

# TastyBites — Product Pricing & Profitability Report

Generated PDF Report (8–10 pages)

## Executive Summary

This report analyzes profitability, pricing, discount impact, and product/category performance for TastyBites over the last 2 years.

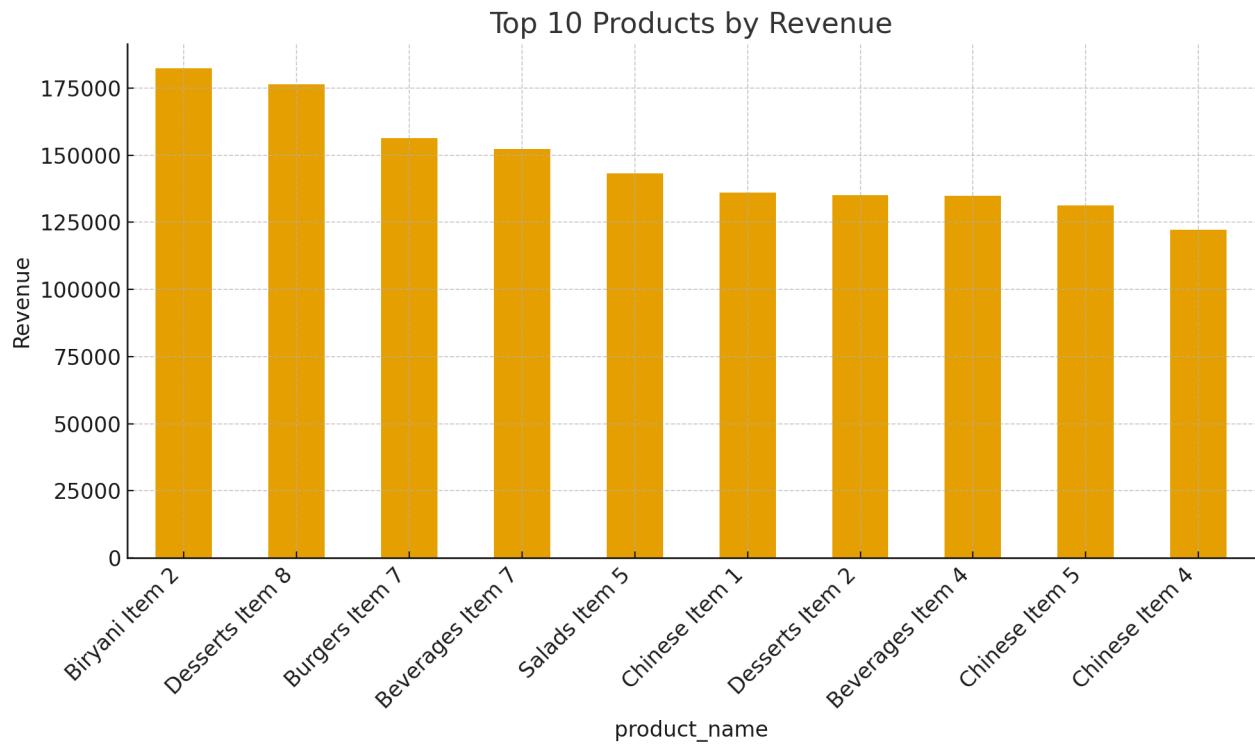
## Dataset Overview

The dataset contains ~5,500 order line items across multiple Indian cities. Includes missing discount values and inconsistent categories for realistic cleaning. Columns include product, category, price, cost, discount, revenue, profit, date, customer, and city.

