

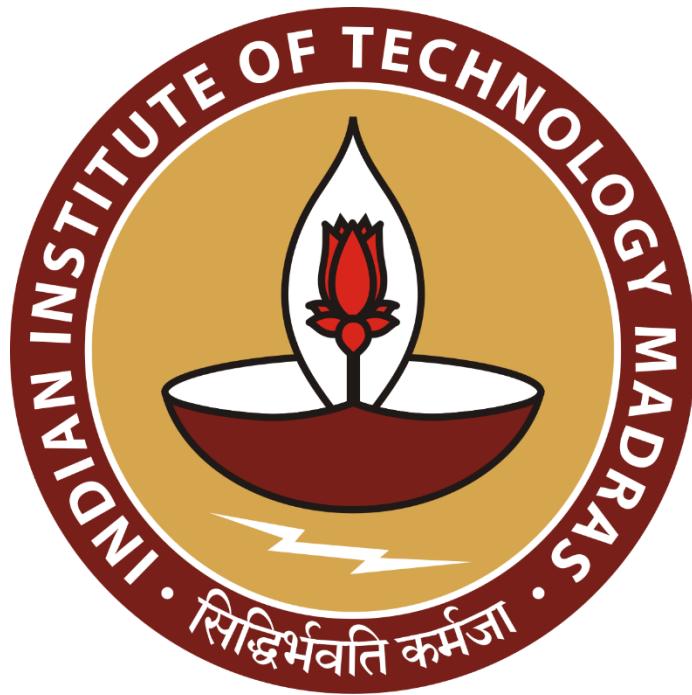
Data-Driven Analysis and Optimization for Enhanced Sales

A Report for the Business Data Management Capstone Project

Submitted by

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1 Executive Summary

This project aims to analyze the viability of Kipps, a B2C sweet shop, and optimize its sales channels and product portfolio for revenue generation. Founded over 150 years ago, Kipps started as a small venture offering traditional sweets and namkeen. However, the shop faces challenges due to its location on a bypass road with a limited local customer base.

The analysis begins with an exploration of revenue trends, revealing significant peaks during festive seasons like Diwali and Holi. Online delivery is found to be a profitable channel, generating higher revenue despite lower order volume. To optimize sales channels, the project recommends enhancing the online delivery experience, implementing a customer database and loyalty programs, increasing sales on weekends and peak hours, and utilizing personalized discount strategies.

Product portfolio optimization is achieved through a Pareto analysis, identifying top-performing products contributing to the most revenue. The project suggests focusing on these products while analyzing and improving the viability of others. Effective discount strategies can further boost sales, and emphasis on quality control is crucial to maintain customer satisfaction.

By implementing the recommendations, Kipps can maximize revenue, improve customer engagement, and secure its position in a competitive market. Leveraging festive seasons, optimizing sales channels, and focusing on top-performing products will be key to ensuring sustained growth and success for Kipps Sweet Shop in the long term.

2 Introduction

2.1 Organization Background

The organization, founded around 150 years ago by Late Shyam Lal Ji and Late Bishambar Nath Ji, a B2C shop, began as a small venture capitalizing on the market opportunity and their expertise in crafting traditional sweets and namkeen. Initially, they offered a limited variety of delicacies such as Balushai, Emarti, Samosa, and laddu. Over time, their range expanded, and the company started to establish its brand identity under the name "Shyam Lal Bishambar Naths and Sons."

In the 1960s, a visionary member of the family, driven by the ambition to transform the business into a recognized brand, undertook the task of rebranding. The focus was on creating a short and catchy brand name, and thus, in 1972, the name "Kipps" was chosen. This pivotal moment marked the turning point for the company, as the establishment of a new outlet in Civil Lines resulted in significant sales growth and propelled the business forward.

The organization's mission centers around delivering 100% organic and pure desi ghee products to its customers. They pride themselves on refraining from using any chemicals to extend the shelf life of their offerings, prioritizing quality and authenticity above all else.

2.2 Problem Statement

1. Analyzing the Viability of the Sweet Shop:

Determine whether the sweet shop should continue its operations or consider closure, considering factors such as limited local customer base, and its location on a bypass road.

2. Optimizing Sales Channels: Online Delivery vs. Offline Takeaway:

Investigate the effectiveness of online delivery versus offline takeaway for the sweet shop. Assess customer preferences, market demand, and potential revenue generation for each channel.

3. Product Portfolio Optimization for Revenue Generation:

Identify the specific products that contribute significantly to revenue and are sold in high volumes within the sweet shop. Study how discounts offered by the sweet shop affect sales volume and revenue.

2.3 Background of the Problem

The major cause of problems: The sweet shop is facing challenges in generating sufficient sales and revenue due to its location on a bypass road and the limited number of households in the vicinity. These internal and external factors have resulted in suboptimal business performance and raised questions about the viability of the sweet shop.

Internal problems: Limited Local Customer Base: The sweet shop's location on a bypass road limits its exposure to potential customers, resulting in a restricted customer base and lower sales opportunities. Suboptimal Sales Channels: The sweet shop needs to assess and optimize its sales channels, including online delivery and offline takeaway, to determine the most effective approach to reach and engage customers.

External problems: Geographic Location: The sweet shop is situated on a bypass road, which limits its visibility and footfall. The lack of nearby households reduces the potential customer base and organic foot traffic to the shop. Competitive Landscape: The sweet shop faces competition from other local and potentially more accessible sweet shops, bakeries, and confectionery stores, making it crucial to differentiate itself and attract customers effectively.

3 Methodology

3.1 Work Breakdown Structure

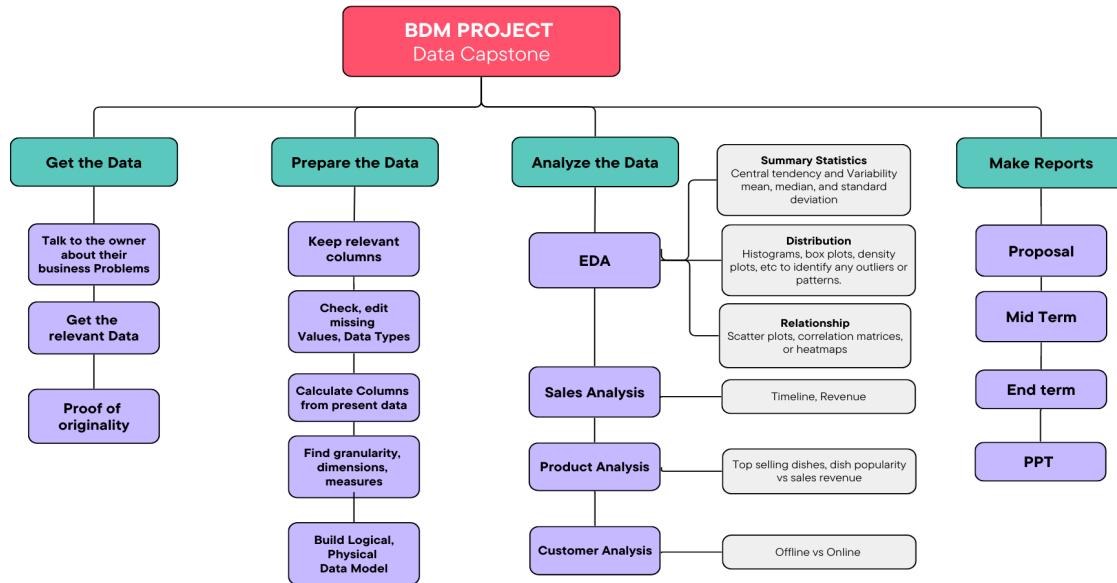


Figure 1 Work Breakdown Structure of the project.

3.2 Timeline

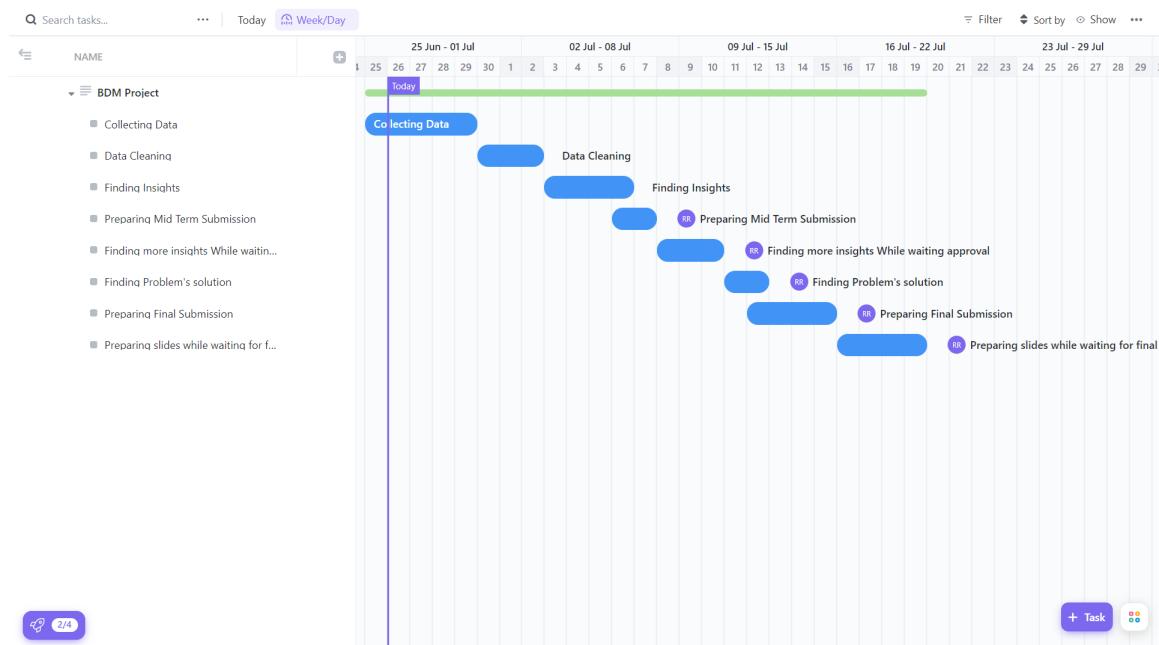


Figure 2 Expected timeline for completion of the project.

4 Data Collection & Explanation of Analysis Process

4.1 Proof of Originality of Data

The data collected pertains to Kipps Shyam Lal Bishambar Nath, located at Akash Ganga Phase 2, Nawada Shekhan, Pilibhi Bypass road, Bareilly. It has been obtained through direct communication with the owner, Mr.Siddhant Khandelwal who has been cooperative and supportive in sharing the required information. To enhance credibility, substantial evidence has been provided. Link to the original as well as cleaned **data**: [BDM Kipps](#). Link to recorded **video** with the founder in the organization: [Video Link](#).

