Data Analysis Warmindo

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Project Overview

The Warmindo Sales Dashboard project aims to analyze and visualize sales data from a Warung Makan Indomie (Warmindo) for the year 2022. The primary objective is to provide insights into sales performance, customer preferences, and operational efficiency.

Warmindo Overview

Warmindo (Warung Makan Indomie) is a culinary business that offers a variety of Indomie-based dishes with various toppings and flavors. Warmindo is a favorite choice among the community for its delicious and affordable fast food. This dashboard aims to provide a comprehensive overview of Warmindo's sales performance throughout 2022.

Data Overview

The data used in this dashboard covers Warmindo sales from January to August 2022. The main data elements analyzed include:

- Total Monthly Revenue: Monthly sales data to identify trends and fluctuations.
- Order Types: Distribution of orders between dine-in and delivery.
- Payment Methods: Customer preferences for payment methods, between QRIS and cash.
- Best-Selling Products: List of the most popular Indomie dishes and toppings based on the number of orders.
- Top Customers: Identification of customers with the highest purchases.
- Total Transactions and Product Quantities: Summary of total transactions and the quantity of products sold.

TOOLS

Spreadsheet   Looker studio
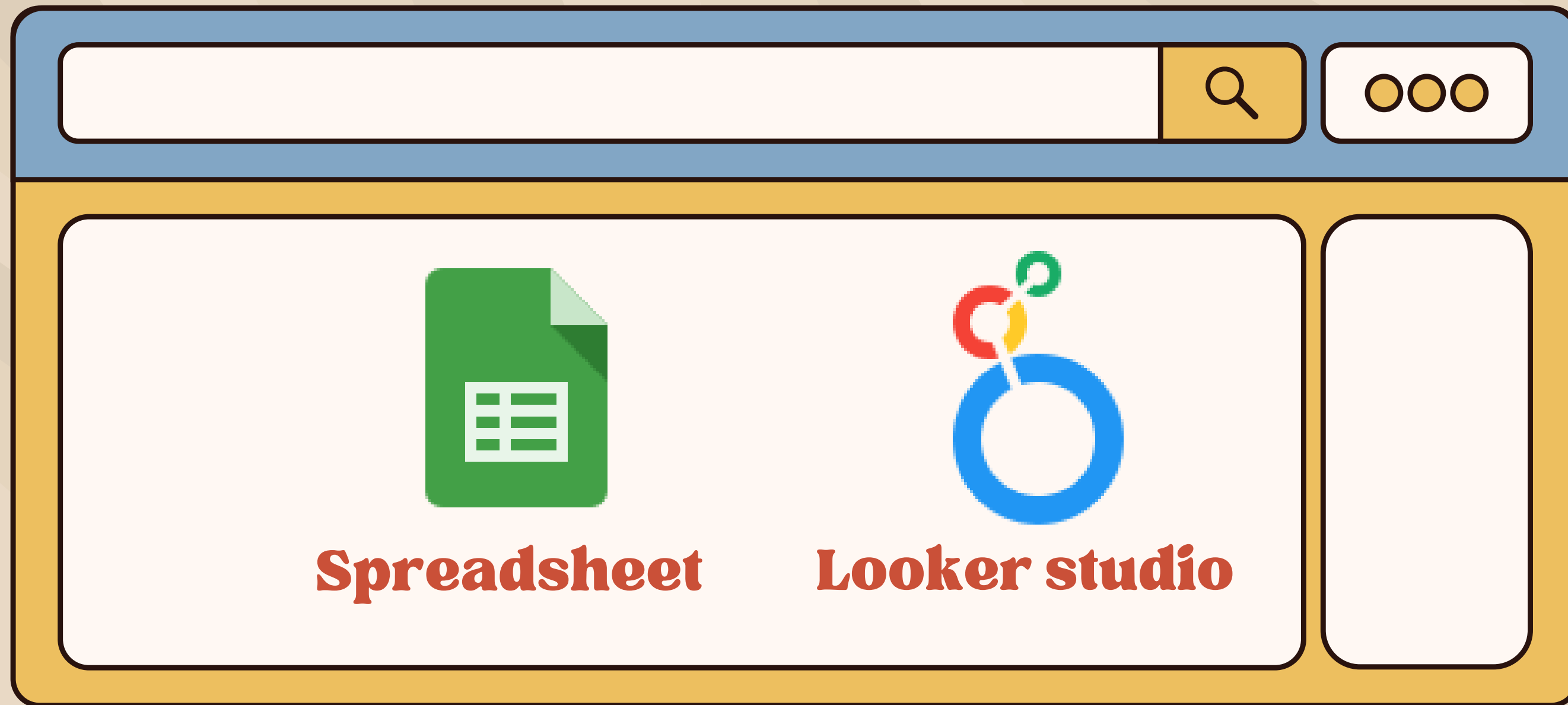
Project Goals

