

SmartBites:

Empowering Restaurants with Data-driven Insights



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Introduction



Our Mission:

Empower restaurant owners with actionable insights from the raw orders dataset in Paris.

Business Hypotheses:



Financial Monitoring

High-traffic area
revenue

Analysis

Business insights

Sales trends over
time

Analysis

Business insights

Financial Monitoring 1

High-Traffic Area Revenue

Hypothesis :

Restaurants located in high-traffic areas or tourist hotspots generate higher total revenue compared to those in less frequented locations.

The Significance:



Sales Optimization

Restaurants can strategically enhance sales by selecting high-traffic locations.



Targeted Marketing Approach

Customize marketing campaigns.



Financial Stability

High-revenue locations contribute to stable cash flow and profitability.

User Value:

Restaurant owners can make informed revenue decisions based on location insights.

Financial Monitoring Analysis: High-Traffic Area Revenue

Area

Total number of customers

6.4M

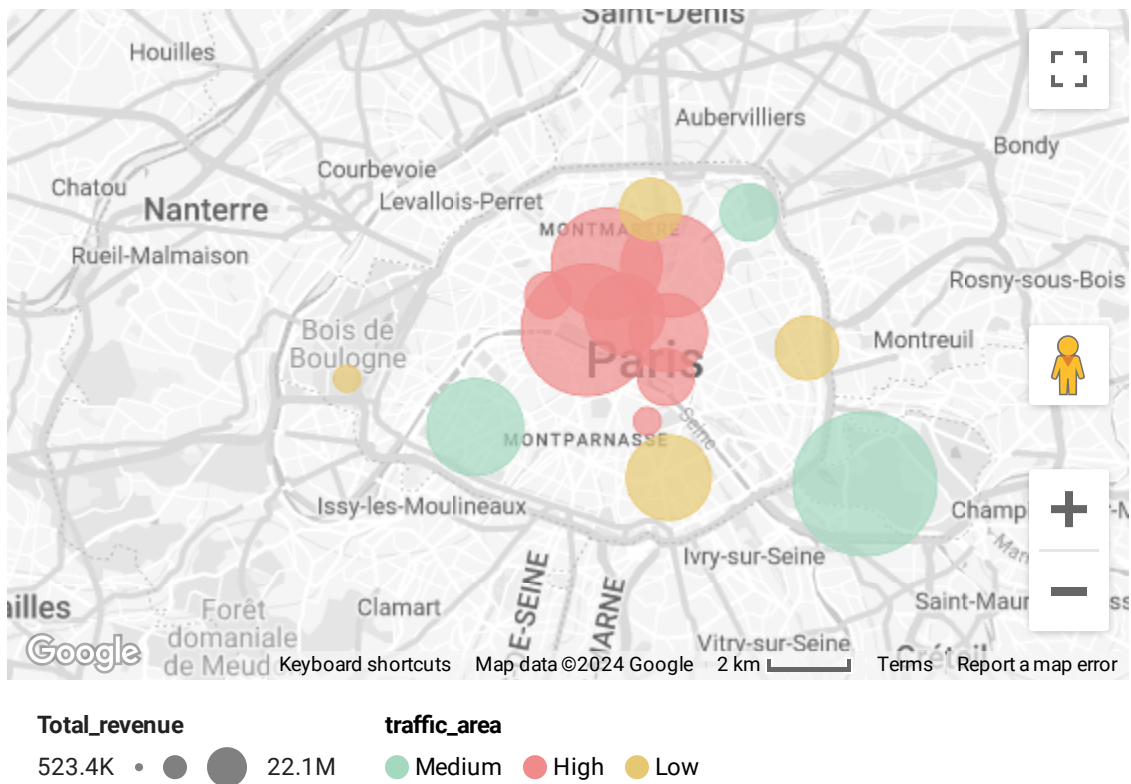
Total revenue

148.77M €

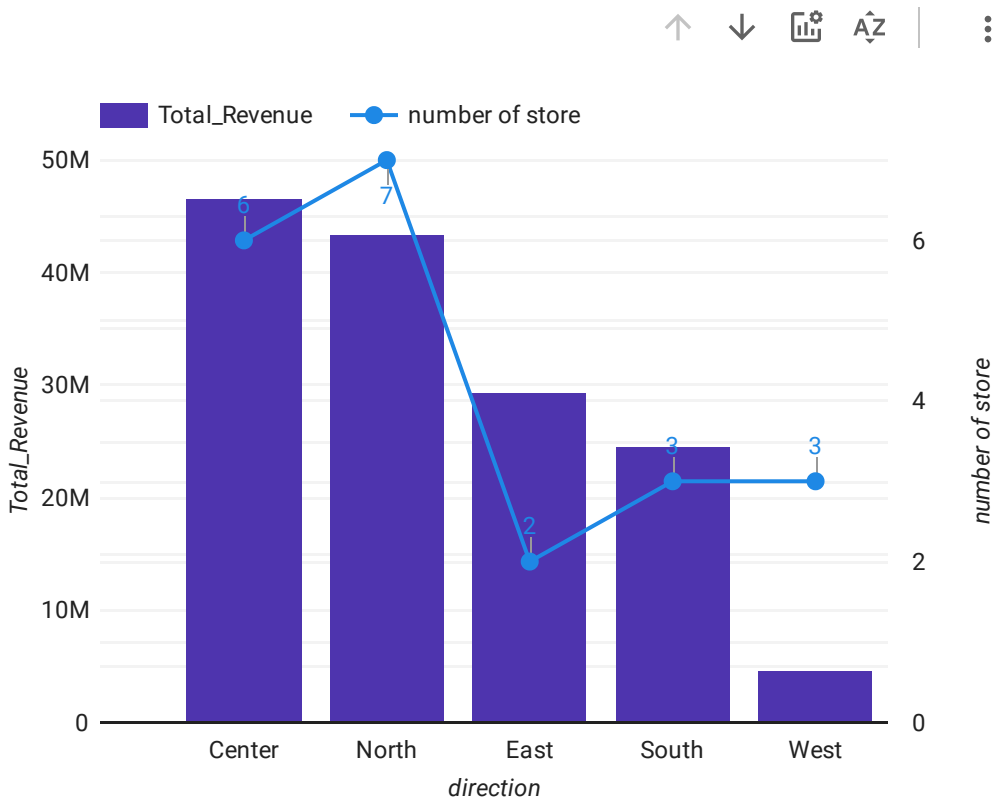
Average revenue per order

36.93 €

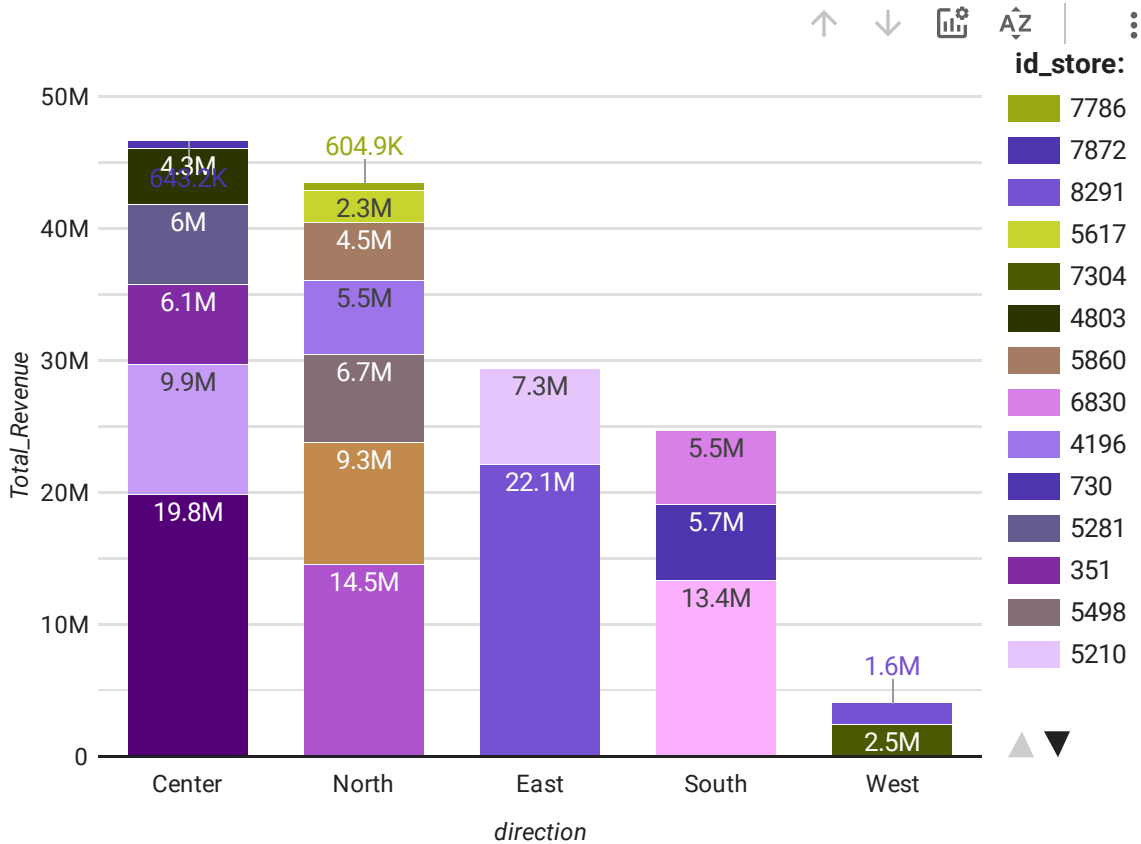
Total revenue & traffic area



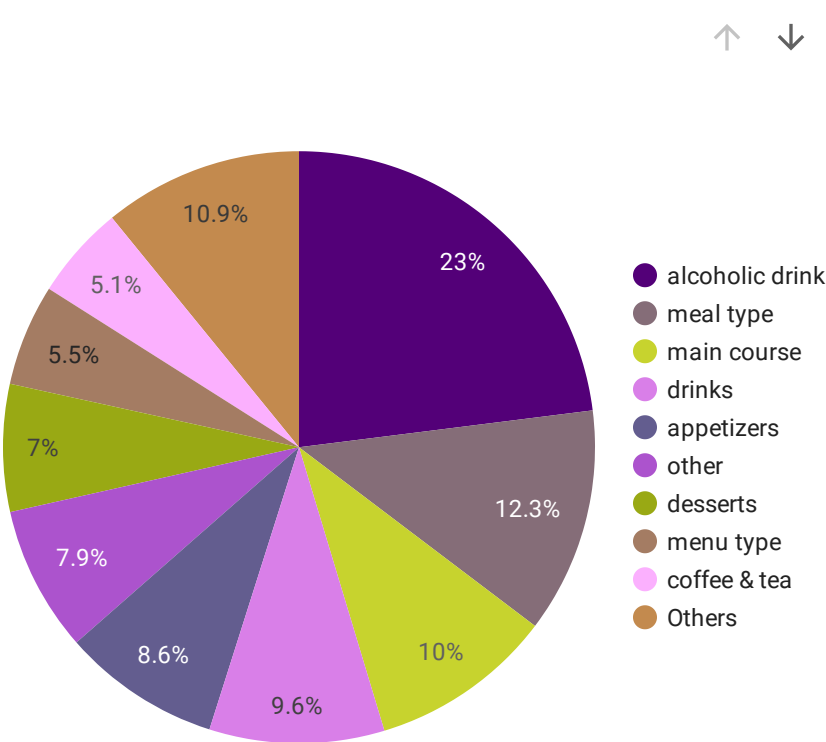
Revenue & number of stores by direction and area



Revenue & number of customers for each store by direction



Revenue ratios for each category & item





Business Insights

High-Traffic Area Revenue

Center
1th
arrondissement

High-traffic locations with higher revenue



- Choose strategic locations.
- High customer volume requires exceptional customer service.

€ 19 M

Revenue of top-performing store



- Conduct on-site observations to observe customer behavior.
- Monitor products that customers are purchasing.

Main
meals

Food with choices has the highest demand



- Focus on providing diverse food options, seasonal specials, and unique dishes.



Business Insights

High-Traffic Area Revenue

Top 2 stores with highest revenue:

360



Center

1th arrondissement



19.8 M



Main course
with options

4151



East

12th arrondissement



22.1 M



Alcoholic drinks

Financial Monitoring 2

Sales Trends Analysis

Hypothesis:

Examine the sales trends over time to identify peak hours, days, and months.

The Significance:



Inventory Management

Anticipate high-demand periods to manage inventory effectively.



Targeted Marketing Strategies

Launch promotions during peak times to attract more customers.



Financial Planning

Accurate revenue forecasting for better resource allocation.

User Value:

Analyzing sales trends can provide restaurant owners with valuable insights to optimize various aspects of the business.