Letter from the organization on official letterhead, complete with a stamp and signature, validates the data collection process:

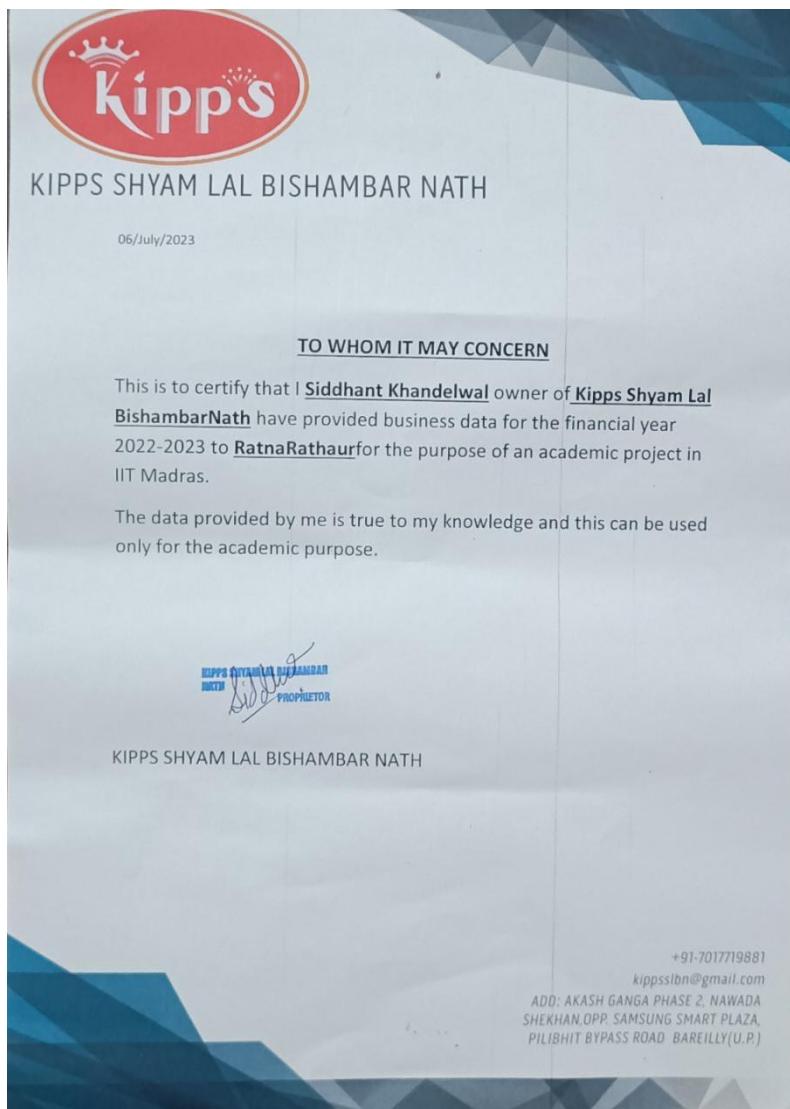


Figure 3 Letter from the organization

Images: Images showcasing the establishment and a photograph with Mr. Khandelwal



Figure 4 Images related to the organization



Figure 5 My image with founder

These supporting materials aim to strengthen trust and reliability in the shared information.

4.2 Data Pre-Processing

The data pre-processing phase involved using Google Sheets for data cleaning and Tableau for analysis. The raw data collected in Excel format was initially uploaded to Google Sheets for further processing.

8	Bill No	G. Amount	Cash	Coupon	Credit Card	Credit / Com	Tips :
9	01/Apr/2022						
10	F000001	237.00	237.00	0.00	0.00	0.00	0.00
11	F000002	480.00	0.00	0.00	0.00	480.00	0.00
12	F000003	485.00	485.00	0.00	0.00	0.00	0.00
13	F000004	178.00	178.00	0.00	0.00	0.00	0.00
14	F000005	252.00	0.00	0.00	0.00	252.00	0.00
15	F000006	399.00	399.00	0.00	0.00	0.00	0.00
16	F000007	20.00	20.00	0.00	0.00	0.00	0.00
17	F000008	356.00	0.00	0.00	356.00	0.00	0.00
18	F000009	40.00	40.00	0.00	0.00	0.00	0.00
19	F000010	2,223.00	2,023.00	0.00	200.00	0.00	0.00
20	F000011	171.00	171.00	0.00	0.00	0.00	0.00
21	F000012	150.00	150.00	0.00	0.00	0.00	0.00

Figure 6 Table 'Settlement Report'

8	Bill Date	Bill No.	Bill Time	Bill Type	Bill Amount	Bill Status	Bill Made By
9	01/Apr/2022						
10		F000001	11:09 AM	TA	237.00	Settled	Admin
11		F000002	01:23 PM	TA	480.00	Settled	Admin
12		F000003	03:37 PM	TA	485.00	Settled	Admin
13		F000004	03:50 PM	TA	178.00	Settled	Admin
14		F000005	07:47 PM	TA	252.00	Settled	Admin
15		F000006	07:57 PM	TA	399.00	Settled	Admin
16		F000007	07:58 PM	TA	20.00	Settled	Admin
17		F000008	08:02 PM	TA	356.00	Settled	Admin
18		F000009	08:04 PM	TA	40.00	Settled	Admin
19		F000010	08:09 PM	TA	2,223.00	Settled	Admin
20		F000011	08:09 PM	TA	171.00	Settled	Admin
21		F000012	08:42 PM	TA	150.00	Settled	Admin

Figure 7 Table 'Sales Report'

The column of 'Bill Time' from the 'Sales report' table is added to the table 'Settlement Report' using the VLOOKUP function. This allowed for the integration of the time information into the dataset.

=VLOOKUP(A22,SaleRepo.RPT!B10:D27079,2,0)

Figure 1: Furthermore, additional columns of Bill Date and Quarter were added and filled accordingly. The columns 'Coupons and' 'Tips' which contained all zero values, were removed from the dataset. The columns 'Cash' and 'Credit Card' represents that the customer visits the shop to pick up the order and the column 'Credit/Company' represents online orders through platforms like zomato or swiggy. They were redundant, so to remove redundancy, a new column named 'Order Type' was introduced. This column was populated using an IF statement to categorize orders as either 'Take Away' or 'Online Delivery' based on the values in the respective columns.

=IF(F3<>0,"Online Delivery", "Take Away")

6	Code	Dish	Qty	Rate	Amount	Discount	Taxes	Gross Amt	NC Qty
7	SWEETS								
8	101	AATA LADDU	10.94	514.29	5,623.76	0.00	295.43	5,919.19	0.00
9	102	ANGOORI PETHA	3.53	266.67	941.35	0.00	47.07	988.42	0.00
10	103	ANJEER BARFI	0.50	1,333.33	666.67	0.00	33.33	700.00	0.00
11	105	BAAL MITHAI	15.96	514.29	8,208.07	12.41	420.54	8,616.20	0.00
12	106	BADAM MALAI PEDA	2.42	514.29	1,242.01	0.00	63.52	1,305.53	0.00
13	108	BALUSHAH	55.05	457.14	25,166.01	1,150.37	1,366.68	25,382.32	0.00
14	109	BAREILLY KI BARFI	64.55	495.24	31,969.72	33.73	1,673.28	33,609.27	0.00
15	114	BESAN LADDU	87.30	457.14	39,908.32	39.75	2,256.34	42,124.91	0.00
16	118	BIKANO RASGULLA	18.87	219.05	4,133.69	0.00	208.54	4,342.23	0.00
17	119	BIKANO SOAN PAPDI	40.10	138.10	5,537.95	1.41	291.09	5,827.63	0.00

Figure 8 Table 'Product'

Figure: In the table 'Product', the column 'NC Qty' had all the values 0, so it was deleted. A new column of 'Gross Revenue'

which is the net revenue generated by each product, provided valuable insights into the financial performance of each product using the formula

$$\text{Gross Revenue} = \text{Gross Amt} - \text{Taxes}$$

Additionally, 1 more column of 'Discount Percentage' is added using the formula

$$\text{Discount Percentage} = \text{Discount} / \text{Amount}$$

It represented the percentage of the discount applied to each product, relative to the total amount. This information was useful in analyzing the impact of discounts on sales and revenue generation.

4.3 Metadata

The dataset is in a structured format and is in the English language. I have successfully obtained and cleaned the necessary data for analysis of the financial year 2022- 2023, including the following:

Product Finance Table

Kips Shyam Lal Bishambar Nath									
Akash Ganga Phase 2, Nawada Shekhan									
Bareilly, UP									
ABC Finance Report						Date :	26/Jun/23		
From : 01/04/2022 To 31/03/2023						Time :	1:27 PM		
Code	Dish	Qty	Rate	Amount	Discount	Taxes	Gross Amt	NC Qty	
SWEETS									
101	AATA LADDU	10.94	514.29	5,623.76	0.00	295.43	5,919.19	0.00	
102	ANGOORI PETH	3.53	266.67	941.35	0.00	47.07	988.42	0.00	
103	ANJEER BARFI	0.50	1,333.33	666.67	0.00	33.33	700.00	0.00	
105	BAAL MITHAI	15.96	514.29	8,208.07	12.41	420.54	8,616.20	0.00	
106	BADAM MALAI P	2.42	514.29	1,242.01	0.00	63.52	1,305.53	0.00	
108	BALUSHAH	55.05	457.14	25,166.01	1,150.37	1,366.68	25,382.32	0.00	
109	BAREILLY KI BA	64.55	495.24	31,969.72	33.73	1,673.28	33,609.27	0.00	
114	BESAN LADDU	87.30	457.14	39,908.32	39.75	2,256.34	42,124.91	0.00	
118	BIKANO RASGUI	18.87	219.05	4,133.69	0.00	208.54	4,342.23	0.00	
119	BIKANO SOAN P	40.10	138.10	5,537.95	1.41	291.09	5,827.63	0.00	
120	BUTTER SAMOS	127.01	38.10	4,839.00	3.06	241.89	5,077.83	0.00	

Figure 9 Snapshot of raw data of 'Product Finance' table

	A	B	C	D	E	F	G	H	I	J
1	Code	Dish	Qty	Rate	Amount	Discount	Taxes	Gross Amt	Gross Revenue	Discount Percentage
2	101	AATA LADDU	10.94	514.29	5,623.76	0.00	295.43	5,919.19	5,623.76	0
3	102	ANGOORI PETHA	3.53	266.67	941.35	0.00	47.07	988.42	941.35	0
4	103	ANJEER BARFI	0.50	1,333.33	666.67	0.00	33.33	700.00	666.67	0
5	105	BAAL MITHAI	15.96	514.29	8,208.07	12.41	420.54	8,616.20	8,195.66	0.1511926972
6	106	BADAM MALAI PEDA	2.42	514.29	1,242.01	0.00	63.52	1,305.53	1,242.01	0
7	108	BALUSHAHII	55.05	457.14	25,166.01	1,150.37	1,366.68	25,382.32	24,015.64	4.571125144
8	109	BAREILLY KI BARFI	64.55	495.24	31,969.72	33.73	1,673.28	33,609.27	31,935.99	0.1055060754
9	114	BESAN LADDU	87.30	457.14	39,908.32	39.75	2,256.34	42,124.91	39,868.57	0.09960328575
10	118	BIKANO RASGULLA	18.87	219.05	4,133.69	0.00	208.54	4,342.23	4,133.69	0
11	119	BIKANO SOAN PAPDI	40.10	138.10	5,537.95	1.41	291.09	5,827.63	5,536.54	0.02546069365
12	120	BUTTER SAMOSA-PC	127.01	38.10	4,839.00	3.06	241.89	5,077.83	4,835.94	0.0632361431
13	121	CHANA LADDU	0.50	514.29	257.15	0.00	12.86	270.01	257.15	0
14	123	CHANDRAKALA	0.50	514.29	257.15	0.00	12.86	270.01	257.15	0
15	124	CHEENI MEVA SAMO	3.25	666.67	2,166.68	9.40	107.87	2,265.15	2,157.28	0.4338439846
16	125	CHEENI TIL SAKRI	0.75	514.29	385.72	0.00	19.29	405.01	385.72	0

Figure 10 Snapshot of cleaned data

The Product Finance Table contains 75 records and 10 columns.