Analyze monthly sales data to uncover trends and fluctuations in revenue.

Determine the most popular products and toppings to cater to customer tastes effectively.
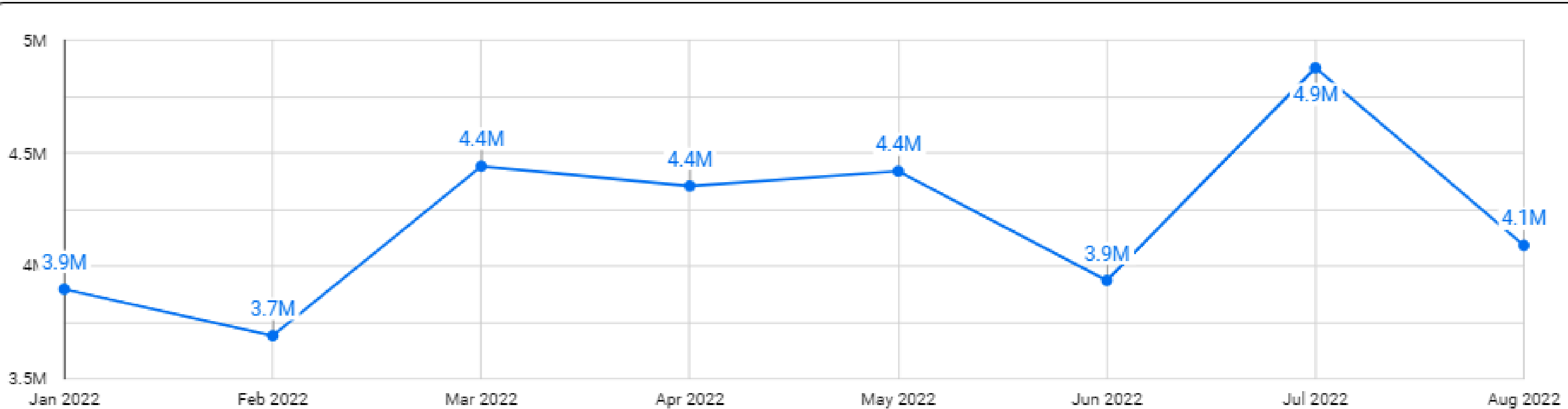
