

# Sales & Menu Performance Report

**Reporting Period:** January - March 2023

**Prepared By:** MOHAMMED PIYARJI

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## 1. Executive Summary

During this quarter, total revenue reached **\$159,218** from **5,370 orders**, demonstrating strong market positioning and customer acceptance. The top-selling items were **Hamburger, Edamame, and Korean Beef Bowl**, collectively representing **34% of total order volume**. The highest revenue category was **Italian cuisine**, generating **31% of total revenue**, while Italian also maintained the highest average price per item at **\$16.75**. Peak customer activity occurred during the **Afternoon period (12:00-16:00)**, accounting for **46.65% of all orders**. Overall sales trends show **steady growth with seasonal variation**, with March emerging as the strongest month at **\$54,611 revenue**, indicating positive momentum heading into the second quarter.

## 2. Key Metrics (KPI)

- **Average Order Value (AOV):** \$29.80
- **Top Revenue Item:** Korean Beef Bowl — \$10,554.60
- **Top 5 Popular Items:** Sold 2,984 times
- **Category with Highest Revenue:** Italian — \$49,462.70

## 3. Sales Analysis Overview

### 3.1 Top 5 Most Popular Items

From the frequency analysis, the items most sold were:

1. **Hamburger** (American) - 622 times
2. **Edamame** (Asian) - 620 times
3. **Korean Beef Bowl** (Asian) - 588 times
4. **Cheeseburger** (American) - 583 times
5. **French Fries** (American) - 571 times

**Analysis:** American comfort foods dominate popularity metrics, with Hamburger leading at 622 sales. However, the strong performance of Edamame (620 sales) indicates significant customer preference for Asian appetizers as complementary items. These items drive the majority of order volume and require priority stocking and consistent quality maintenance.

### 3.2 Revenue by Category

The highest revenue was contributed by the **Italian category**, totaling **\$49,462.70**, followed by **Asian cuisine at \$46,720.65**. This 31% revenue share from Italian items indicates strong pricing power and customer willingness to pay premium prices for this category, helping decide category-level promotions and menu engineering strategies.

### 3.3 Average Order Value (AOV)

The calculated AOV is **\$29.80**, showing the average customer spends per order. This positions the restaurant favorably within the industry standard range of \$25-45. The AOV indicates effective cross-selling and menu pricing, though opportunity exists to reach the \$35 benchmark through strategic upselling and combo implementations.

### 3.4 Monthly Revenue Trend (2023)

Monthly analysis shows:

- **Highest revenue month:** March - \$54,610.60
- **Lowest revenue month:** February - \$50,790.35
- **Quarterly Growth:** 7.5% from February to March

This trend helps plan staffing, inventory, and marketing during peak periods, with particular attention to February's seasonal dip which may require targeted promotions to maintain revenue consistency.

### 3.5 Day-of-Week Revenue

The strongest day of the week for revenue was **Monday (\$26,007.45)**, while **Wednesday (\$19,902.30)** had the lowest sales, representing a **23.5% revenue gap**. This significant mid-week dip presents a clear opportunity to run targeted offers on Wednesdays to boost customer traffic and revenue consistency across the week.

### 3.6 Time-of-Day Order Frequency

Customer orders were most frequent during **Afternoon hours (12:00-16:00)**, accounting for **46.65% of all orders**, closely followed by Evening period (17:00-21:00) at 45.05%. This indicates when customers naturally engage with the menu and suggests optimal timing for promotional campaigns and peak-hour staffing strategies.

### 3.7 Items Ordered Together (Cross-Sell Insight)

Top pairs ordered together:

- **Hamburger + Edamame** (90 combinations)
- **Cheeseburger + Edamame** (88 combinations)
- **Hamburger + Cheeseburger** (85 combinations)

These pairing patterns reveal natural customer preferences that can be converted into strategic combo deals or recommended add-ons during the ordering process, potentially increasing AOV by 15-20%.

## 4. Key Insights

- **Volume Drivers:** Top 5 items account for significant order volume → maintain high stock levels and consider premium positioning for best-sellers
- **Revenue Leadership:** Italian category demonstrates strongest revenue performance despite fewer popular items → focus marketing and menu expansion on high-margin Italian offerings
- **Cross-Sell Patterns:** Strong item pairing trends, particularly burgers with Edamame → immediate opportunity for combo meal creation
- **Peak Operations:** Afternoon and Evening periods account for 91.7% of orders → align staff scheduling and kitchen preparation accordingly
- **Weekly Optimization:** Significant Wednesday revenue dip (24% below Monday) → implement mid-week promotions to balance weekly revenue
- **AOV Growth:** Current AOV of \$29.80 presents opportunity to reach \$35+ through strategic add-ons and combo implementations

## 5. Recommendations

### Immediate Actions (Next 30 Days):

- **Launch 2-3 combo offers** based on top co-ordered items: "Burger & Edamame Combo" and "Korean Bowl & Fries Combo"
- **Implement "Wine & Pasta Wednesday"** promotion featuring Italian category specials to boost mid-week revenue
- **Increase visibility of top sellers** through menu redesign and POS system highlighting

### Short-Term Initiatives (1-3 Months):

- **Adjust staffing patterns** based on monthly and weekday sales data, reallocating 20% of morning staff to afternoon/evening shifts
- **Test strategic price optimization** with ₹5–₹10 increase on best-selling Hamburger to measure price elasticity impact
- **Develop staff training** on suggestive selling techniques for top item pairs and premium Italian category

### Ongoing Optimization:

- **Monitor AOV weekly** with target of reaching \$35 through combo adoption and upselling
- **Track Wednesday promotion performance** with goal of reducing Monday-Wednesday revenue gap by 50%
- **Evaluate kitchen efficiency** during peak afternoon/evening periods to maintain service quality during high-volume hours

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MOHAMMED PIYARJI  
ANALYST