



Analysis of Indian Restaurants Sales Data

1 Introduction

Based on sales data from three Indian restaurants in different parts of the UK, we used Access to analyse customer preferences and monthly sales changes and generated three reports. The three restaurants are named Dravid Mansion, Kohli Chateau and Tendulkar Palace and are located in Birmingham, Cambridge and London respectively. Due to differences in customer preferences and demographic base caused by location, we analysed them separately in each of the three reports.

2 Report 1 - Customer's Preference for Vegetarian and Non-vegetarian Food

The report shows the sales of vegetarian and non-vegetarian food in main dishes, side dishes and starters respectively.

The report includes the percentage of income from sales of vegetarian and non-vegetarian foods in the three restaurants. We can see that all the three restaurants have higher income from sales of non-vegetarian food, all accounting for around 60% of their total sales income. This shows that non-vegetarian food is their primary source of income. The three restaurants should focus more on the improvement and promotion of non-vegetarian food. However, they should also consider the improvement of vegetarian food, which, after all, does not account for a low percentage of sales income.

We ranked each section in descending order of sales income, but you are not supposed to judge the popularity of a food based on sales income alone. Some foods have high sales but low unit prices, resulting in fewer sales income, such as the vegetarian side food *Plain Papadam* of Dravid Mansion Restaurant. The restaurants are supposed to pair popular products with less popular products to be sold at reduced prices in a set meal to increase overall sales income. Usually, a main dish, a side dish and a starter are combined into a set meal. For vegetarian and non-vegetarian foods, restaurants can offer all-vegetarian fat-loss meals, all-meat muscle-building meals and meat-and-vegetarian healthy meals.

For products at the bottom of the sales income or sales, restaurants should analyse the reasons for this, which maybe because it is a new product that has just been introduced or it is not to the taste of the local people. For new products, the restaurants should pair them with popular food items for sale, while the restaurants should either improve or

drop them for foods that do not meet local tastes.

3 Report 2 - Customer's Preference for Spiciness

This report is similar to the first one, except that instead of categorising foods by vegetarian and non-vegetarian, this report categorises by the spiciness of the food.

The report includes the income percentage from sales of different spiciness foods in the three restaurants. The most popular spiciness of foods in the three restaurants is all 2-spiciness, with income percentages around 30%. Based on the income percentage of different spiciness foods, the restaurants can determine customers' preference for spiciness and improve the food to a popular level of spiciness.

For popular and unpopular products, the treatment is similar to that in the previous report. Using this report, the restaurants can offer heavily-spicy meals, slightly-spicy meals and non-spicy meals.

4 Report 3 - Monthly Sales by Year

The report shows the sales of each restaurant in different months in different years.

The restaurants can make forecasts for the future according to monthly sales from previous years, based on which managers can adjust the amount of supplies purchased and the number of employees in advance. For example, based on the monthly sales in 2017 and 2018, Tendulkar Palace Restaurant has significantly more sales in the second half of the year than in the first, so the restaurant can cope with this by increasing the amount of food ingredients purchased and the number of employees in the mid-year and decreasing them at the very end of a year.

5 Conclusion

The first two reports focus on analysing customer tastes and can help the restaurants improve their tastes and design set meals. The third report helps the restaurants to improve their operations during the year.