Use data insights to streamline operations, optimize staffing, and adjust operational hours for maximum efficiency.
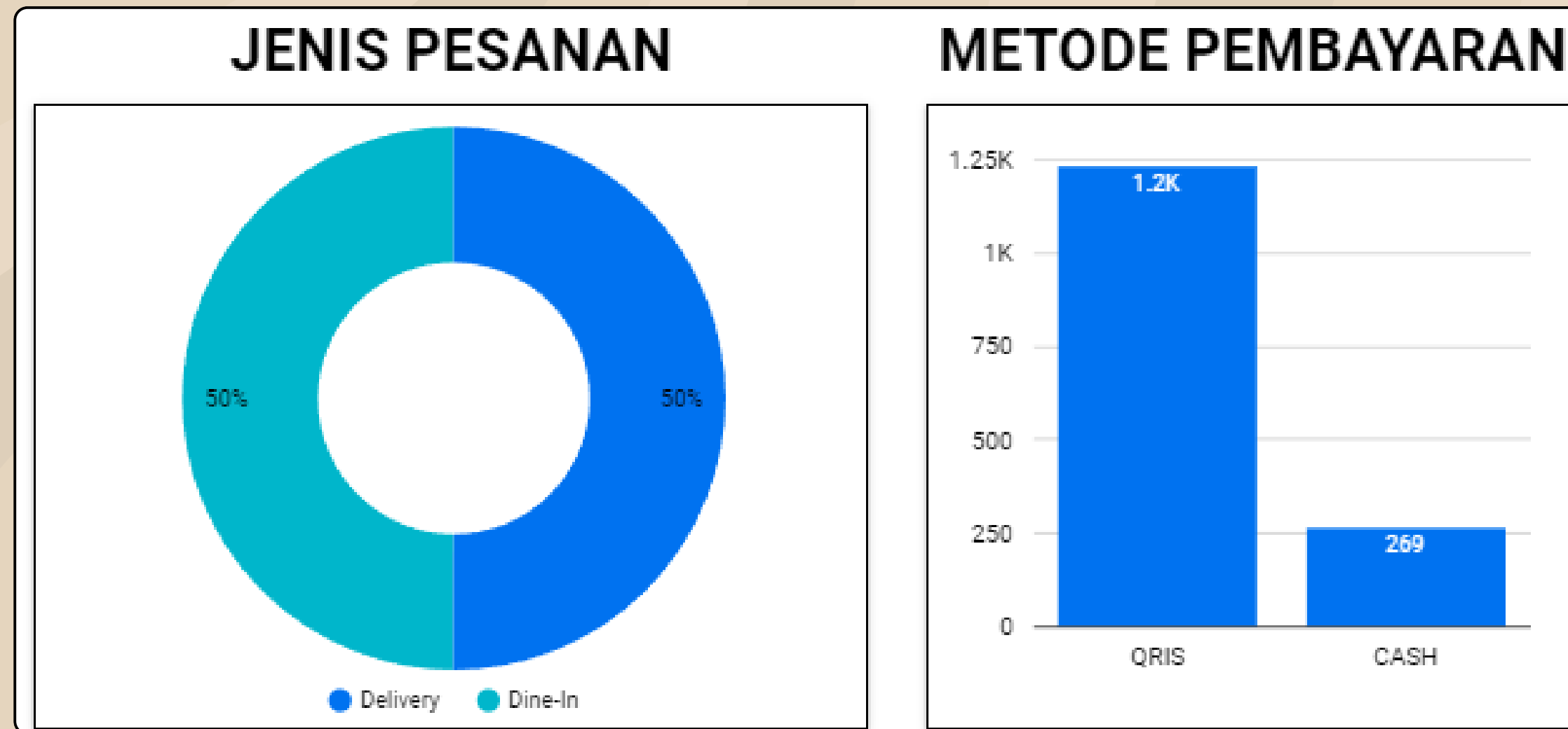
Insight