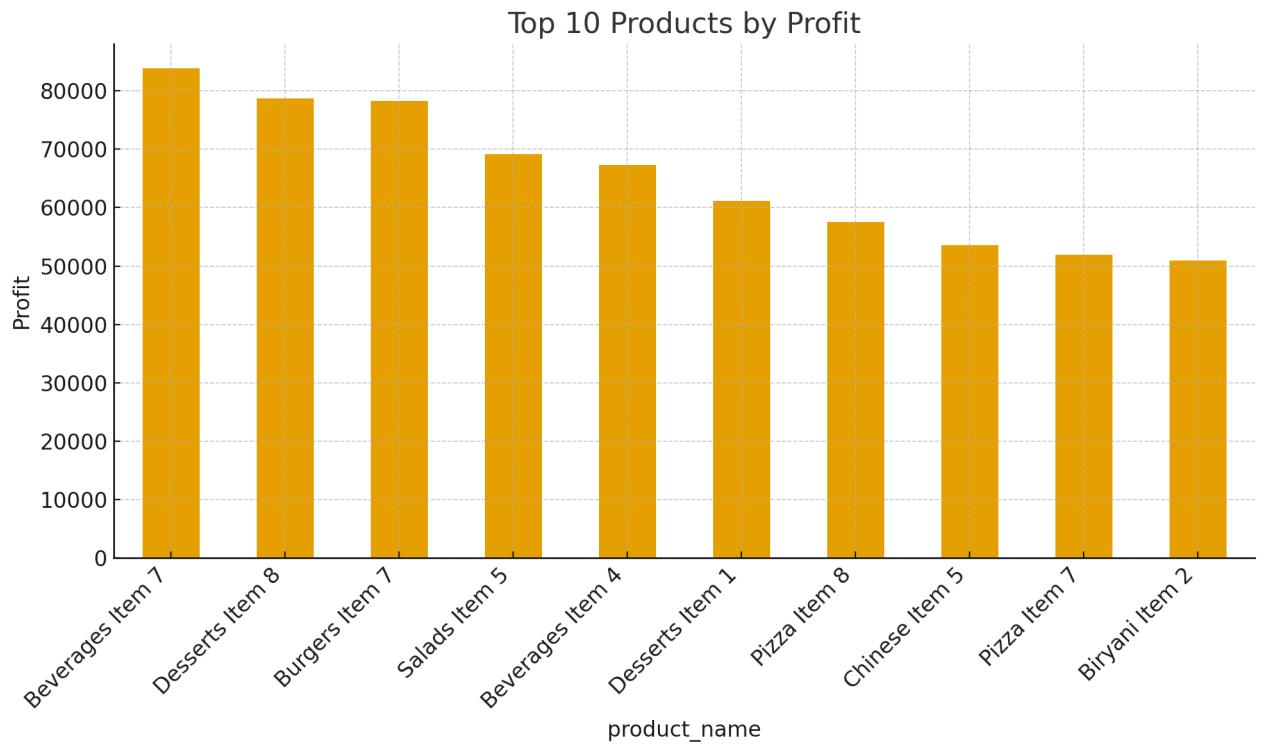
## Key KPIs

- Revenue per Product
- Profit Margin per Product
- Units Sold
- Discount Impact
- Contribution to Total Profit
- Average Order Value (AOV)

