

# NikkI Spice

Sales Report

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Where passion meets plate

This is the sales report for the insights generated from Nikki Spice sales table in her database and in the Sales Hub on her private site. Also note that Nikki Spice Restaurant is a concept restaurant and it's a work in progress. This report and the dashboard site will be updated frequently.

# Overview

Meet Nikki, her culinary journey began in her grandmother's kitchen, surrounded by the aromas of sizzling spices and the flavors of traditional Nigerian dishes.

With a heart full of passion and a recipe book filled with family secrets, Nikki opened Nikki Spice to share the warmth, vibrance, and tradition of Nigerian food with everyone who walks through her doors.

Today, Nikki Spice is not just a restaurant; it's a haven for authentic Nigerian cuisine, where every meal carries the essence of home-cooked comfort.

From spicy Jollof rice and smoky suya to pounded yam and egusi soup, Nikki Spice has become a neighborhood favorite, offering dishes loved by locals and newcomers alike.



But running a successful restaurant is more than just creating great food. As Nikki serves up her creations each day, she's also generating valuable data about her business.

**With every sale, every new order, and every ingredient used, Nikki's restaurant builds a story of its own, a story told through numbers, trends, and patterns that reveal what keeps customers coming back.**



# Sales Report

This monthly report provides Nikki Spice Restaurant with a complete analysis of October's sales performance, focusing on key insights that reveal customer behaviors, product popularity, and operational trends.

Each section of the report is structured to give Nikki and her team actionable steps to improve revenue, optimize the menu, and streamline staffing for better service during peak times.

## Overview of Key Metrics

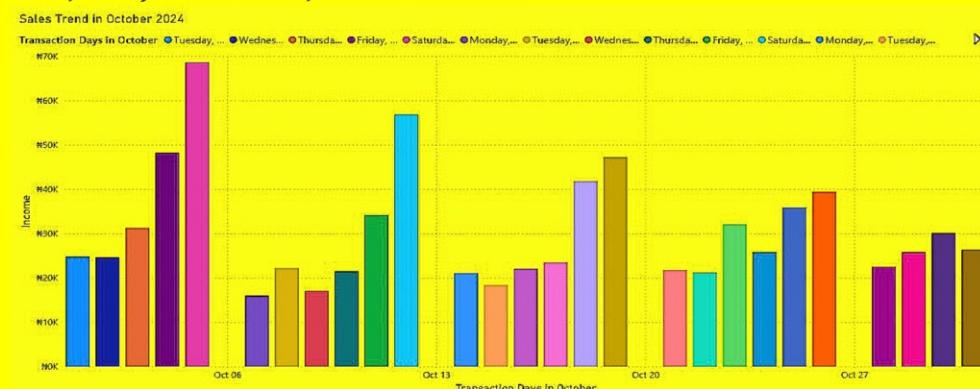
This section gives a quick summary of the most important metrics for the month, providing a foundation for deeper analysis.

Total Monthly Revenue	₦820,400.00
Customer Foot Traffic	664 count
Top-Selling Items	Jollof Rice – 108 orders Pepper Soup – 90 orders Grilled Chicken – 78 orders
Peak Sales Days:	Saturday – highest Friday



## Revenue Analysis

The revenue insights section breaks down October's revenue, analyzing trends that can help anticipate high and low sales periods in the month.



This shows the revenue generated each day from the beginning to end of October.

The first day in October is Tuesday and there is a notable trend on Fridays and Saturdays which is high revenue being generated. These two days also have the highest number of foot traffic by customers.

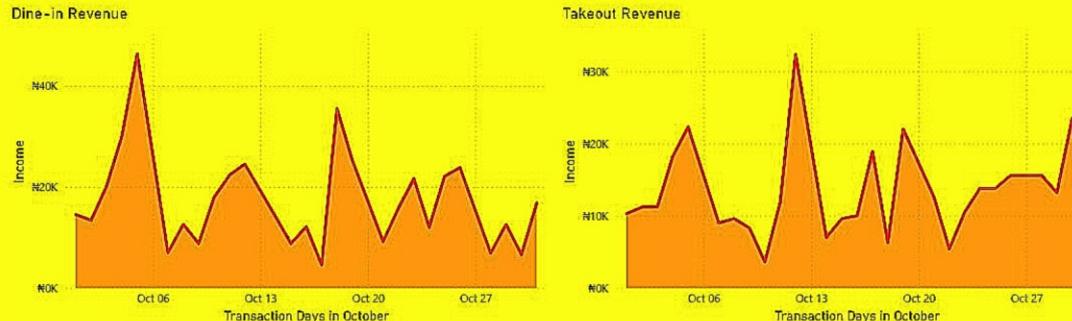
**Actionable Insight:** To boost sales in other days with traditionally lower revenue, Promotions or events can be introduced to attract more customers. Discounts can also be given for placing orders in days like Monday or Tuesday with low revenue and foot traffic.

