

Tasty Bites Product Pricing & Profitability Analysis Report

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Introduction & Business Context

Company: Tasty Bites – a multi-city online food delivery platform

Role: Data Analyst

Goal: Improve product-level profitability without losing customers.

Business Background

Tasty Bites noticed that:

- Some products have **high sales but low profit**
 - Some products generate **major profit despite moderate sales**
 - Discount-heavy categories reduce total profit
- Management wants to optimize pricing, discounting, and promotions.

Objective of the Study

This analysis aims to:

1. Identify **high-profit** and **low-profit** products
2. Compare **revenue vs profit** by product and category
3. Understand the **impact of discounts**
4. Find opportunities for **price adjustments**
5. Recommend **product, category, and promotion strategies**

Tasty Bites Product Pricing and Profitability Analysis Dashboard

Customer Type

- New
- Returning

18K

Sum of Revenue

12K

Sum of Profit

263.33

AOV

164.33

AvgProfitPerOr...

107

TotalUnits

72K

Sum of order_id

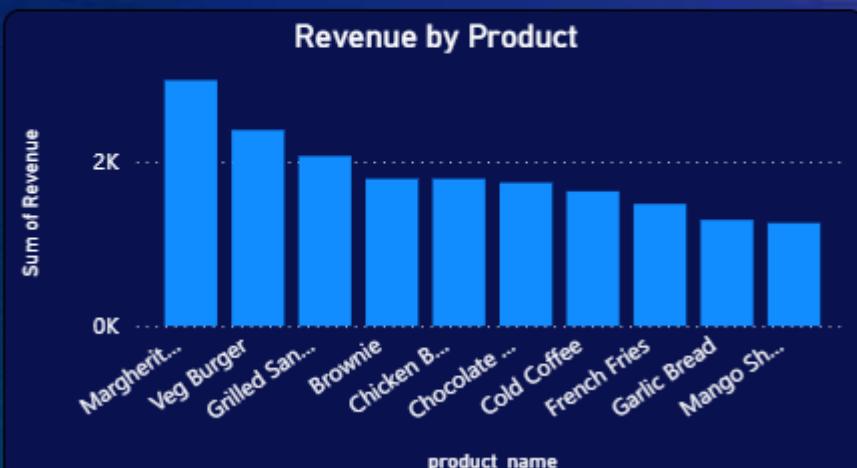
Product

- Brownie
- Chicken Burger
- Chocolate Cake
- Cold Coffee
- French Fries
- Garlic Bread
- Grilled Sandwich
- Mango Shake
- Margherita Pizza
- Veg Burger



Category

- Beverages
- Dessert
- Fast Food
- Main Course
- Snacks



Key Performance Indicators (KPIs)

The KPI cards on the dashboard show:

Total Revenue: 18K

This is the sum of all sales generated from the selected period.

Total Profit: 12K

This shows the earnings after subtracting product cost.

Average Order Value (AOV): 263.33

Customers spend an average of ₹263 per order.

Average Profit per Order: 164.33

Shows the average profitability per order.

Total Units Sold: 107

Overall volume of items sold.

Total Orders: 72K

Indicates total order count during the period.

Product-Level Profitability Analysis

Profit by Product (Bar Chart)

Insights from the dashboard chart:

- **Veg Burger, Margherita Pizza, and Grilled Sandwich** are the **top profit drivers** profit between 1.5K–1.8K
- French Fries, Cold Coffee, Chicken Burger contribute moderate profit
- Chocolate Cake and Mango Shake are the **lowest-profit products** (below 1K)

Key Observation

Some products have high sales but **low profitability**, indicating:

- High cost
- High discount usage
- Inefficient pricing

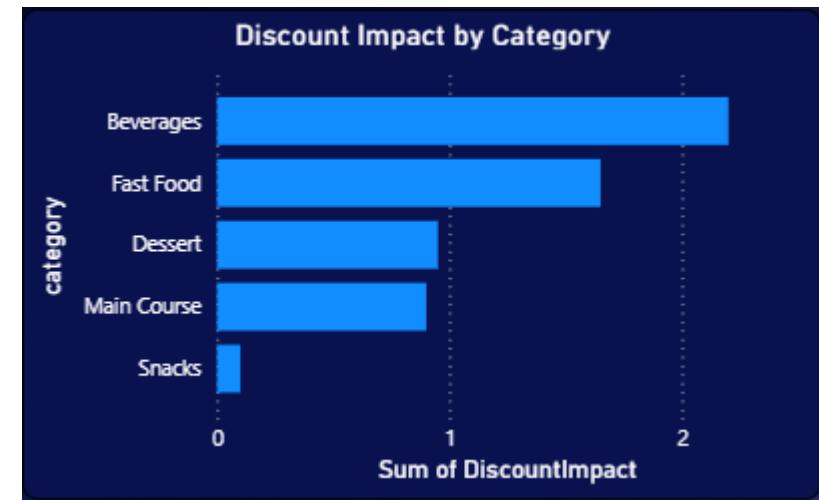
These products should be reviewed for price optimization.



