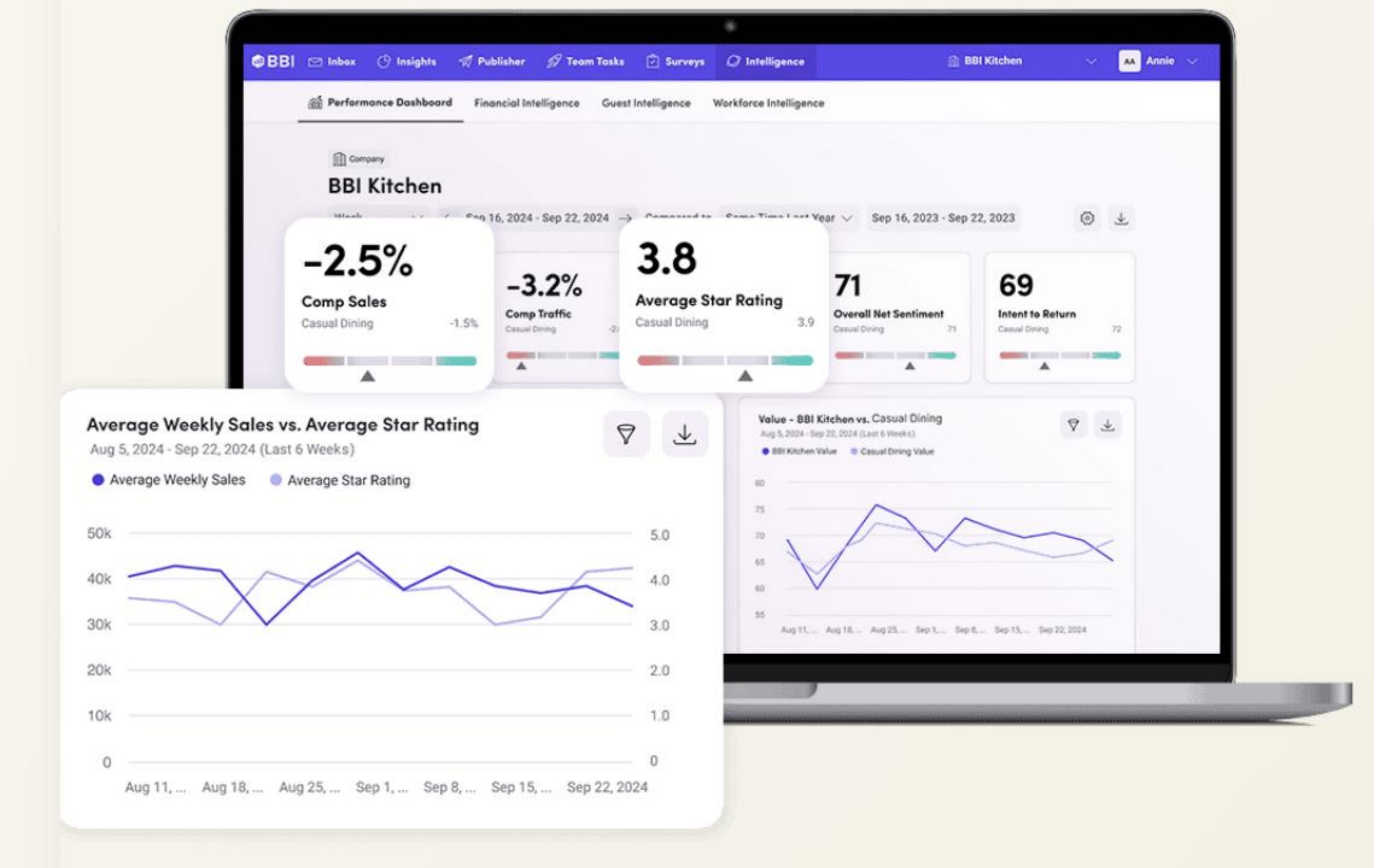
Tools Utilized

Excel: Data cleaning and initial validation.

Power BI: Data modeling (Star Schema) and dashboarding.

Key Business Questions

What drives peak sales? Which menu items are underperforming? How does location impact revenue?



Dataset Summary



Customers

Demographics, membership status, join dates, and frequency.



Items

Menu hierarchy (Category, Sub-Category), pricing, and cost.



Sales

Transaction-level data: timestamps, quantities, and order totals.



Outlets

Location details, seating capacity, and operational age.

Methodology

The analytical process followed a structured ETL pipeline.

Data Cleaning

Removed duplicates, handled nulls in customer age, and standardized date formats using Power Query.

Data Modeling

Created a Star Schema connecting Fact Tables (Sales) to Dimension Tables (Items, Customers).

Measure Calculation

Defined DAX measures for Total Revenue, MoM Growth, and Average Order Value (AOV).