## Dine-in vs. Takeout

Analyzing order types and preferences such as dine-in and takeout helps understand customer behaviors, guiding improvements in service and menu offerings.



# Sales Report



In both visualizations, there are days with huge spikes in revenue generated in that particular day. Looking closely, the highest revenue generated in the Dine-in chart above is on the first Saturday of October, and on the takeout chart, the highest spike is on the second Saturday.

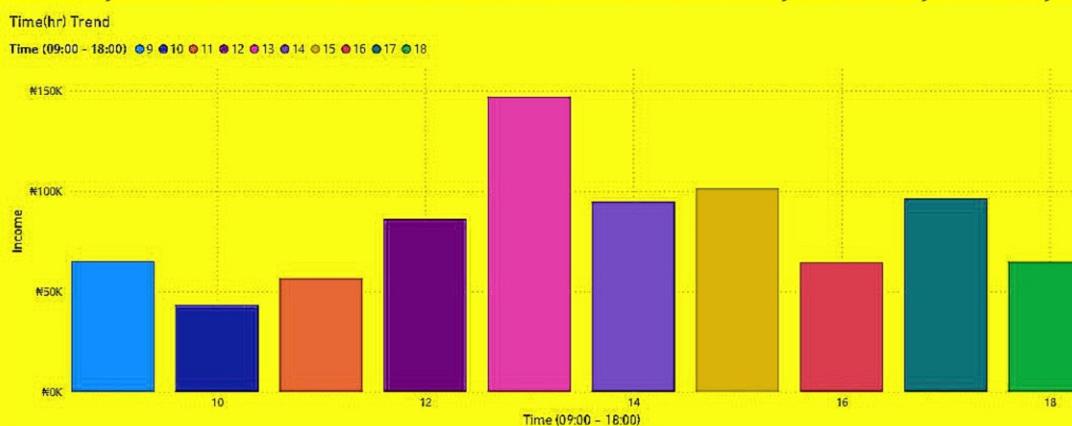
Dine-in total revenue generated - ₦465,100.00

Takeout total revenue generated - ₦355,300.00

**Actionable Insight:** Since the highest revenue were made on the first and second Saturday in October, it is advisable to look closely at these days to know if there was any promotion, discount or event done in any of these days that can be repeated in days with low revenue. Special promotions can be made to increase takeout revenue.

## Peak Hours

These insights allow us to understand when customers are most active, aiding in scheduling and staffing.



The visualization shows a breakdown of the time customers come to the restaurant either to dine-in or take the food out. The most active hours fall between 12pm and 3pm, while the most active hour with a large number of foot traffic is 1pm.

**Actionable Insight:** Nikki and her team should ensure adequate service during these busy time and can take little break or do other things during quiet hours like 10am.

## SWOT Analysis

A SWOT Analysis summarizes Nikki's strengths, weaknesses, opportunities, and threats based on the October data. This overview helps Nikki understand the areas where her restaurant excels and where there is room for improvement.

- Strengths:** Strong customer turnout on weekends, indicating a loyal customer base. High demand for specific popular dishes like Jollof Rice, Pepper Soup and Grilled Chicken that could drive loyalty.
- Weaknesses:** Lower foot traffic on weekdays like Monday and Tuesday and during certain hours like from 9am to 11am. Less popular menu items like Fried Rice and Grilled Fish could be reducing overall profitability.
- Opportunities:** Up selling popular items or bundling items during peak times to increase average ticket size. Targeted promotions for quieter days to balance foot traffic.
- Threats:** Dependence on high-traffic days may expose the restaurant to slow periods if not mitigated. Potential saturation if promotions are overused or don't drive lasting value.

## Recommendations

In addition to the actionable insights already available in the report, the following below are potential areas that can be exploited:

**Increase Menu Customization:** Adjust low performing dishes like Fried Rice and Grilled Fish by offering seasonal ingredients or customer inspired additions to generate new interest.

**Customer Loyalty Program:** Introduce a loyalty program to retain high-frequency customers and attract new patrons on quieter days.