Monthly Sales

PENJUALAN BULANAN

From the monthly sales data, it can be seen that the highest sales occurred in July with a total revenue of 4.9 million rupiah. Sales tend to be stable with some fluctuations.
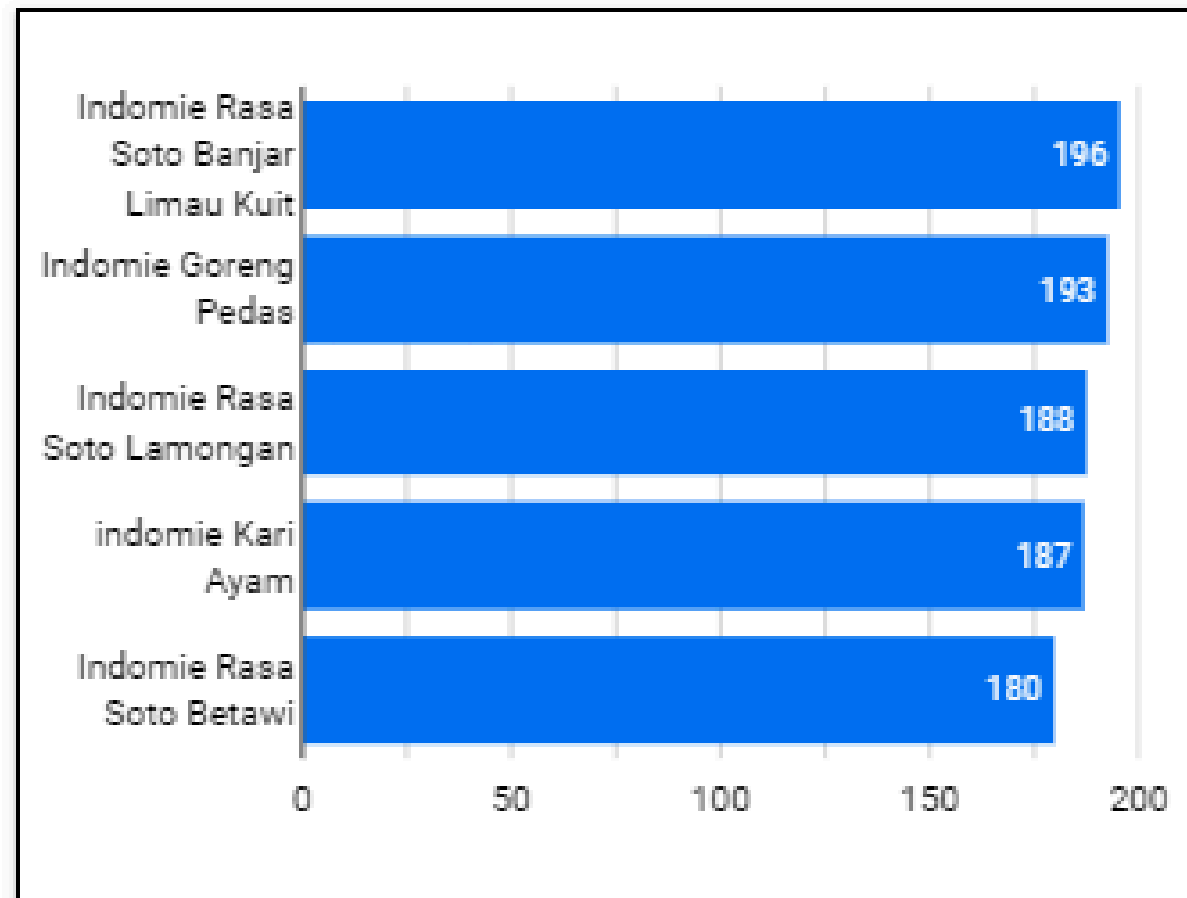
Order type and payment method