Visualization

Designed interactive dashboards with slicers for Category, City, and Time Period.

Key Insights

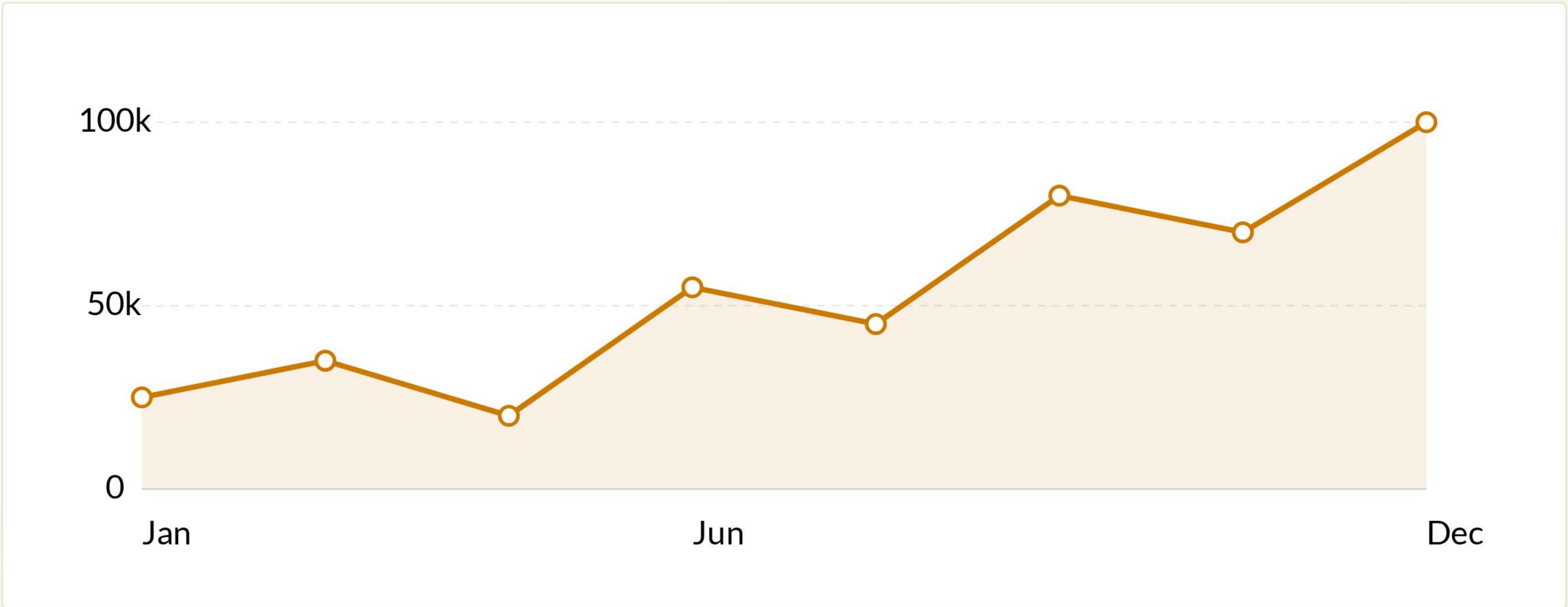
Sales & Operations

- **Weekend Surge:** Friday through Sunday accounts for 65% of weekly revenue.
- **Dinner Dominance:** 7 PM - 9 PM is the peak window, generating 2x more revenue than lunch hours.
- **Outlet Variance:** The downtown "Flagship" outlet outperforms suburban locations by 40% in AOV.

Product & Customer

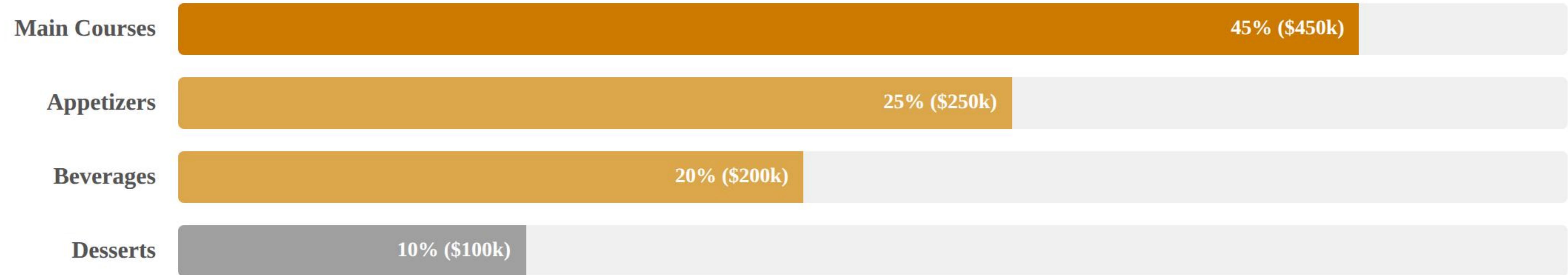
- **Category Leader:** "Main Courses" drive 45% of revenue, but "Beverages" have the highest profit margin.
- **Retention Gap:** 60% of customers are one-time visitors; significant opportunity for loyalty conversion.
- **Underperformers:** "Sides" category sales have declined 5% quarter-over-quarter.

