

. INSTRUCTIONS TO FOLLOW:

- . 1) Please Navigate through each and every question in the DASHBOARD using The Blank Buttons that has been provided, with their respective Title.**
- . 2) The Insights/Conclusions which are drawn from each question is written below every Chart in the Text Box created for that particular question, in the Dashboard itself.**
- . 3) "Scroll Down" using your mouse scroller after hovering the mouse pointer on the Text Box created to read the insights/conclusions drawn from each question.**
- . 4) All the answers to each questions are available in the Dashboard itself (to be navigated using buttons), there is no need to go to different worksheet's of different questions. Thus, only the INSTRUCTIONS and DASHBOARD Worksheets to be go through.**

120M
Order Quantity

31.92bn
Total Revenue

4.02bn
Total Discounted Value

11.19%
Overall Discount %

77
Count of Centre ID

Category
☐ Beverages

Year
☐ First Year

(1) No. of
Orders

9) Performance Centre
ID Wise

10) Performance Region
& Centre Type Wise

Cuisine
☐ Continental

☐ Second Year
☐ Third Year

(2) Revenue
Earned by Firm

(3) Total
Discount % &
Value

(4) Pareto Chart

(5) Top 5 Selling
Category

(6) Operational
Area

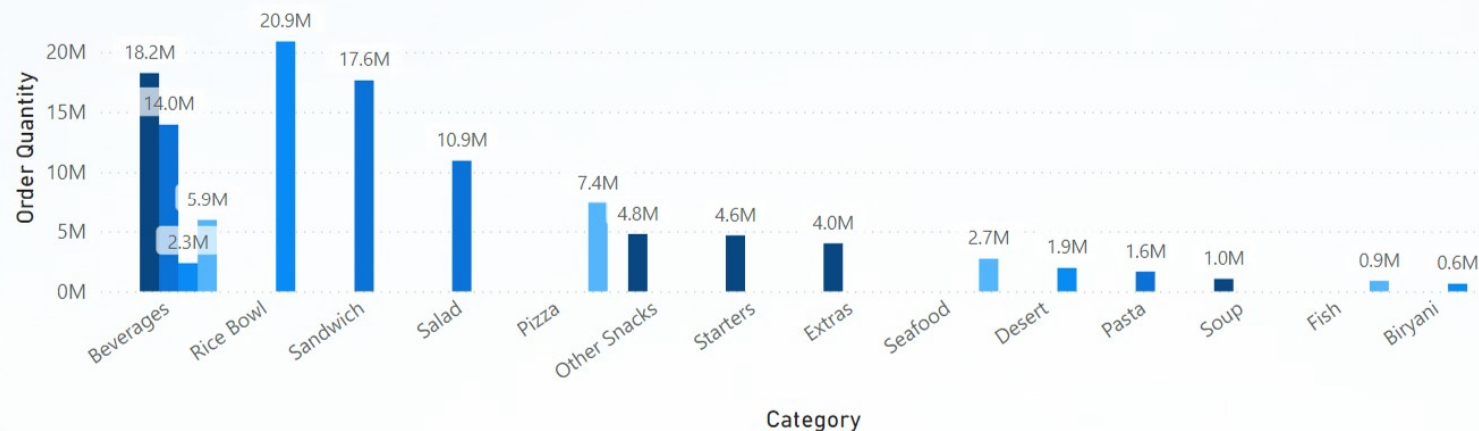
(7a) Promotion
via Email

(7b) Promotion
via Homepage

(8) 5-Week
Forecasting

(1) Total No. of Orders Catered by the Firm

Cuisine ● Thai ● Italian ● Indian ● Continental



- **Total No. of Orders Catered by the Firm are 120 Million.**
- Italian had the highest total Order Quantity at \$4,41,72,832, followed by Thai, Indian, and Continental.
- Italian had the highest average Order Quantity at \$1,10,43,208, followed by Thai, Indian, and Continental.
- Though Continental has the least No. of Orders, but it is the Second Highest Total Revenue Contributor.