JENIS PESANAN

50% Delivery
50% Dine-In

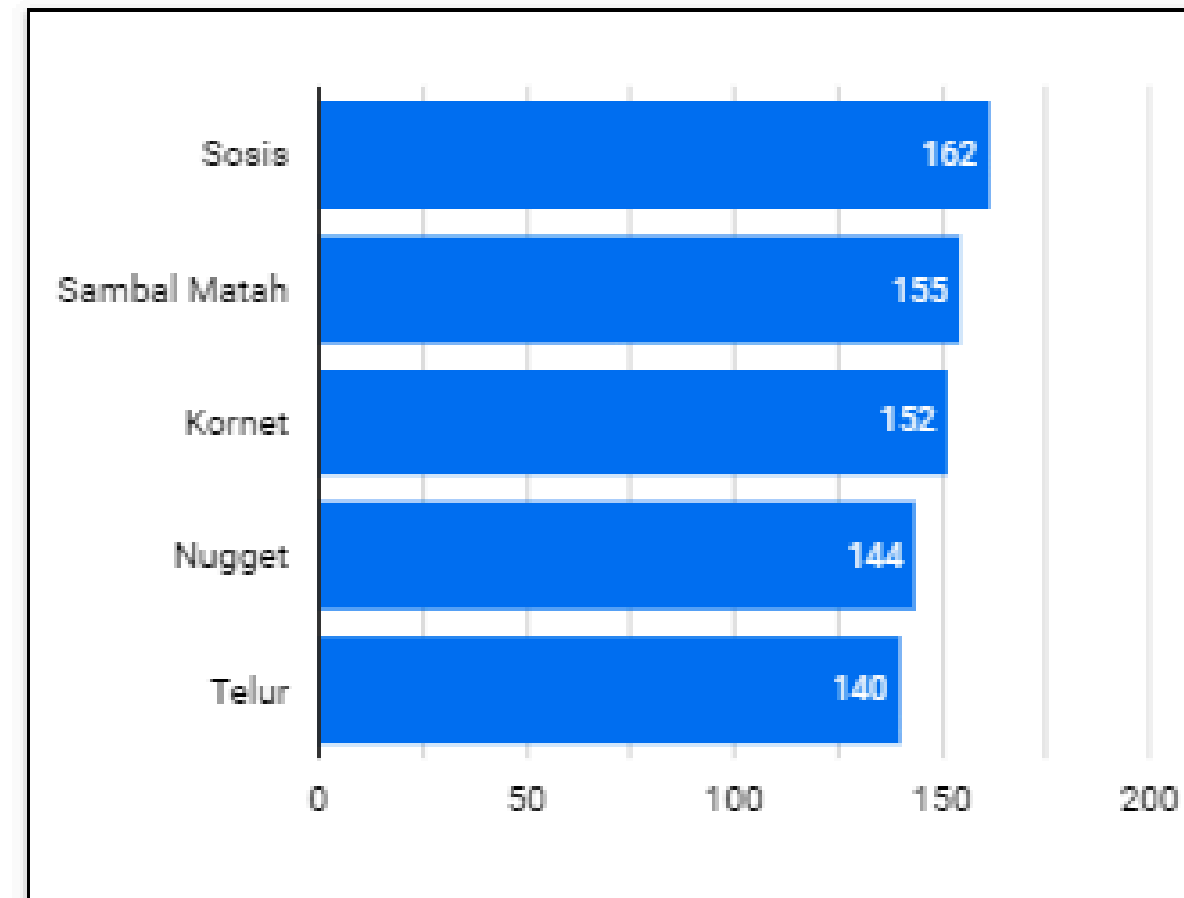METODE PEMBAYARAN

1.2K — QRIS
269 — CASH

The split of order types between dine-in and delivery is balanced at 50% each. Furthermore, QRIS became the most popular payment method with 1,2K transactions, while cash only accounted for 269 transactions.

Favorite products

MAKANAN TERLARIS

Product	Orders
Indomie Rasa Soto Banjar Limau Kuit	196
Indomie Goreng Pedas	193
Indomie Rasa Soto Lamongan	188
indomie Kari Ayam	187
Indomie Rasa Soto Betawi	180