Financial Monitoring 2

Sales Trends Analysis

Year ▾

Month ▾

Total revenue

148.77M €

Average revenue

36.93 €

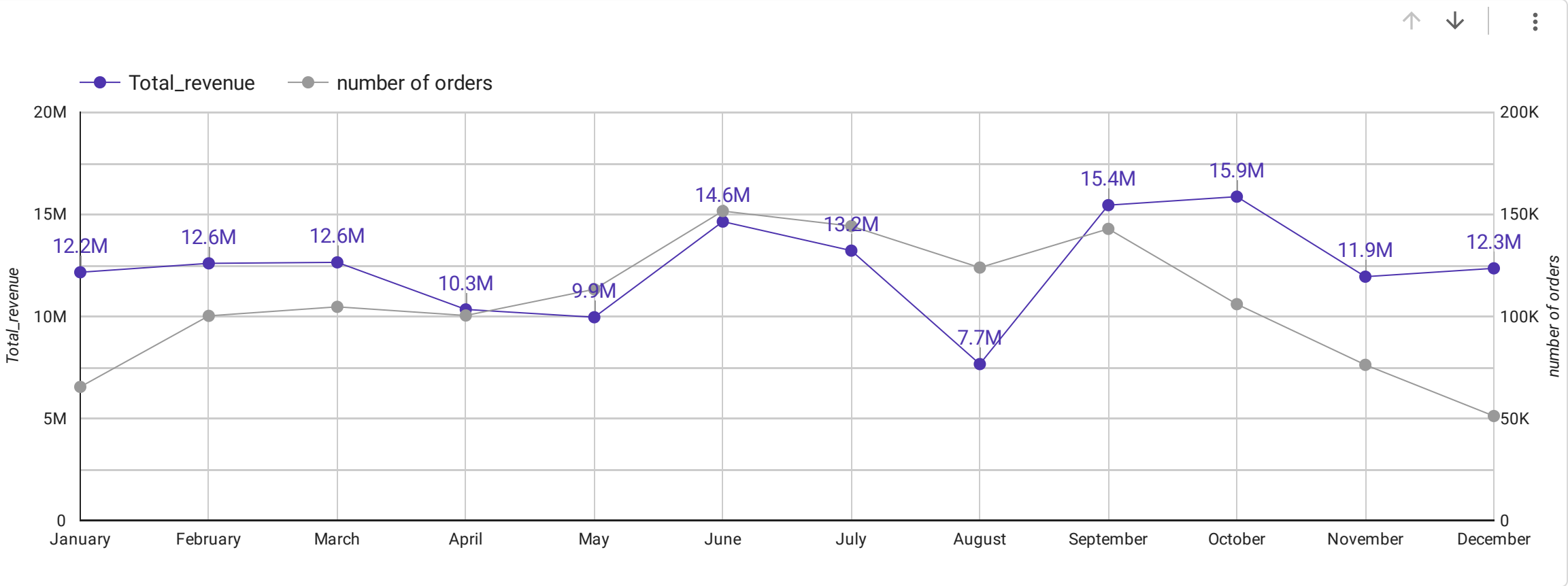
Number of orders

1.3M

Direction ▾

Store ▾

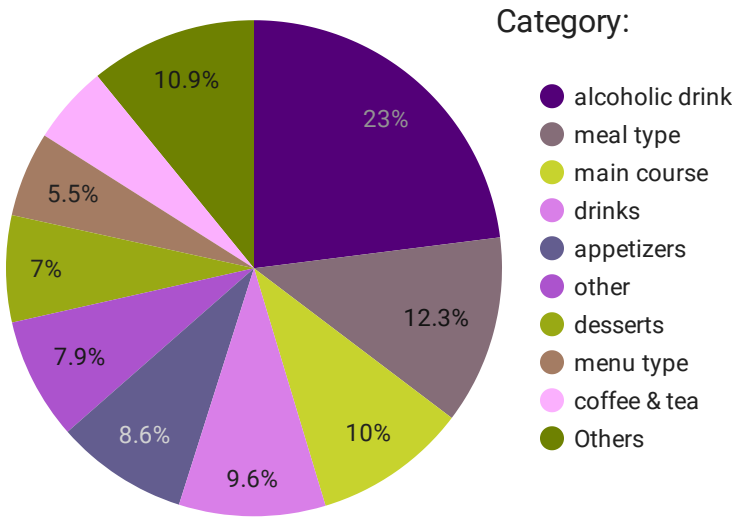
The sales trends over time



Top 10 store by total revenue

id_store	category	number of items	Total_revenue ▾
4151	7	271	22.1M
360	12	1,276	19.8M
2035	14	1,707	14.5M
1513	15	566	13.4M
4364	8	209	9.9M
6827	13	894	9.3M
5210	10	283	7.3M
5498	11	794	6.7M
351	11	2,484	6.1M
5281	14	423	6M

Revenue ratios for each category





Business Insights

Sales Trends Analysis

**6-7 p.m.
Fri & Sat**

Hours & days with higher revenue & order volumes

- Adjust staffing schedules
- Review operational strategies



**June
&
July**

Months with the highest number of orders

- Allocate resources strategically.
- Focus on marketing campaigns, and new product launches.





Business Insights

Sales Trends Analysis



Revenue vs. order volume

- Focus on diversifying revenue streams.
- Evaluate pricing models, discounts, and promotions.



Quality over quantity

- Optimize high-quality products.
- Expand the range of options for current products.

Conclusion



Geospatial Analysis

Strategic location selection and analyzing unique success in low-traffic areas.



Customer Experience Analysis

Analyze customer's behaviors and customers preferences patterns



Operational Efficiency Assessment

Leveraging peak months, days, and hours



Menu Optimization

Catering to demand in different regions, learning from top-performing stores, and focusing on quality over quantity.



Thank You :)