Visual Insight: Sales Trend Analysis



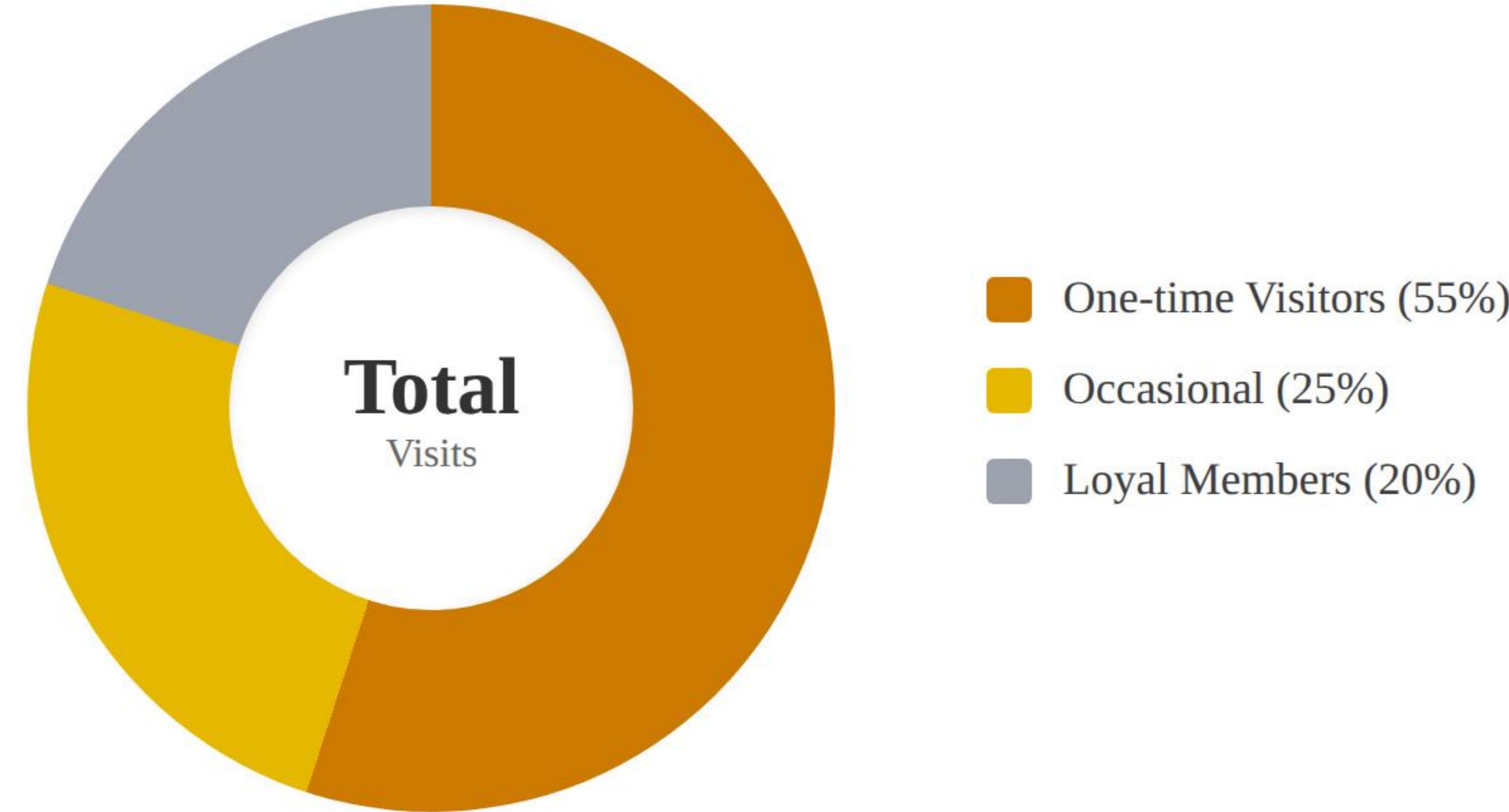
Revenue shows a consistent upward trend, peaking in December due to holiday seasonality.

Visual Insight: Revenue by Category



Main Courses are the volume driver, while Appetizers and Beverages contribute significantly to cross-selling revenue.