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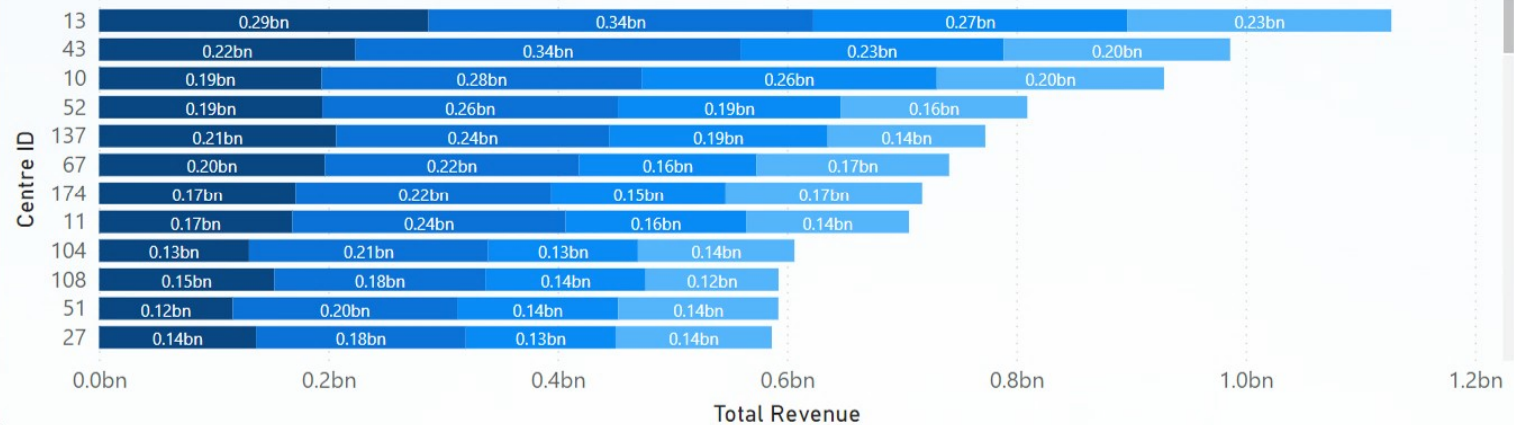
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(8) 5-Week
Forecasting

(2) Total Revenue Earned by the Firm

Cuisine ● Thai ● Italian ● Indian ● Continental



- **Total Revenue Earned by the firm is 31.92 Billion Dollars.**
- Italian had the highest average Total Revenue at \$14,18,22,504, followed by Continental, Indian, and Thai.
- Though Thai has least contribution in the Total revenue earned, but it has the Second Highest No. of Orders. Thus, prices of certain Thai dishes can be increased to increase Thai's contribution to total revenue. As already large no. of

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(3) Total Discounted Value and Overall Discount %



- The Total Discounted Value is 4.02 billion and The Overall Discount % is 11.19%.
- Continental had the highest average Total Discounted Value at \$35,60,29,789, followed by Italian, Indian, and Thai.
- Continental has the Least no. of Orders compared all the Categories, but as seen above, it has provides Highest Discounted Value as compared to other categories.
- Thai has provided the Least Discounted Value as compared to other categories, but it has the Second Highest No. of