This data is crucial for analyzing the financial performance of each product (sweets/dishes) sold by the sweet shop and making informed decisions related to discounts, and inventory management.

Sales Report Table

Kipps Shyam Lal Bishambar Nath							
Akash Ganga Phase 2, Nawada Shekhan							
Bareilly, UP							
Settlement Report							
From : 01/04/2022 To 31/03/2023							
Bill No	G. Amount	Cash	Coupon	Credit Card	Credit / Com	Tips	dvance Adjust
01/Apr/2022							
F000001	237.00	237.00	0.00	0.00	0.00	0.00	0.00
F000002	480.00	0.00	0.00	0.00	480.00	0.00	0.00
F000003	485.00	485.00	0.00	0.00	0.00	0.00	0.00
F000004	178.00	178.00	0.00	0.00	0.00	0.00	0.00
F000005	252.00	0.00	0.00	0.00	252.00	0.00	0.00
F000006	399.00	399.00	0.00	0.00	0.00	0.00	0.00
F000007	20.00	20.00	0.00	0.00	0.00	0.00	0.00
F000008	356.00	0.00	0.00	356.00	0.00	0.00	0.00
F000009	40.00	40.00	0.00	0.00	0.00	0.00	0.00
F000010	2,223.00	2,023.00	0.00	200.00	0.00	0.00	0.00
F000011	171.00	171.00	0.00	0.00	0.00	0.00	0.00
F000012	150.00	150.00	0.00	0.00	0.00	0.00	0.00

Figure 11 Snapshot of raw data of 'Sales Report' table

Bill No	Date	Time	Quarter	G. Amount	Order Type
F000001	01/Apr/2022	11:09 AM	Q1	237.00	Take Away
F000002	01/Apr/2022	01:23 PM	Q1	480.00	Online Delivery
F000003	01/Apr/2022	03:37 PM	Q1	485.00	Take Away
F000004	01/Apr/2022	3:50 PM	Q1	178.00	Take Away
F000005	01/Apr/2022	07:47 PM	Q1	252.00	Online Delivery
F000006	01/Apr/2022	07:57 PM	Q1	399.00	Take Away
F000007	01/Apr/2022	07:58 PM	Q1	20.00	Take Away
F000008	01/Apr/2022	08:02 PM	Q1	356.00	Take Away
F000009	01/Apr/2022	08:04 PM	Q1	40.00	Take Away
F000010	01/Apr/2022	08:09 PM	Q1	2,223.00	Take Away
F000011	01/Apr/2022	08:09 PM	Q1	171.00	Take Away
F000012	01/Apr/2022	08:42 PM	Q1	150.00	Take Away
F000013	01/Apr/2022	08:42 PM	Q1	50.00	Take Away
F000014	01/Apr/2022	08:48 PM	Q1	220.00	Online Delivery
F000015	01/Apr/2022	08:51 PM	Q1	1,832.00	Online Delivery

Figure 12 Snapshot of cleaned data

The Sales Report Table contains 15,794 records and 6 columns.

It provides detailed information about each sales transaction, including the date, time, and revenue generated. The "Order Type" field is particularly important for analyzing sales through different channels (takeaway or online delivery) and understanding their contribution to overall revenue.

4.4 Descriptive Statistics

This is the descriptive statistics for 1st April 2022 to 31st March 2023

Sales Report Table

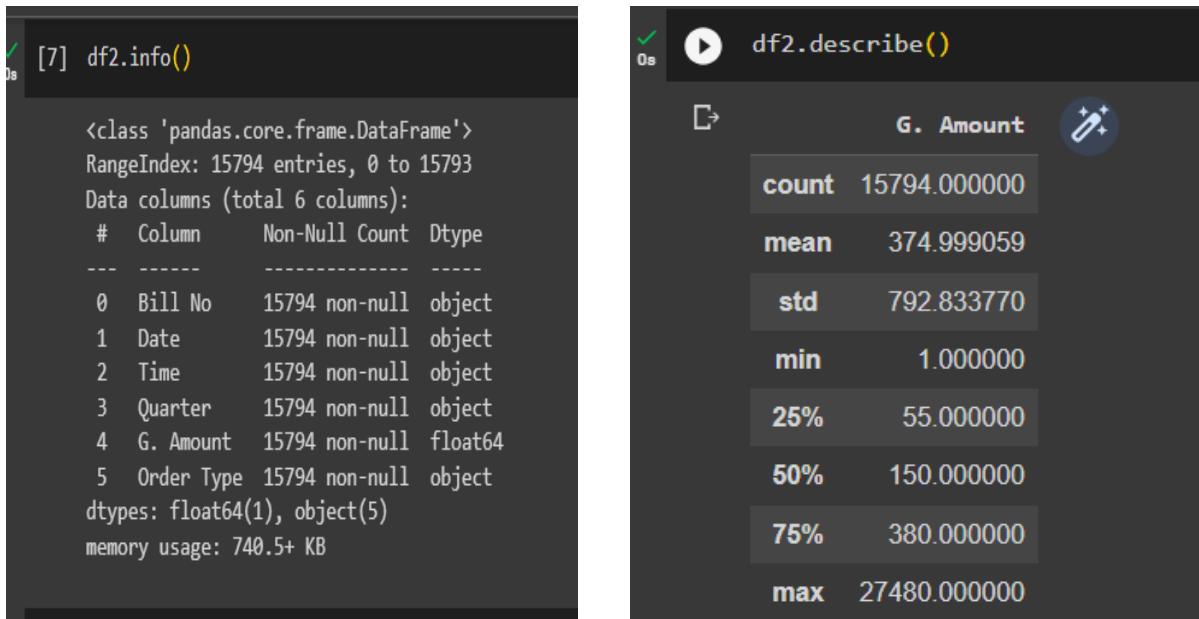


Figure 13 Description of cleaned data of ‘Sales Report’ table

15,794 transactions were recorded in the year with average G. Amount being 375 and the spread being 793.

Product Finance Table

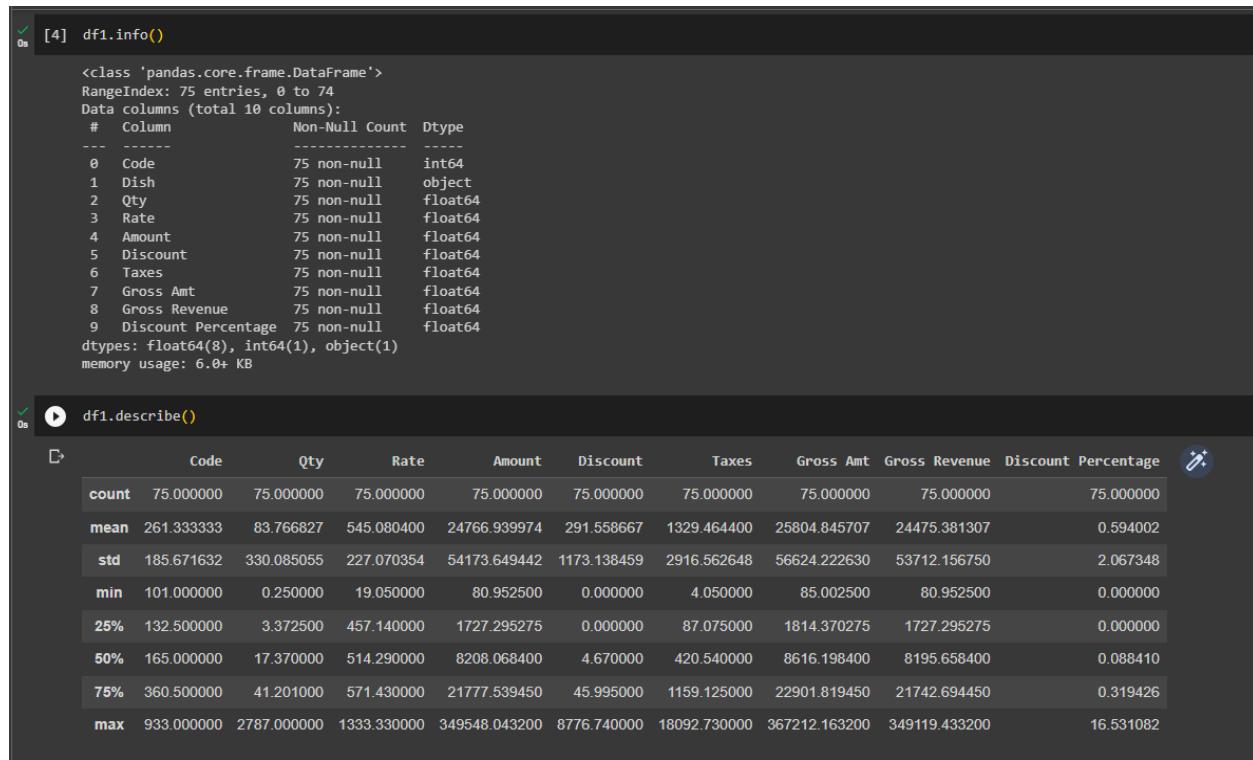


Figure 14 Description of cleaned data of ‘Product Finance’ table

There are 75 varieties of sweets present in the store. The mean price of sweets is 545, the maximum of Anjeer Barfi is Rs. 1,333, and the minimum of Gulab Jamun is Rs. 19. The average gross revenue is 24,475 and the maximum revenue comes from Kaju Barfi is Rs. 3,49,119.