Category-Level Analysis

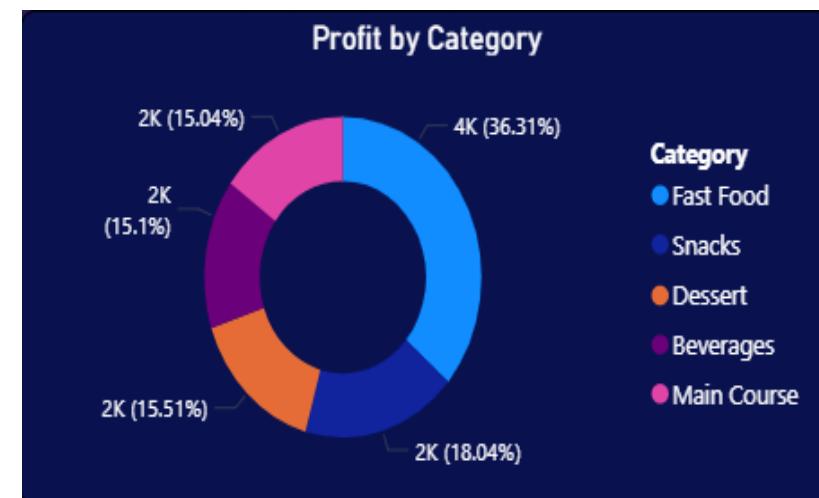
Discount Impact by Category (Horizontal Bar Chart)

- **Beverages** face the highest discount impact
- **Fast Food** also shows significant profit loss due to discounts
- **Snacks** have minimal discount usage



Category-wise Profit (Donut Chart)

- **Fast Food** contributes the highest share to total profit
- **Main Course** and **Dessert** categories contribute moderately
- **Snacks** and **Beverages** contribute the least percentage to total profit



Key Observations

- Discount-heavy categories (like beverages) reduce overall profitability
- Fast Food is the backbone of Tasty Bites profit

Revenue Analysis

Revenue by Product (Bar Chart)

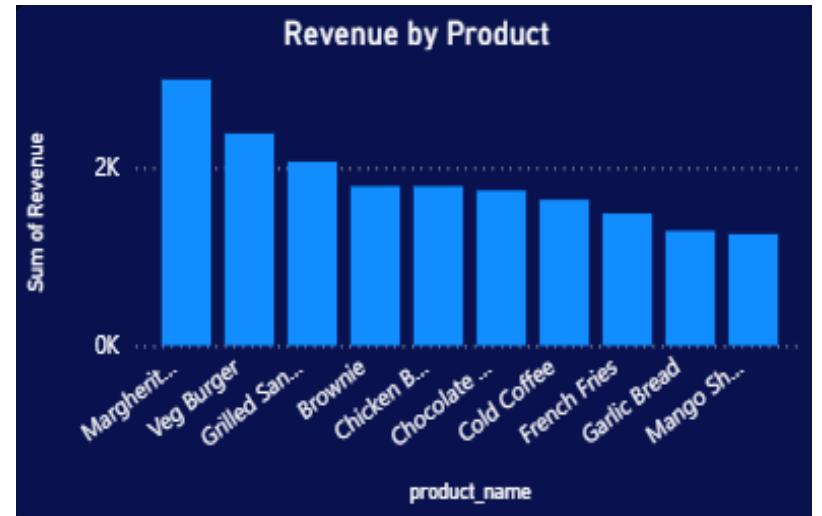
- **Margherita Pizza and Veg Burger** generate the highest revenue
- **Cold Coffee, French Fries, Chocolate Cake** generate moderate revenue
- **Mango Shake** contributes the least revenue

Revenue vs Profit Insight

Some products show **high revenue but low profit**, which signals:

- High cost of ingredients
- Low pricing
- Overuse of discounts

These are ideal items for pricing review.



Insights & Findings

1. High-Profit Products

- Veg Burger
- Margherita Pizza
- Grilled Sandwich

These products should be promoted more or bundled for additional sales.

2. Low-Profit Products

- Mango Shake
- Chocolate Cake
- Cold Coffee

Possible reasons:

- High cost ingredients
- Low pricing
- High discount impact

3. Categories Losing Profit Due to Discounts

- Beverages
- Fast Food

4. High Revenue ≠ High Profit

Several products generate good revenue but have poor margins.

5. Customer Behaviour

- Returning customers often buy higher-margin items
- New customers tend to buy discounted items more

Recommendations

1. Pricing Optimization

- Increase prices of products with high demand but low profit
E.g., Cold Coffee, Chocolate Cake
- Keep price increases within **10%** due to customer sensitivity

2. Reduce Discounts on Beverages

- Beverages have the **highest discount impact** but low contribution to profit

3. Push High-Profit Items

Promote Veg Burger, Grilled Sandwich through:

- Homepage placement
- Banners
- Combo offers

Thank You ☺