Visual Insight: Customer Segmentation



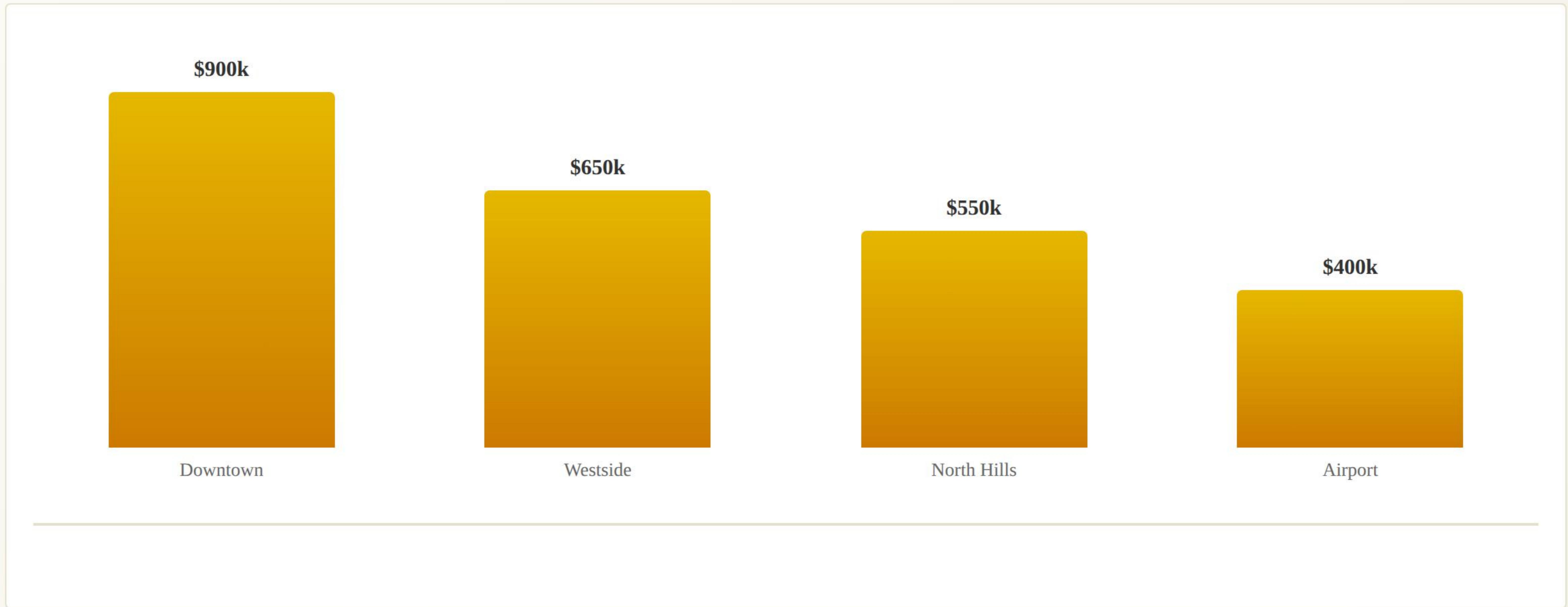
A high percentage of one-time visitors indicates a need for stronger retention strategies.

Visual Insight: Item Performance Analysis

Rank	Item Name	Category	Total Orders	Revenue	Status
1	Signature Steak	Main Course	1,240	\$31,000	Top Performer
2	Classic Burger	Main Course	980	\$14,700	Top Performer
3	Craft Lemonade	Beverage	2,100	\$10,500	High Volume
48	Vegan Wrap	Main Course	120	\$1,800	Underperforming
49	Seasonal Tart	Dessert	85	\$680	Underperforming

Data highlights successful staples versus niche items that may require menu re-engineering.

Visual Insight: Outlet Comparison



The Downtown flagship store significantly leads in revenue, suggesting best practices that can be replicated.

Future Predictions & Strategy

🤖 Demand Forecasting

Implementing ML algorithms to predict ingredient requirements based on historical sales, reducing food waste by an estimated 15%.

💰 Dynamic Pricing

Exploring time-of-day pricing models for delivery apps to maximize margins during peak hours and stimulate demand during off-peak.



Conclusion

The analysis confirms that optimizing **weekend inventory**, focusing on **loyalty conversion**, and standardizing **flagship operational procedures** across all outlets will drive substantial growth.

Projected Impact: 12% Revenue Increase in Q4.

Thank You

Dischovery: Discovering Insights



analytics@discovery.com www.discovery.com

Image Sources



<https://easy-peasy.ai/cdn-cgi/image/quality=95,format=auto,width=800/https://media.easy-peasy.ai/27feb2bb-aeb4-4a83-9fb6-8f3f2a15885e/e2262be4-8fbb-4012-9de7-00b03a7cbb68.png>

Source: easy-peasy.ai



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