TOPPING TERLARIS

Topping	Orders
Sosis	162
Sambal Matah	155
Kornet	152
Nugget	144
Telur	140

For favorite foods, Indomie Rasa Soto Banjar Limau Kuit is the best-selling product with 196 orders, followed by Indomie Goreng Pedas and Indomie Rasa Soto Lamongan. Meanwhile, Sausage was the best-selling topping with 162 orders, followed by Sambal Matah and Corned Beef.
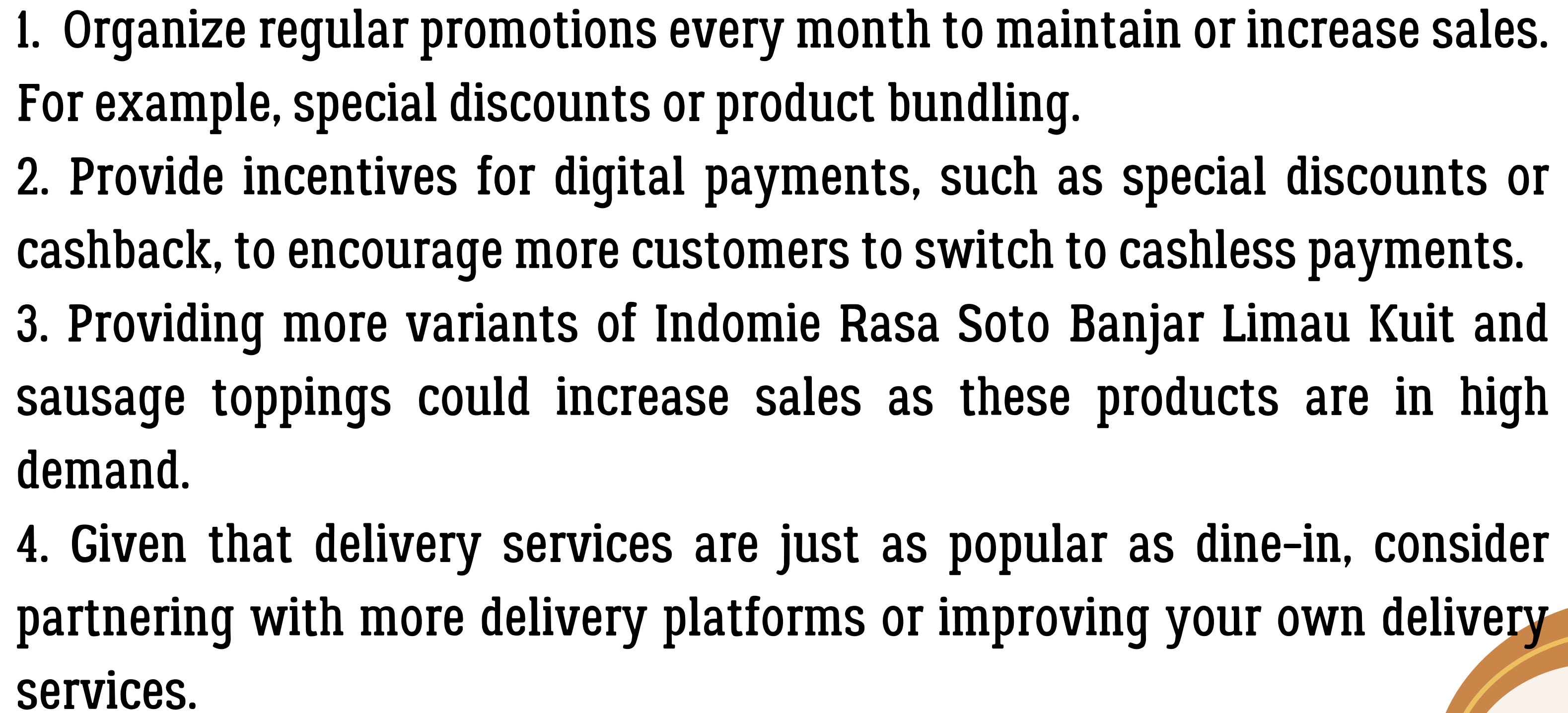
PELANGGAN TERBAIK

Customer	Total
Dewi Susanti	698.3K
Rini Susanti	611.4K
Eka Kusuma	529.4K
Harry Prabowo	510.6K
Indah Kurnia	505.1K