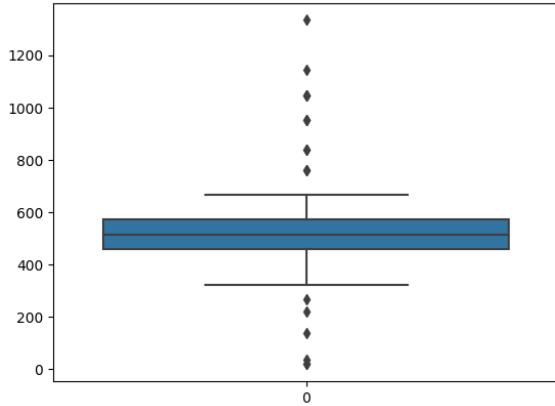


Figure 15 Box Plot of column 'Rate'

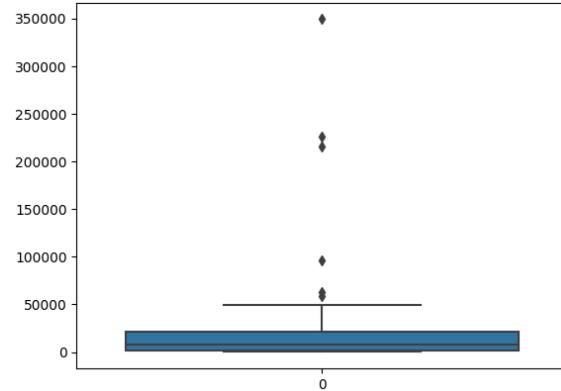


Figure 16 Box Plot of column 'Gross Revenue'

4.5 Data Analysis Method

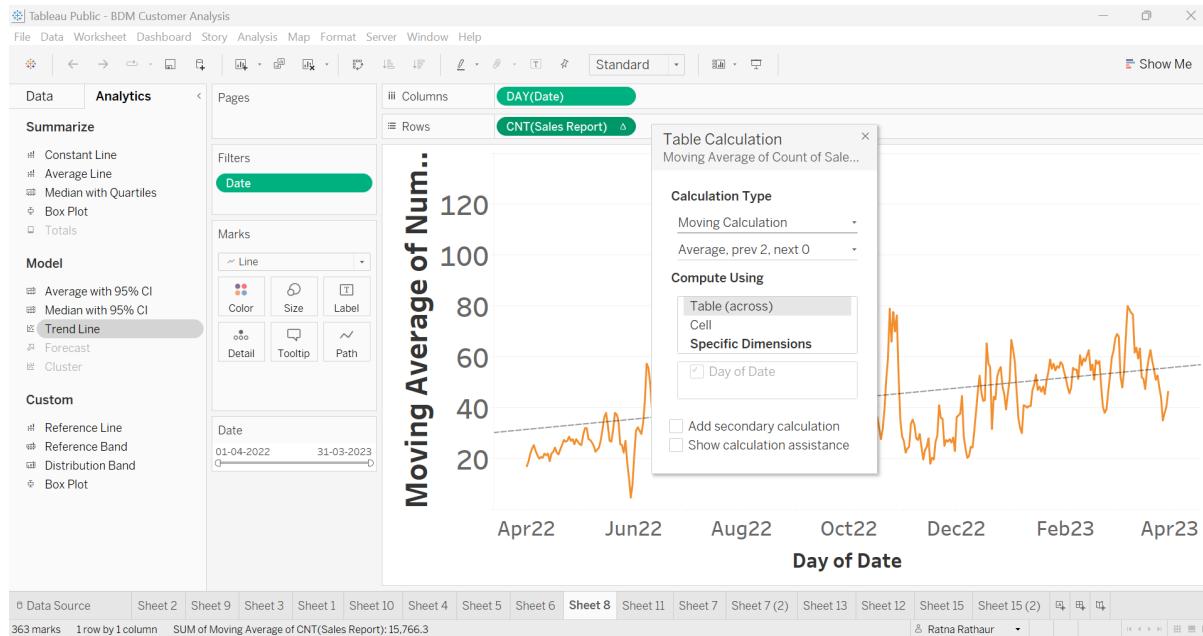


Figure 17

For further analysis, the cleaned dataset was loaded into Tableau Public. To analyze the viability of the sweet shop, revenue trend graphs were created to visualize the performance over time. This provided insights into the overall revenue trajectory and any potential patterns or trends.

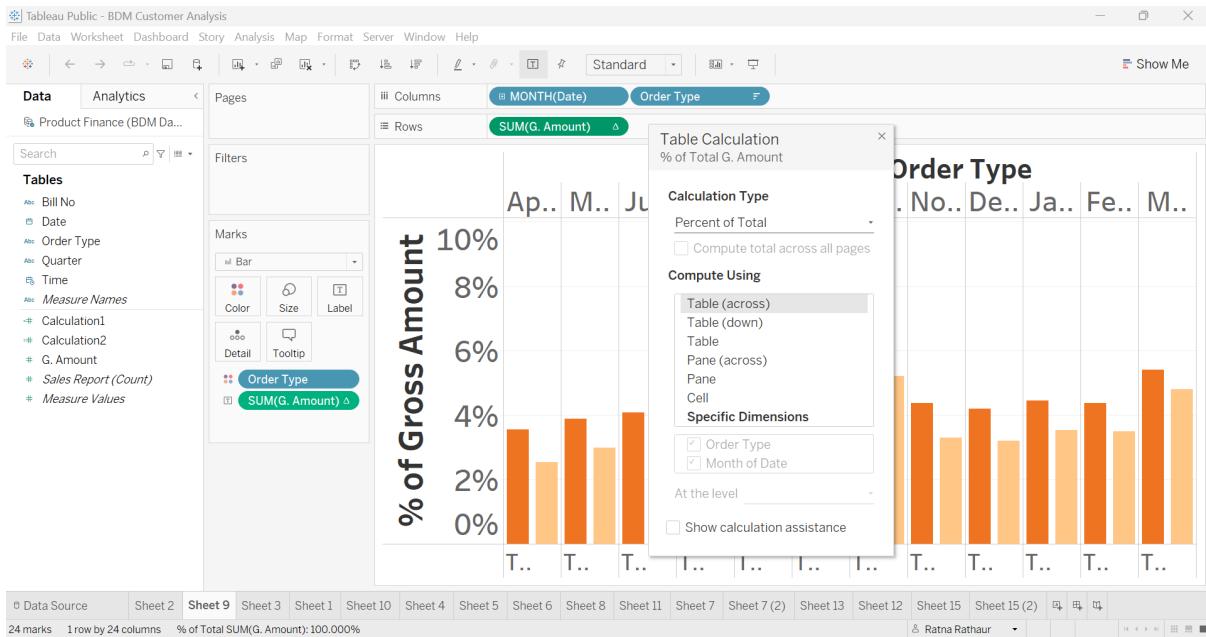


Figure 18

To optimize sales channels, the revenue graphs had table calculations that used percentages on the Y-axis to analyze the relative change in revenue over time and they were segmented by order type. This allowed for a comparison of revenue generated from different channels, such as online delivery and takeaway. By examining the performance of each channel separately, it became possible to identify the most effective and profitable sales channels for the sweet shop.

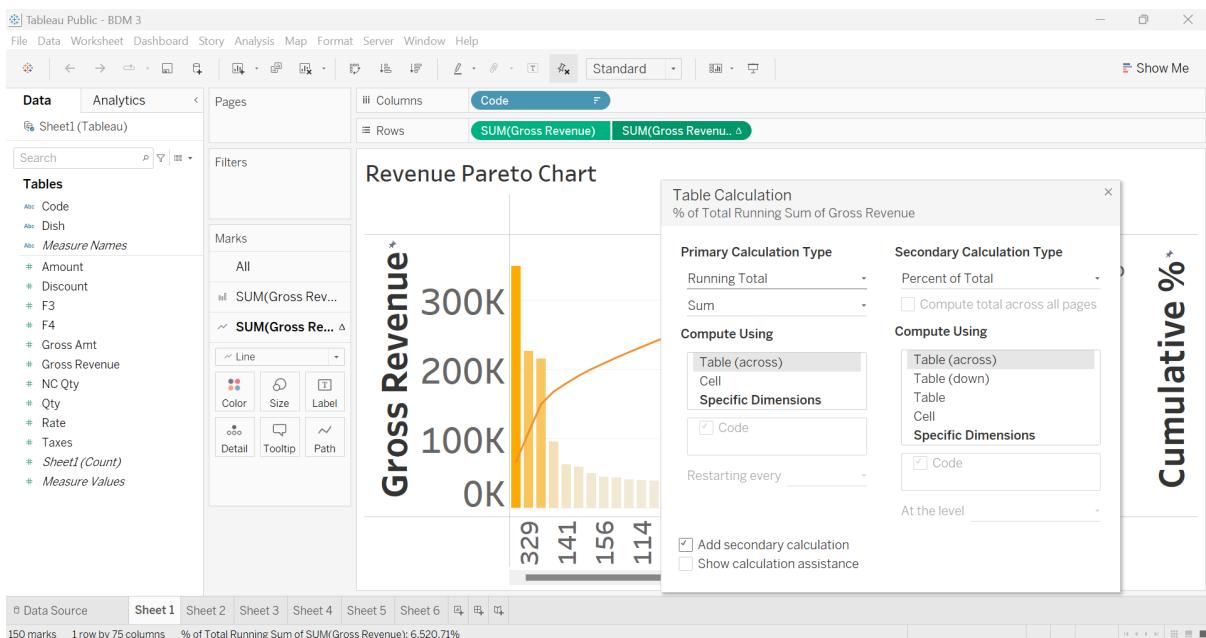


Figure 19

For product portfolio optimization, a Pareto chart, and a pie chart were created. The Pareto chart highlighted the top-performing products that contributed the most to the revenue. This chart showcased the 80/20 principle, where a small number of products accounted for a significant portion of the revenue. The pie chart provided a visual representation of the distribution of revenue among different product categories, allowing for a quick understanding of the contribution of each category to the overall revenue.

By utilizing these visualizations and analytical tools in Tableau Public, it became possible to gain valuable insights into the sweet shop's sales performance, revenue distribution, and opportunities for optimization. These analyses provided a foundation for informed decision-making and strategy development to enhance the shop's profitability and overall success.