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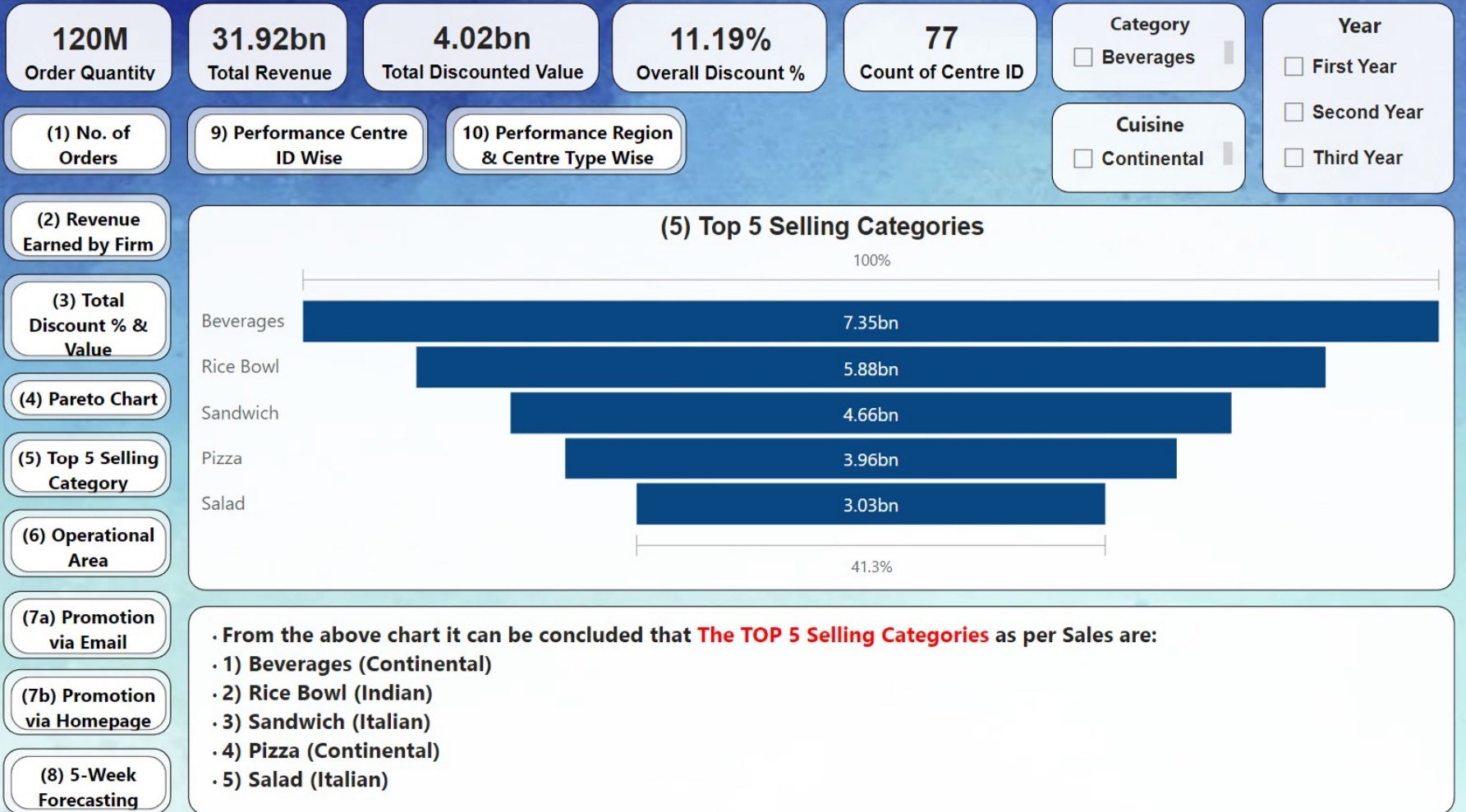
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(4) Pareto Chart



- From the above Pareto Chart it is concluded that, this Meal Delivery Company does not follow the Pareto Principle. Because 80% of Centre's Revenue generated are not by 20% of the No. of Centre's. '56' Numbers of Centre's contributes to 80% of the Total Revenue Earned by the Firm.
- And Remaining '21' Numbers of Centre's contributes to remaining 20% of the Total Revenue Earned by the Firm.



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• From the above chart it can be concluded that Operational Area 'No. 7' and near Op. Area 'No. 4', like 3.8, 3.9, 4, 4.4, 4.5 has Higher Number of Orders as compared to other operational areas, as all of them excludes 6 Million mark in no. of Orders.

• It can be concluded that Operational Area does not have any specific impact on the No. of Orders.