Best customers
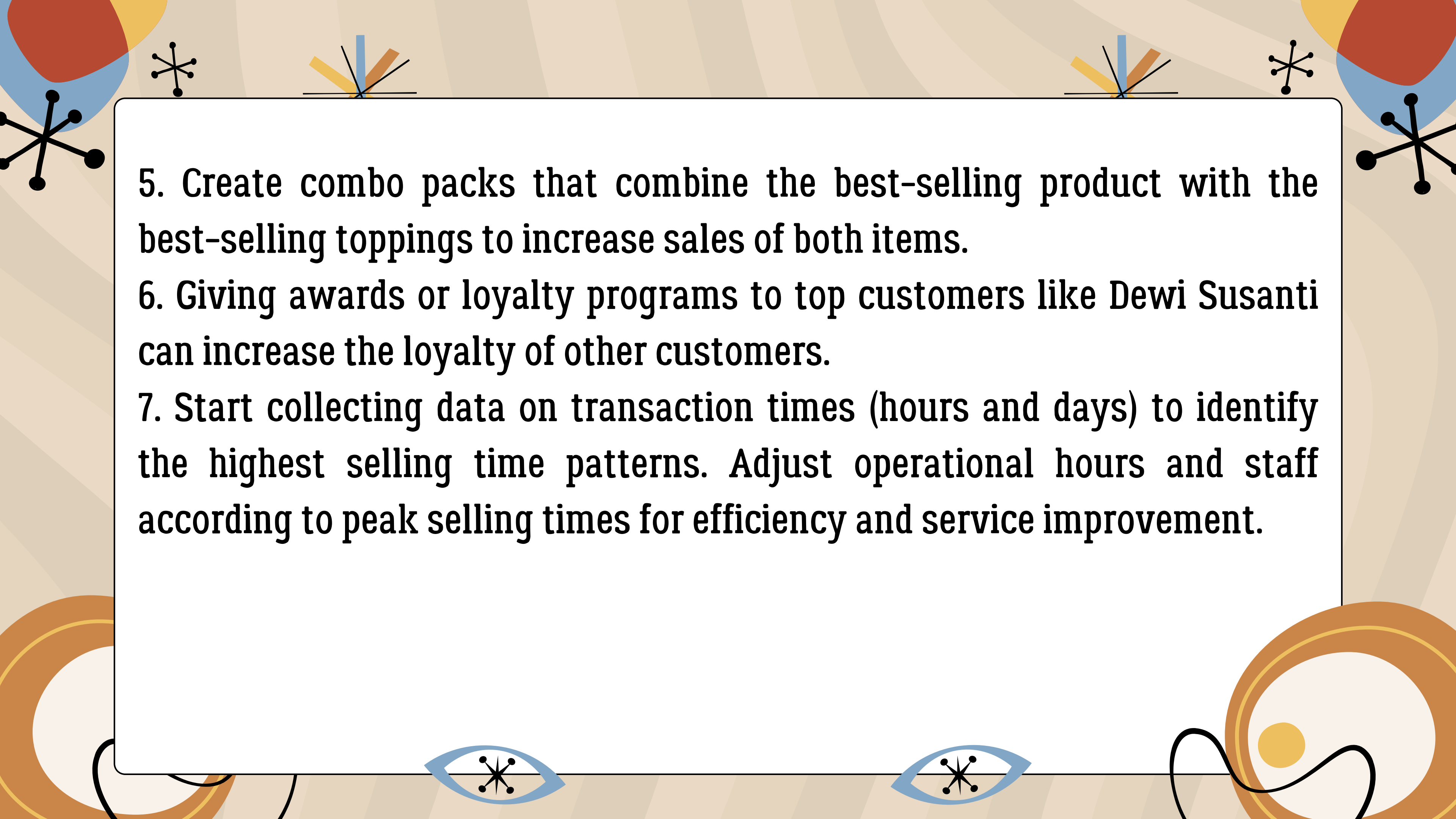
Dewi Susanti is the best customer with a total purchase of 698.3K rupiah.

Recommendation

1. Organize regular promotions every month to maintain or increase sales. For example, special discounts or product bundling.

2. Provide incentives for digital payments, such as special discounts or cashback, to encourage more customers to switch to cashless payments.

3. Providing more variants of Indomie Rasa Soto Banjar Limau Kuit and sausage toppings could increase sales as these products are in high demand.

4. Given that delivery services are just as popular as dine-in, consider partnering with more delivery platforms or improving your own delivery services.

5. Create combo packs that combine the best-selling product with the best-selling toppings to increase sales of both items.

6. Giving awards or loyalty programs to top customers like Dewi Susanti can increase the loyalty of other customers.

7. Start collecting data on transaction times (hours and days) to identify the highest selling time patterns. Adjust operational hours and staff according to peak selling times for efficiency and service improvement.

Dashboard

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Thank You