5 Results and Findings

Objective I: Analyzing the Viability of the Sweet Shop

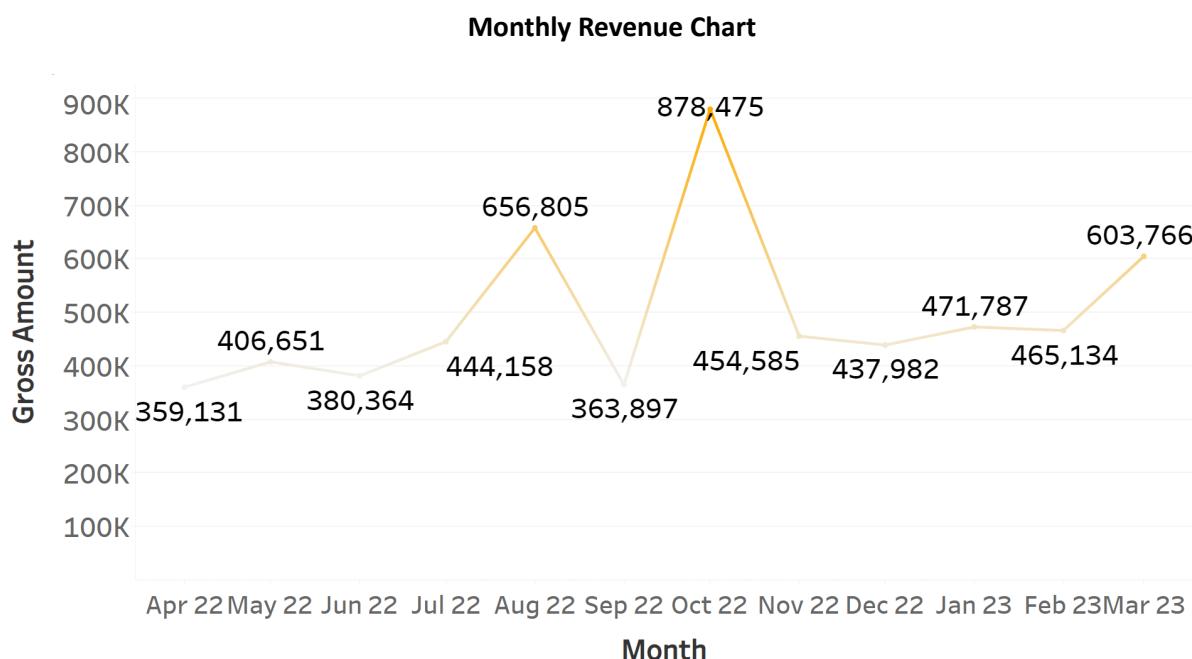


Figure 20

The chart clearly depicts the revenue trends for each month, highlighting significant peaks in October, August, and March. These months stand out due to the influence of festive occasions such as Diwali in October, Raksha Bandhan in August, and Holi in March, which traditionally drive higher sales and customer engagement in the sweet shop industry.

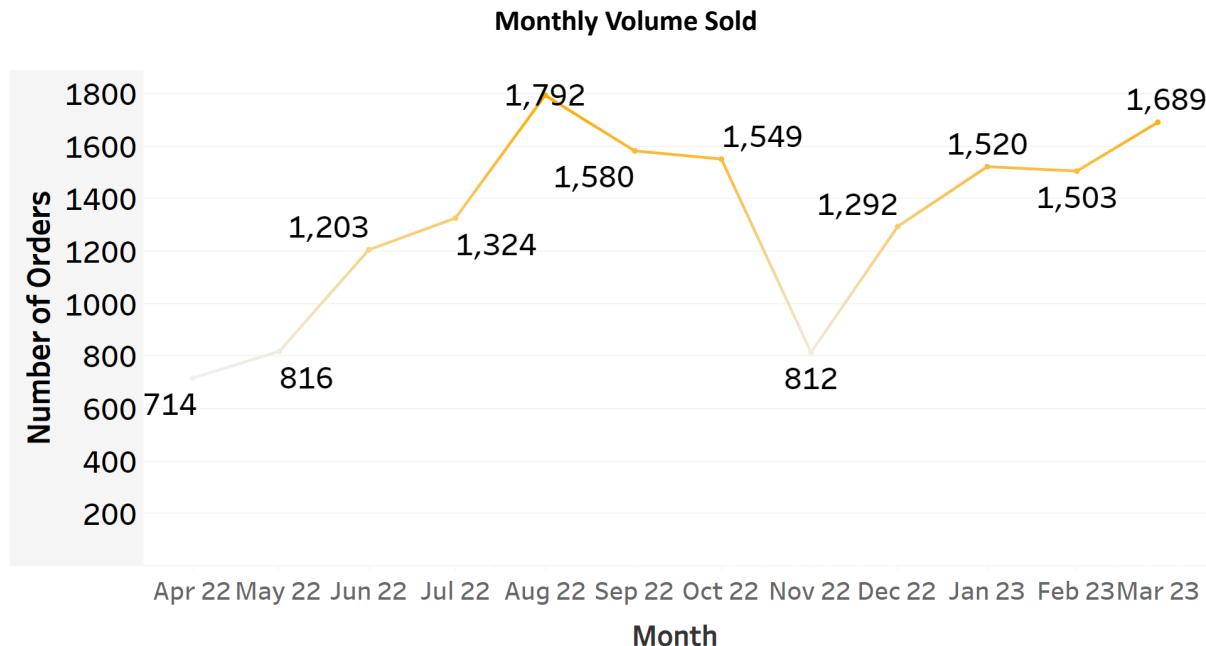


Figure 21

Interestingly, the trend for monthly volume sold does not align with the revenue pattern. While August still stands out as the month with the highest volume sold, followed by March and September, October surprisingly ranks fourth. This suggests that despite the lower number of orders during the month of October, significant revenue was generated, indicating a higher average transaction value or larger quantities purchased during the festive season, particularly around Diwali.

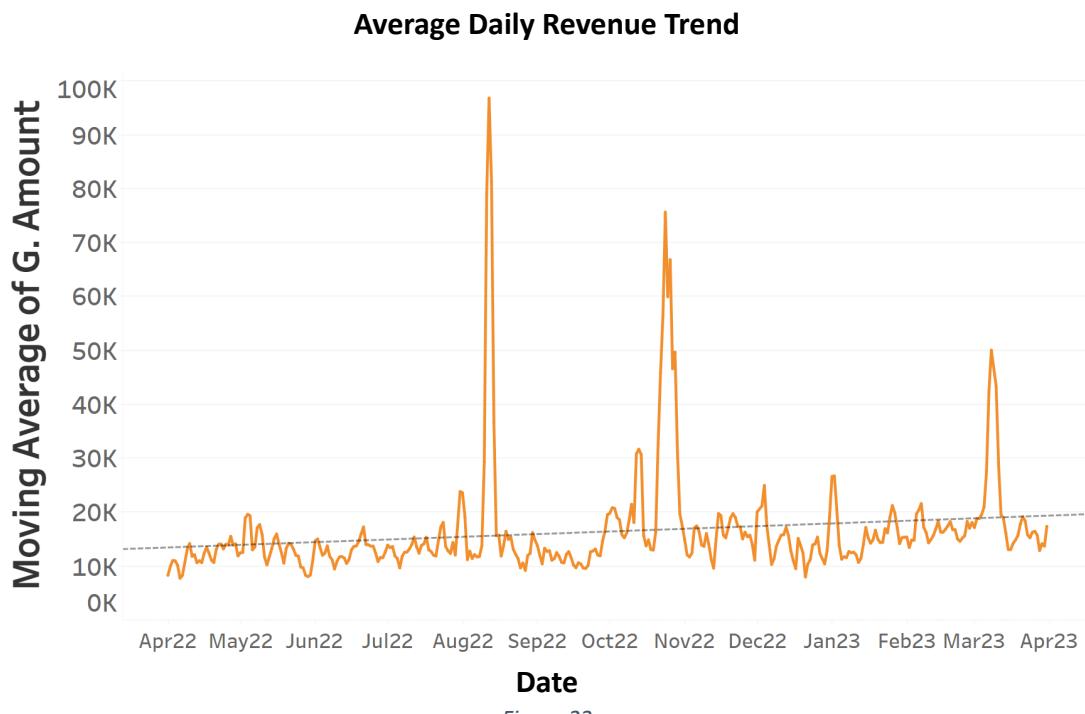


Figure 22

The chart shows the average daily revenue trend over the year. It indicates that the average revenue at the beginning of the financial year was around 12k, which gradually increased to around 20k towards the end of the year. This upward trend suggests an improvement in sales performance and revenue generation over time.

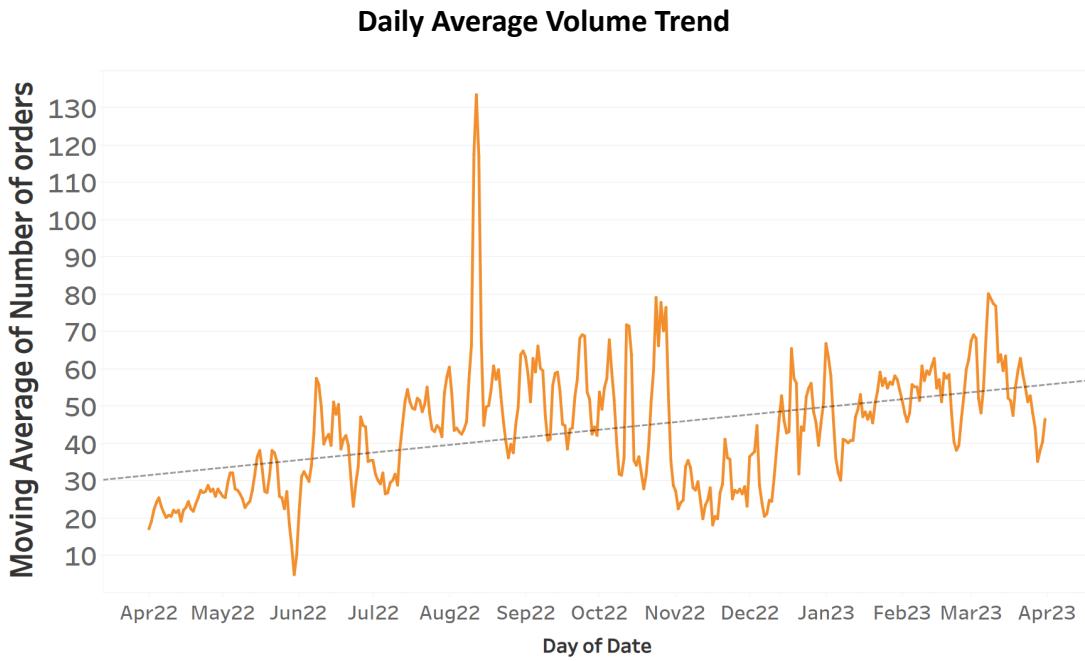


Figure 23

This chart displays the daily average volume trend, showcasing high fluctuations throughout the year. However, the overall trend shows an increase in the number of orders from around 30 to around 60, indicating a significant 48% growth in the volume of orders.