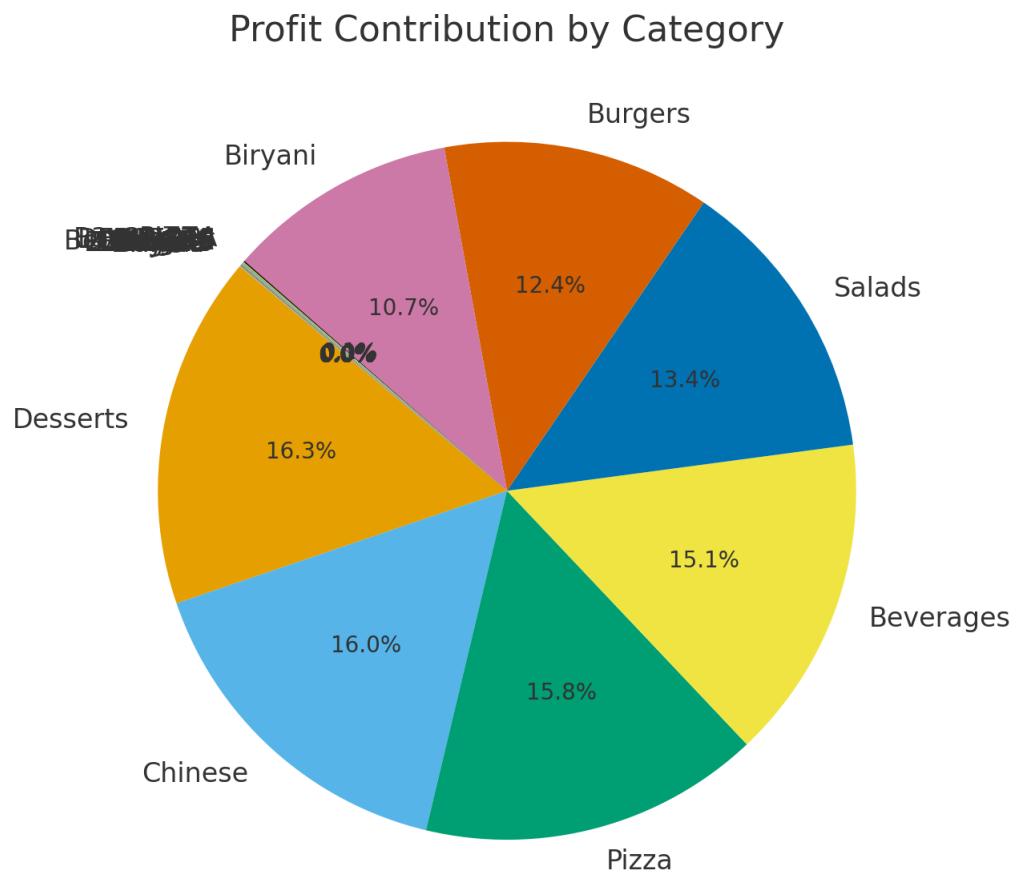
## Top 10 Products by Revenue



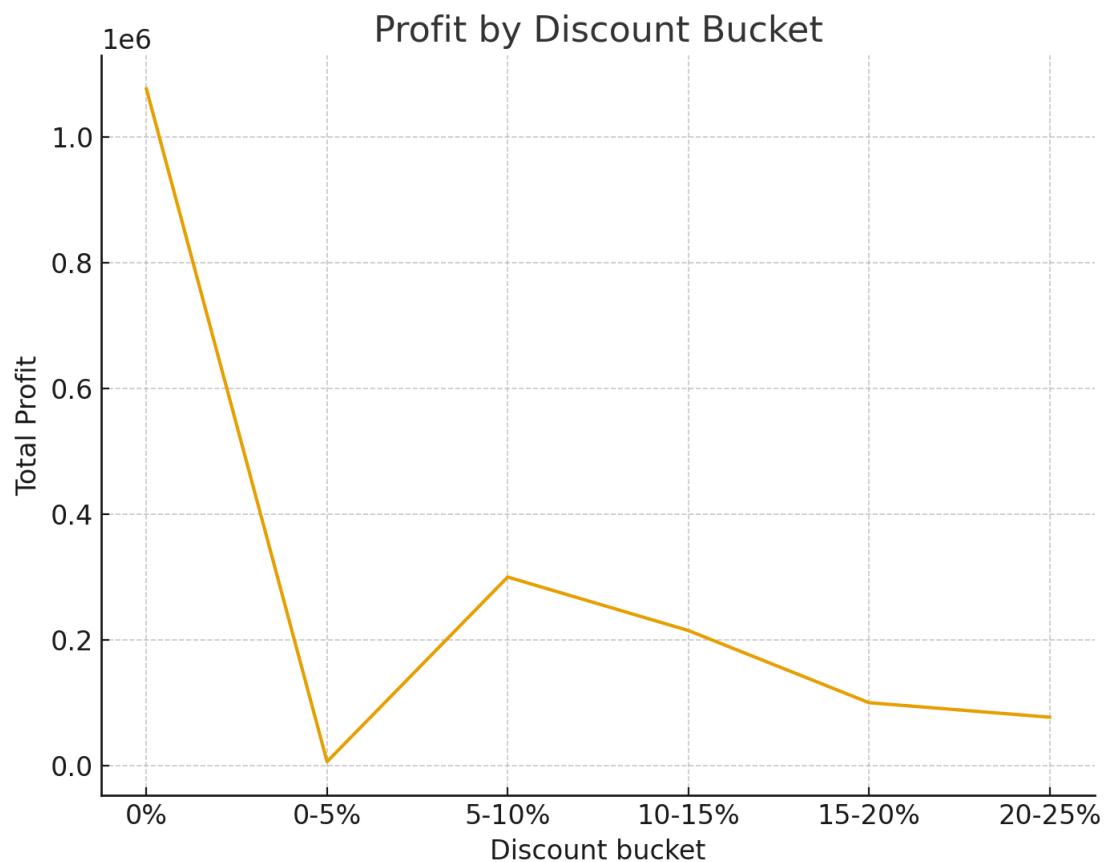
## Top 10 Products by Profit



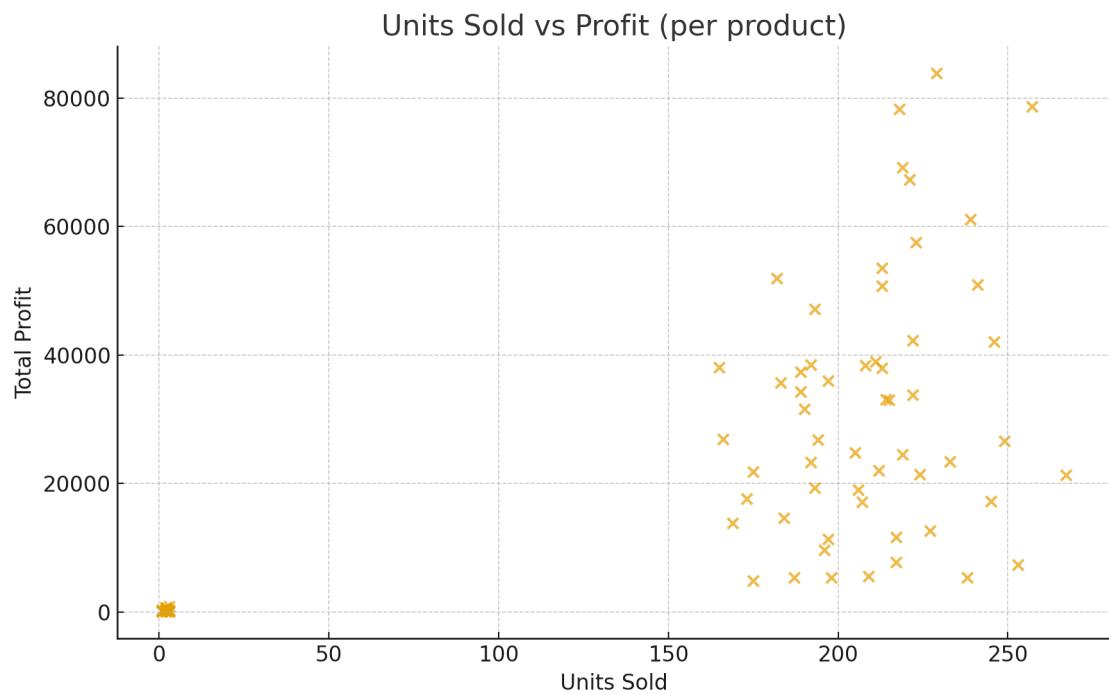
## Profit Contribution by Category



## Profit by Discount Bucket



## Units Sold vs Profit



## Recommendations

**Quick Wins** - Promote high-margin items prominently in the app. - Reduce discount depth on low-margin bestsellers ( $\leq 5\%$ ). - Bundle low-margin high-volume items with high-margin sides.

**Long-term Strategy** - Conduct pricing experiments (A/B test  $\leq 10\%$  variation). - Rework cost structure or portioning for low-margin products. - Implement rule-based discounting based on real-time margin.