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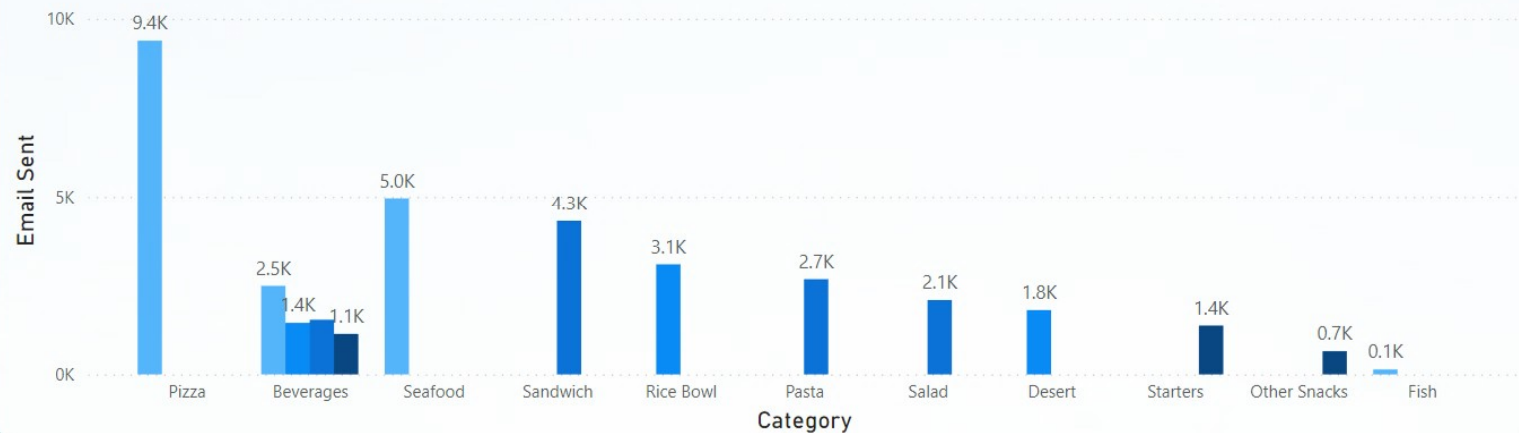
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(7a) Emails as Effective Mode of Promotion

Cuisine ● Continental ● Indian ● Italian ● Thai



- As the Categories who has contributed the Highest in The Total Revenue earned by the Firm are in Descending Order as Italian, Continental, Indian and Thai.
- And thus as per the above chart it can be concluded that sending Email as Promotion is Effective.