Quarterly Revenue Growth Rate

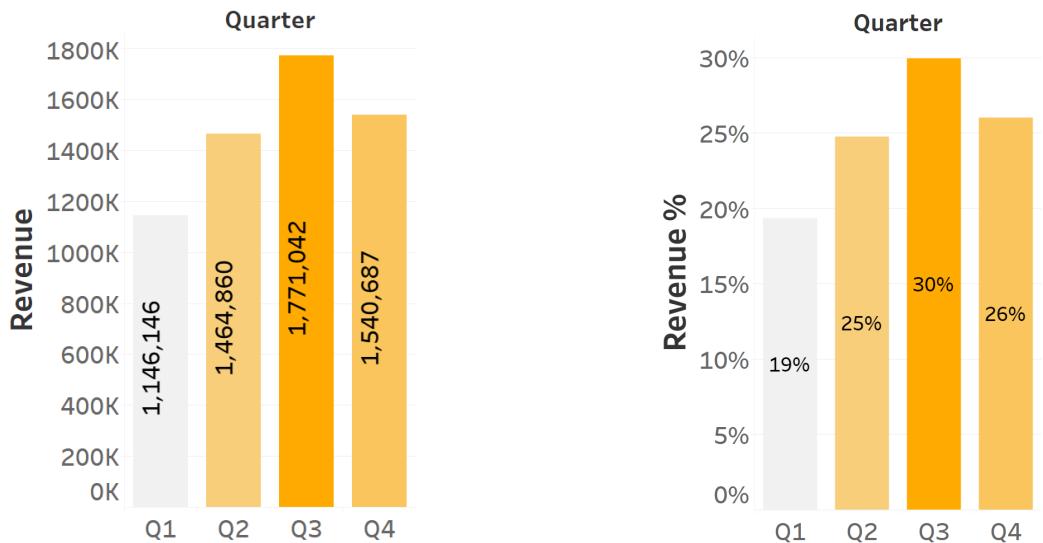


Figure 24

Figure 25

The quarterly revenue graphs depict the revenue generated in each quarter and the percentage of revenue contributed by each quarter. It is observed that Q3 had the highest amount of revenue due to the festive season of Diwali. However, Q4 still generated more revenue than Q1 by 7%, indicating improved sales performance in the latter part of the year.

Weekly Volume % distribution

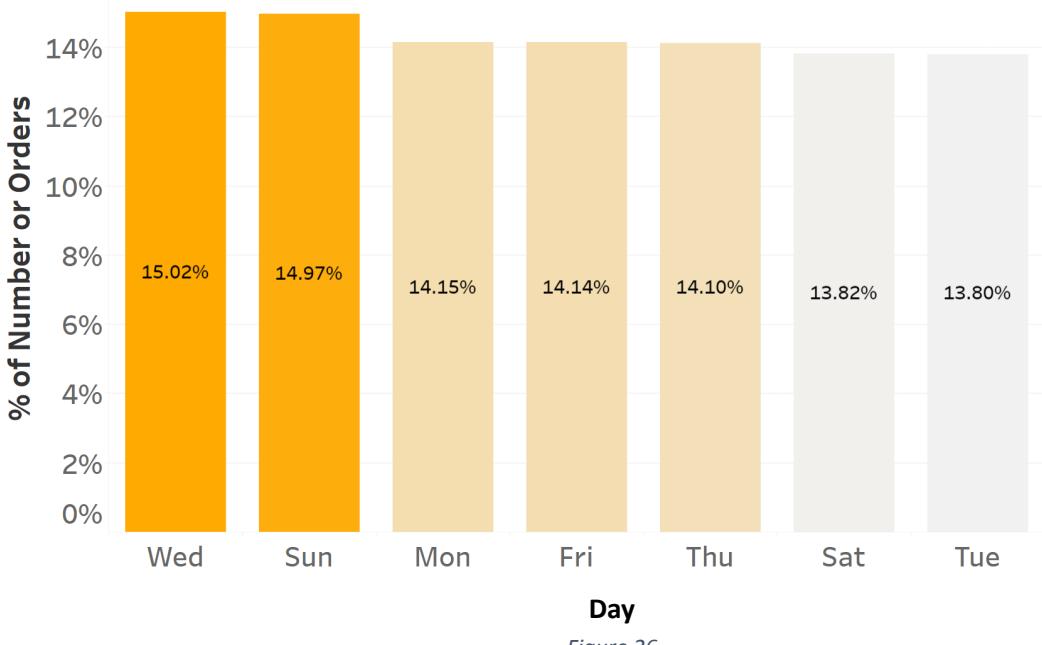


Figure 26

Wednesday has the highest number of orders followed by Sunday, Monday, then Friday. The sales on weekend should be increased and strategies should be implemented to increase sales on Saturday and Friday because of its scope

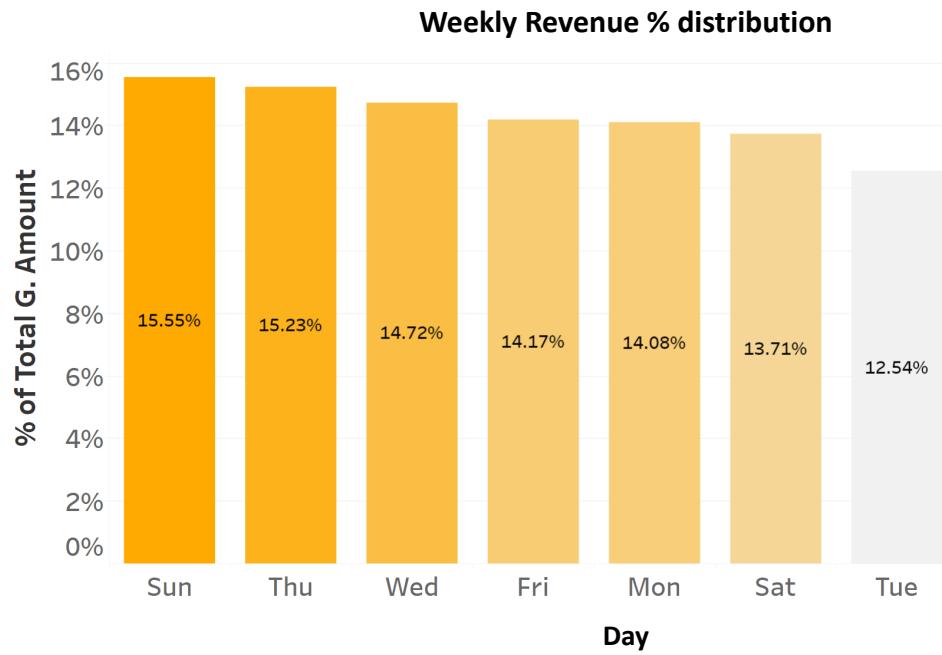


Figure 27 Weekly % distribution

The percentage of the gross amount collected is highest on Sunday followed by Thursday and then Wednesday Similar to the number of orders, the sales for Saturday and Friday should be increased.

Objective II: Optimizing Sales Channels

- # Order Type
- Online Delivery
 - Take Away

Order type-wise Monthly Volume Chart

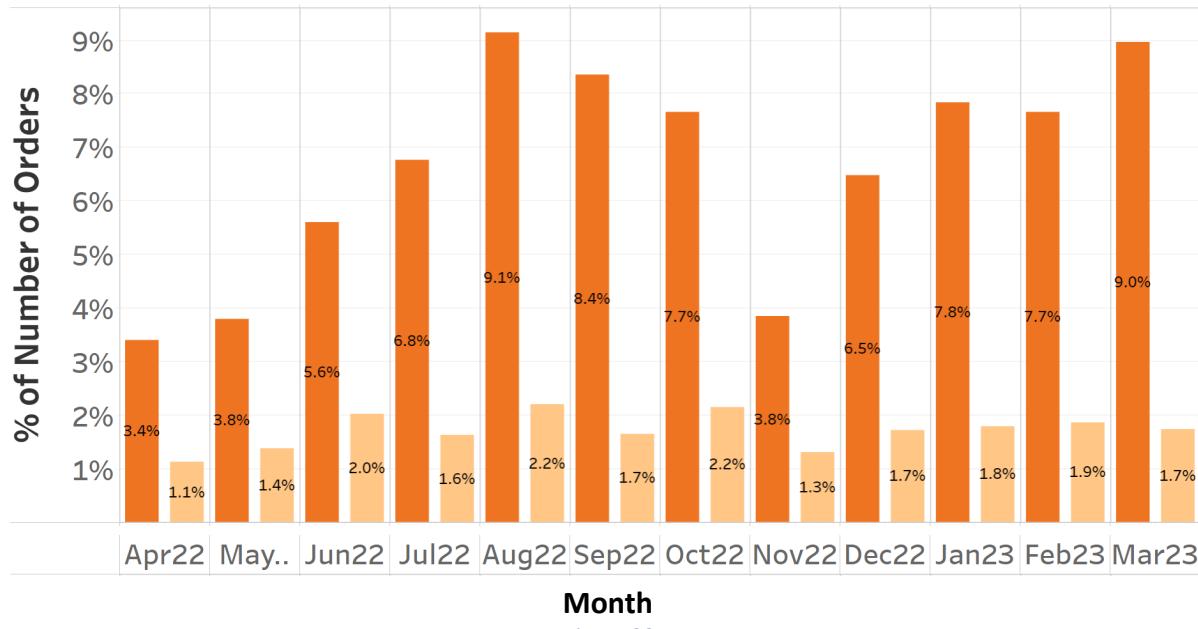


Figure 28

The chart showcases the percentage of orders for takeaway and online delivery. It is evident that the number of takeaway orders is significantly higher than online delivery orders, indicating a preference for in-person purchases.

Order type-wise Monthly Revenue Chart

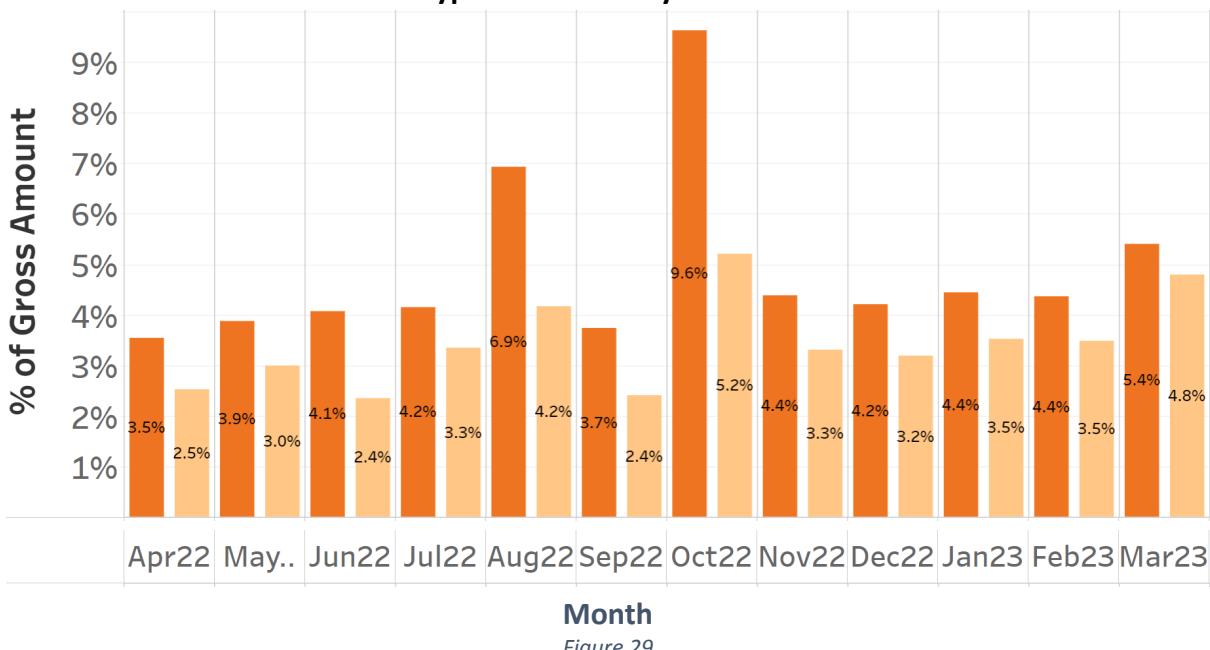


Figure 29

In contrast to the volume chart, the revenue chart displays the percentage of revenue generated from each order type. Although online delivery orders account for a lower percentage of total orders, they contribute to a higher percentage of revenue compared to takeaway orders. This suggests that online orders have a higher average transaction value and potentially lead to more revenue generation despite their lower volume.