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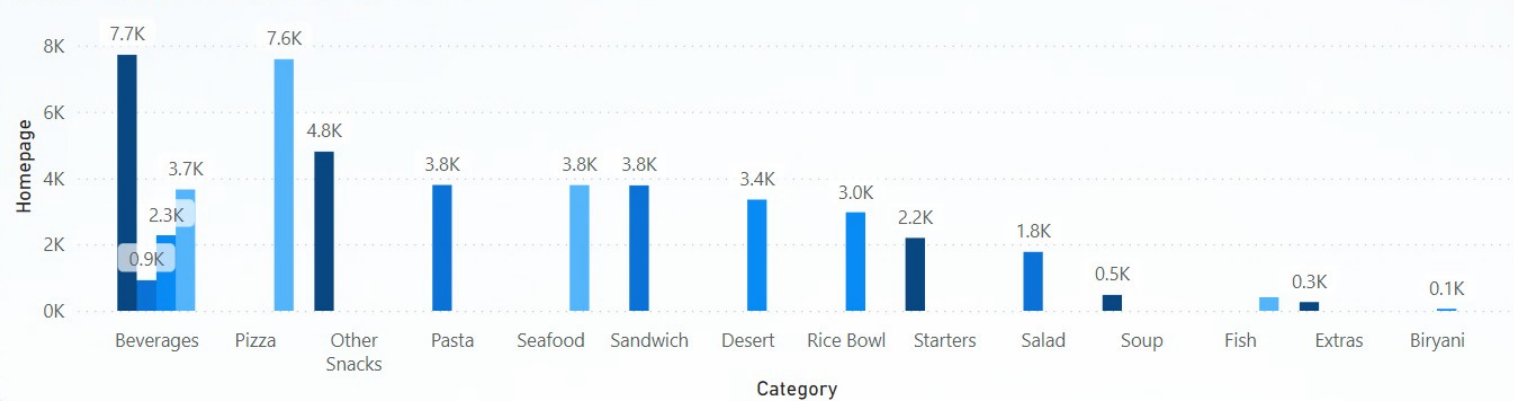
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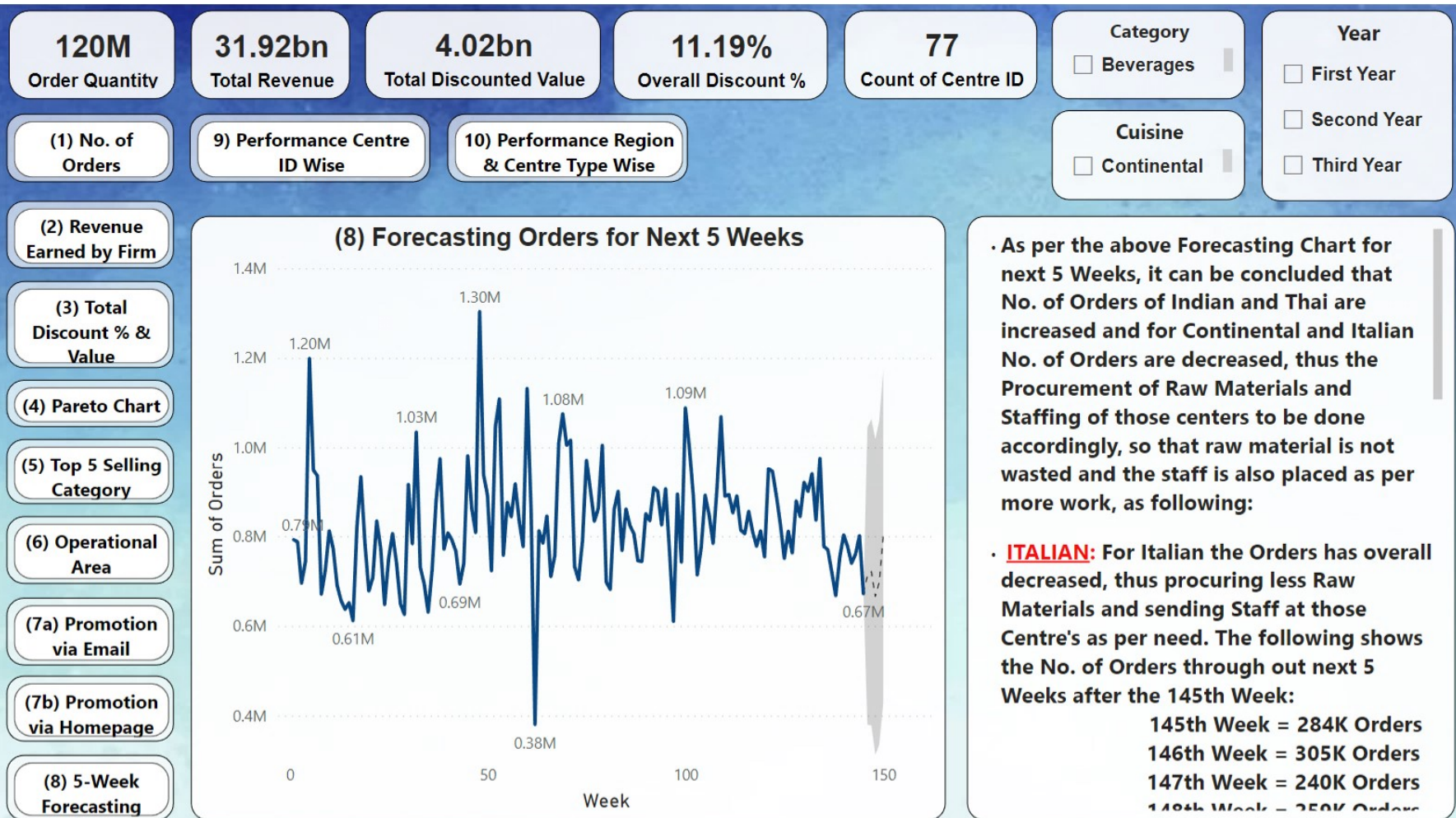
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(7b) Product Features on Homepage for Promotion

Cuisine ● Thai ● Italian ● Indian ● Continental



- Continental had the highest average Homepage at 3,866.75, followed by Thai, Italian, and Indian.
- Continental had the highest average Email Sent at 4,240.75, followed by Italian, Indian, and Thai.
- As the Categories who has contributed the Highest in The Total Revenue earned by the Firm are in Descending Order as Italian, Continental, Indian and Thai. And thus as per the above chart it can be concluded that Product Features on Homepage as Promotion is Effective for Continental and Italian but it does not have an impact on Thai and Indian.



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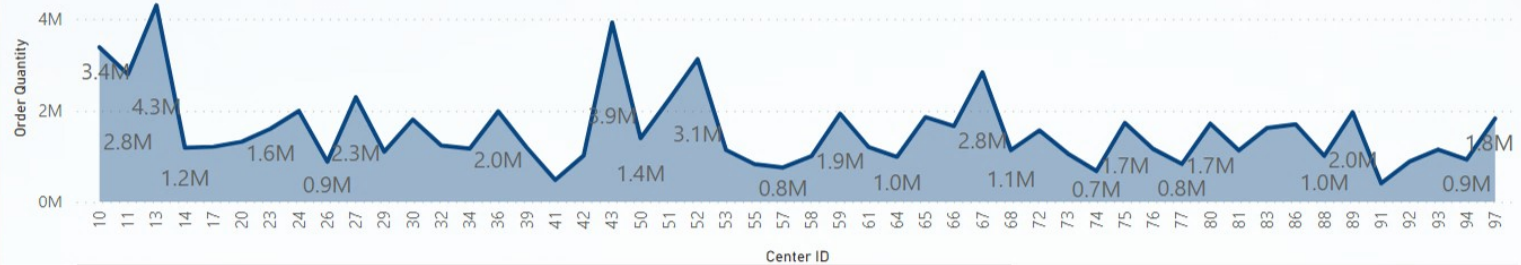
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(8) 5-Week
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(9) Performance Centre ID Wise



• **Top 5 Performing Centre's** are as follows:

- 1) Centre ID-13th = 4.3 Million No. of Orders --- 1.13 Billion Revenue Earned by Firm
- 2) Centre ID-43rd = 3.9 Million No. of Orders --- 0.99 Billion Revenue Earned by Firm
- 3) Centre ID-10th = 3.4 Million No. of Orders --- 0.93 Billion Revenue Earned by Firm
- 4) Centre ID-52nd = 3.1 Million No. of Orders --- 0.81 Billion Revenue Earned by Firm
- 5) Centre ID-137th = 3.1 Million No. of Orders --- 0.77 Billion Revenue Earned by Firm

• Thus, as per above Top 5 performing Centre ID, Procurement of Raw Materials and Staffing arrangement in those

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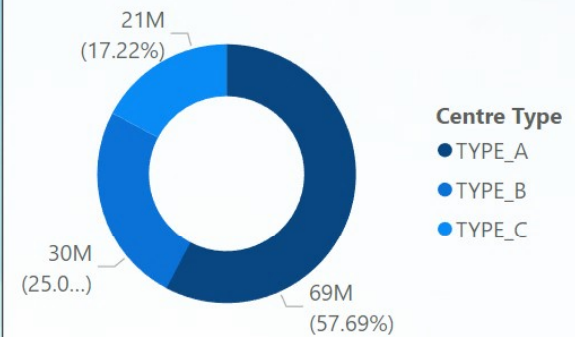
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(10a) Performance Region Code Wise



(10b) Performance Centre Type Wise



• **Performance Region Wise** is as follows, Top performing regions are:

- 1) Region code: 56 - 61 Million No. of Orders --- 16 Billion Revenue Earned
- 2) Region code: 34 - 24 Million No. of Orders --- 7 Billion Revenue Earned
- 3) Region code: 77 - 21 Million No. of Orders --- 6 Billion Revenue Earned
- 4) Region code: 85 - 9 Million No. of Orders --- 2 Billion Revenue Earned
- 5) Region code: 71 - 2 Million No. of Orders --- 1 Billion Revenue Earned
- Thus, as per above Top 5 performing Regions, Procurement of Raw Materials and Staffing arrangement in those