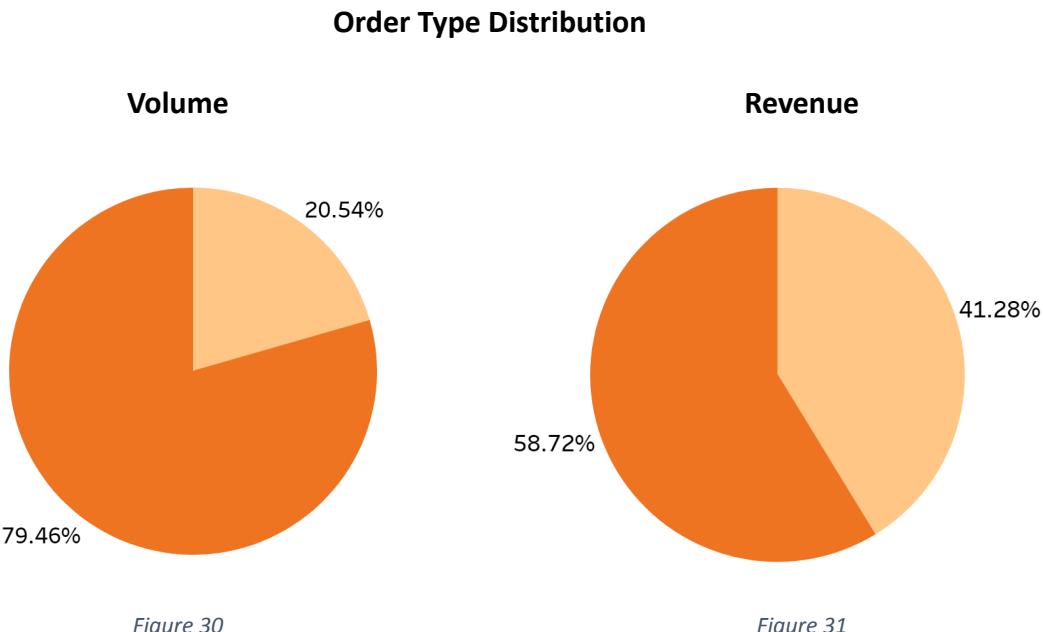


Figure 30

Figure 31

The pie charts further validate the claim that online orders lead to more revenue despite their lower number of orders. The chart shows that online delivery orders account for approximately 20% of the total number of orders but contribute to around 40% of the revenue. This indicates that online orders have a higher average order value and result in a more significant revenue impact.

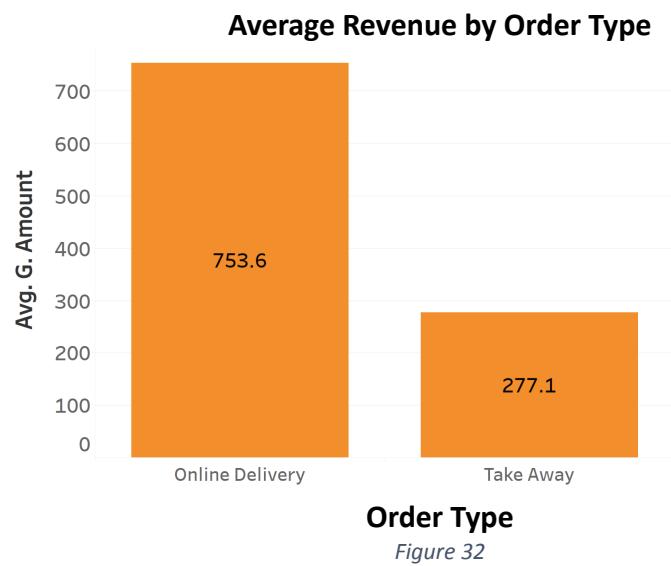


Figure 32

The average revenue from online delivery orders is 753.6, whereas, for takeaway orders, it is 277.1, indicating a substantial difference of Rs. 475. This reinforces the finding that online orders have a higher revenue potential and should be given strategic focus.

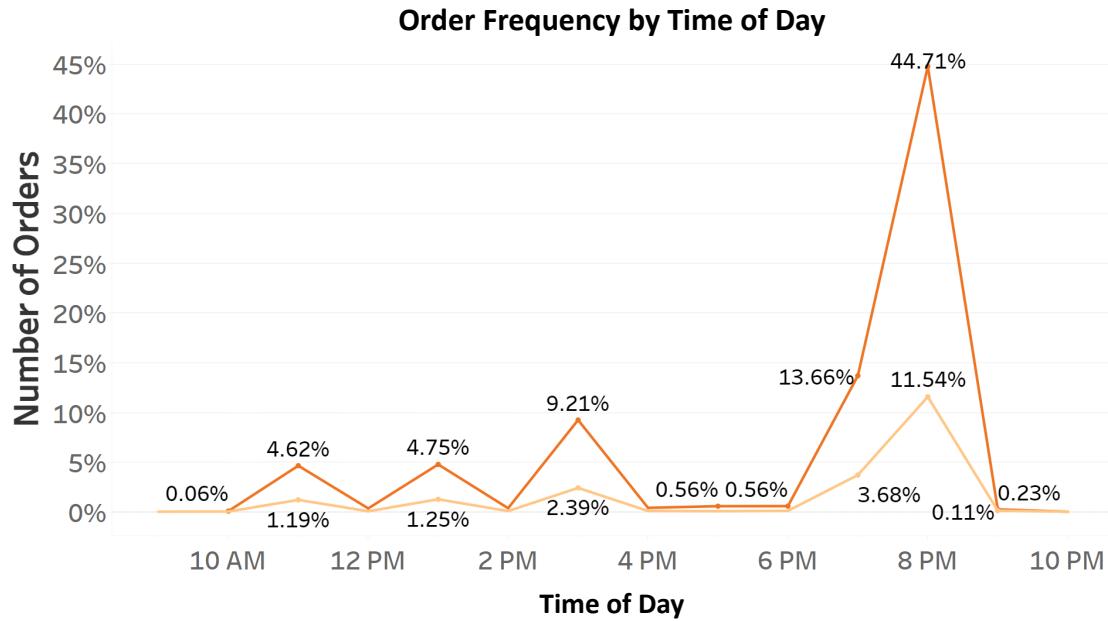


Figure 33

The analysis of order placement during different hours of the day reveals that the highest number of orders are placed between 7-9 PM. This suggests the need for developing targeted strategies and promotions during this time interval to maximize sales and customer engagement.

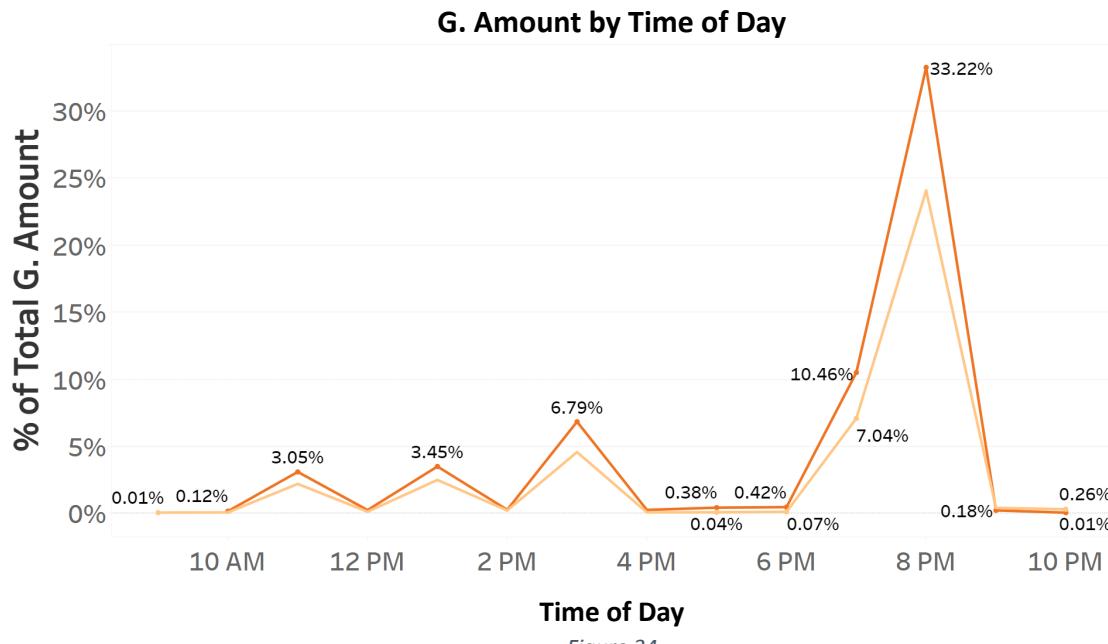


Figure 34

Validating the earlier hypothesis, the gross amount collected via online delivery is high. The gross amount generated during peak hours online is 24% and that by takeaway is 33%.

Objective III: Product Portfolio Optimization

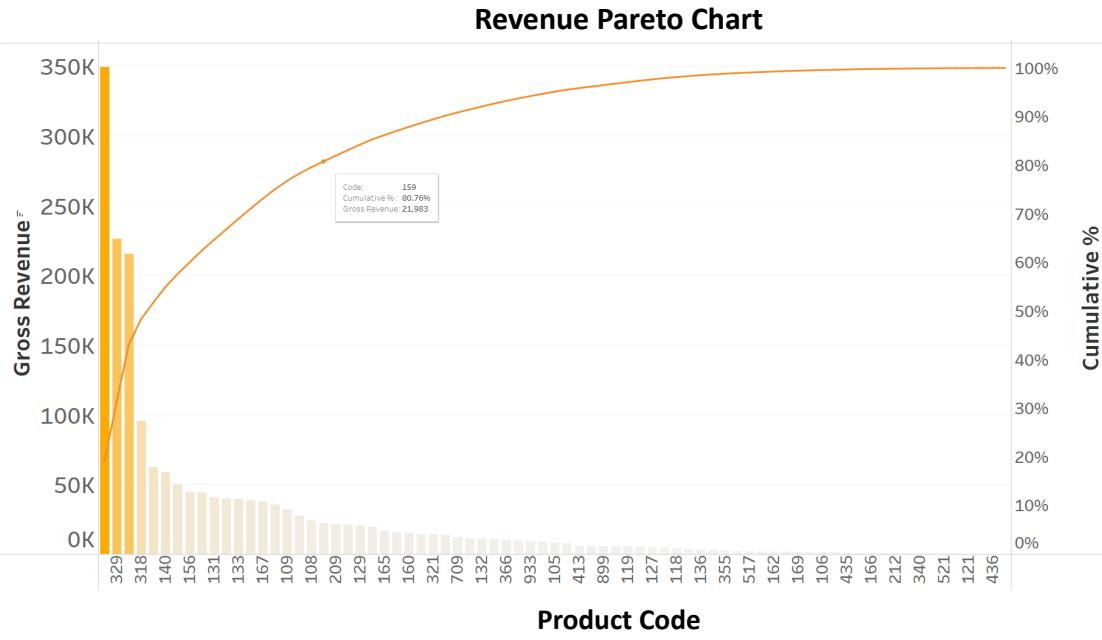


Figure 35

The Pareto principle is evident in the revenue distribution of the sweet shop's products, with **25% of the items generating 80.76% of the revenue**. The remaining products contribute significantly less to the overall revenue, with the yearly revenue generated by non-top 6 items being below Rs. 50,000.

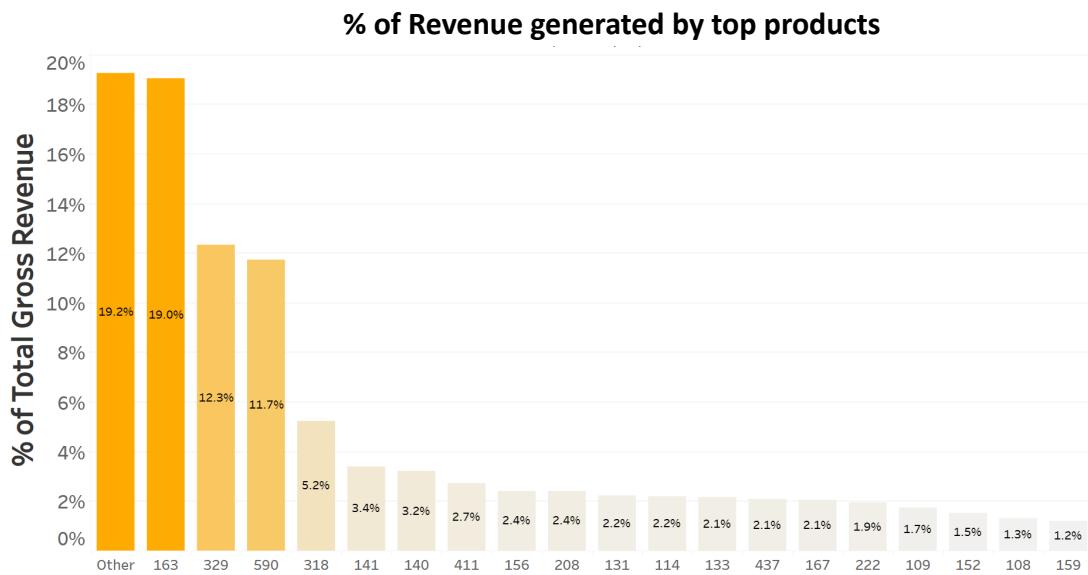


Figure 36

The chart showcases the percentage of revenue generated by the top 20% of products and the remaining 80% categorized as "Other." The graph validates the Pareto principle, with the top 20% of products contributing to approximately 80% of the total revenue. In contrast, the "Other" products only generate around 20% of the revenue.

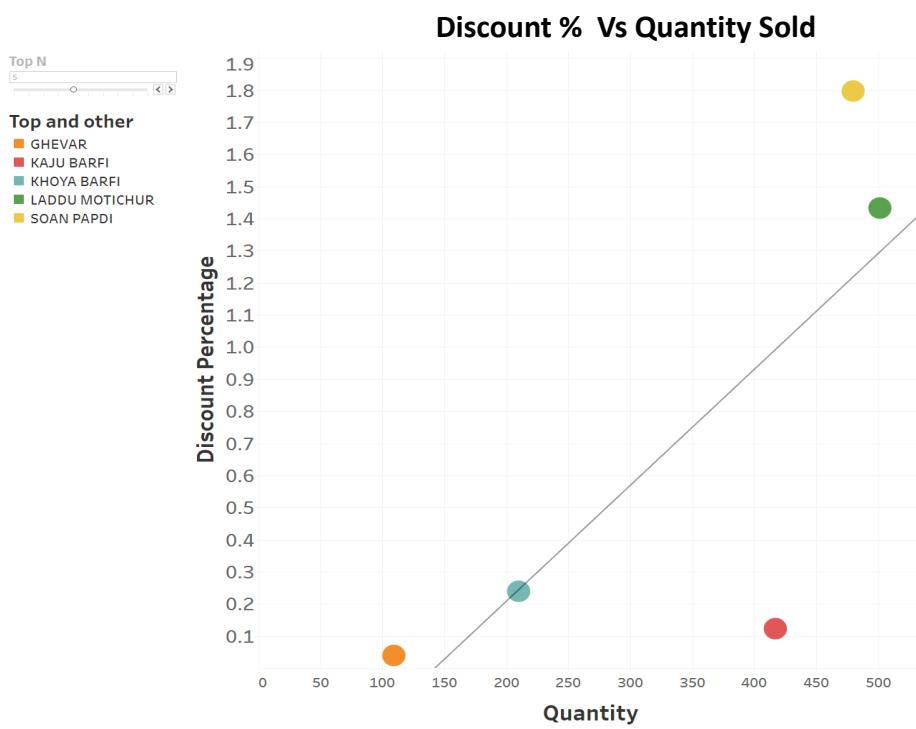


Figure 37

The analysis reveals a positive correlation between discount percentage and quantity sold for the top 5 revenue-generating items. Therefore putting discounts on these products may yield high revenue.

6 Interpretation of Results and Recommendations

Interpretation of Results:

The results indicate positive business performance, with growth in average daily revenue and volume over the quarters. Leveraging festive months for increased sales is recommended. Online delivery orders contribute significantly to revenue, highlighting the importance of optimizing this channel. Focusing on top revenue-generating products is advised while analyzing and improving the viability of "Other" products is suggested. Discounts on top revenue-generating items can lead to increased sales, but exceptions suggest the influence of other factors like taste or quality. A balanced approach to discount strategies is advised, considering product-specific characteristics.

Recommendation:

1. Enhance Online Delivery Experience:

Online delivery possesses strong potential for growth and high revenue. Improve the online delivery channel to drive customer satisfaction and revenue.

- Personalized recommendations and product suggestions.
- Offer exclusive discounts or rewards for online orders to incentivize customers to choose this channel.
- Train staff members to provide excellent customer service during online delivery, ensuring a seamless experience
- Regularly analyze customer feedback and ratings to identify areas for improvement and take necessary actions.

2. Customer Database and Loyalty Programs:

Implement a customer database and loyalty programs to enhance customer loyalty.

- Implement a customer data collection system during takeaway order placement.
- Develop a loyalty program that rewards customers for repeat purchases and referrals.
- Utilize customer data to send personalized offers, discounts, and updates via email or SMS.
- Regularly analyze customer behavior and engagement with the loyalty program to identify opportunities for improvement.
- Continuously communicate with customers through targeted marketing campaigns and exclusive loyalty program benefits.

3. Enhance Weekend Sales:

Increase sales on Saturdays and Fridays through targeted strategies.

- Conduct market research to understand customer preferences and interests during weekends.
- Develop attractive weekend offers and promotions that align with customer preferences.
- Leverage social media platforms and other advertising channels to promote weekend offers and create buzz.
- Monitor and analyze sales data to evaluate the impact of the strategies and make necessary adjustments.
- Continuously communicate with customers through email marketing or SMS campaigns to keep them informed about weekend promotions.

4. Target Peak Hours:

Maximize sales during peak hours specifically between 7-9 PM through targeted marketing strategies.

- Design targeted marketing campaigns specifically for these peak hours, offering time-limited deals or discounts.
- Optimize staffing levels during peak hours to ensure efficient order processing and delivery.
- Monitor customer response and engagement during peak hour promotions and make adjustments as needed.
- Leverage customer data to personalize offers and recommendations during peak hours.

5. Discount and Promotional Strategies:

Optimize discount strategies to maximize revenue while ensuring profitability.

- Identify products with higher profit margins that can sustain discounts.
- Design discount and promotional strategies that align with customer preferences and purchasing behavior.
- Monitor the impact of discounts on sales volume and revenue, adjusting strategies as necessary.
- Implement tracking mechanisms to measure the effectiveness of promotions and discounts.
- Continuously analyze market trends and competitor activities to stay competitive and innovative.

6. Product Assortment Optimization:

Allocate resources and marketing efforts to promote and enhance the visibility of the top-performing products.

- Optimize pricing strategies to ensure profitability while remaining competitive in the market.
- Monitor inventory levels and demand patterns to ensure the availability of top-performing products.
- Regularly evaluate the performance of each product and make informed decisions about introducing new products or discontinuing underperforming ones.

7. Capitalize on Festive Seasons:

Leverage festive seasons to boost sales and customer engagement.

- Create a marketing plan that includes promotional activities and special discounts for festive seasons.
- Design festive-themed products and packaging to attract customers.
- Develop personalized gift packages or bundles that cater to the specific needs of customers during festive occasions.
- Execute targeted advertising campaigns through various channels to reach a wide audience.
- Monitor and analyze the effectiveness of the promotions and adjust strategies accordingly.

8. Customer Feedback and Analysis:

Leverage customer feedback as a valuable source of insight for continuous improvement and maintaining customer satisfaction.

- Implement mechanisms to collect customer feedback, such as surveys, feedback forms, or online reviews.
- Analyze customer feedback to identify areas for improvement and address any customer concerns.
- Utilize feedback data to make informed decisions about product enhancements, modifications, or discontinuation.
- Regularly communicate with customers to update them on improvements made based on their feedback.

9. Continuous Quality Control:

- Establish quality control protocols and standards to ensure consistency in taste, texture, and overall product quality.
- Implement regular quality checks at various stages of the production process.
- Train staff members on quality control procedures and ensure adherence to standards.
- Monitor customer feedback and ratings related to product quality and address any issues promptly.
- Continuously improve and refine quality control processes based on feedback and industry best practices.

7 Future Work

- Profit optimization
 - Inventory Management
 - Sales Prediction
 - Competitive Analysis
 - Market Expansion
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