

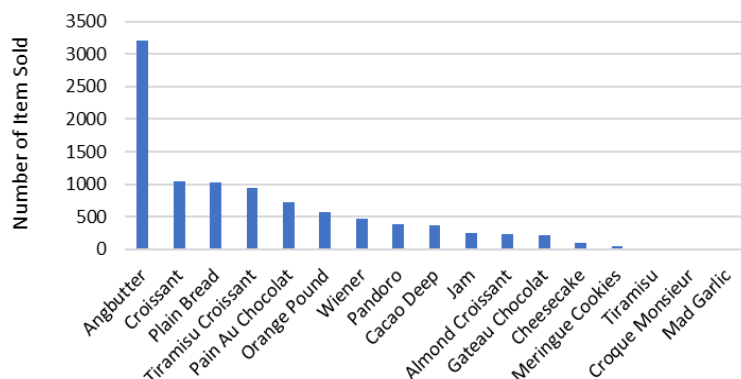
This report highlights the need to remove items from the menu and change the hours. By making these small changes, Keki's should see a growth in sales.

Sarah Patterson, Principle Data Scientist

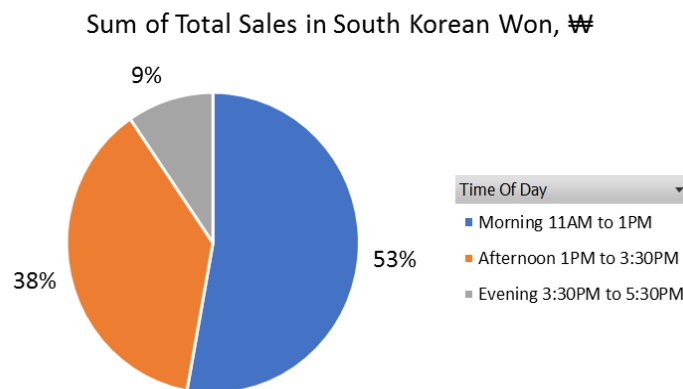
Keki's Bakery: Menu and Hourly Report and Adjustments

This visual report is going to showcase our current sales and operations. It will highlight areas the need changing by predicting outcomes when we introduce new hours and adjust the menu.

Pastry Items Sold 7/11/19 to 5/2/20



Sum of Total Sales in South Korean Won, ₩



Description: Here is a bar chart representing all the food items sold in the given time period.

Description: Here is a pie chart representation the amount in sales Keki's receives, based on the time of day.

Main Highlights

Angbutter is by far the most popular item.

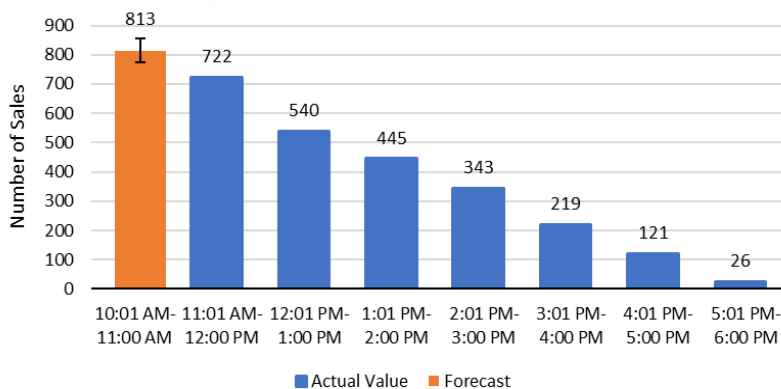
Mad Garlic and Croque Monsieur have had ZERO sales.

Tiramisu is also doing poorly with only 7 items sold in about 9 months.

More than half of all sales occur in the morning



Projected Number of Sales by Hour



Description: In this bar graph, we see the number of sales/transactions broken down by hour. The orange bar shows what would happen if Keki's Bakery were to open at 10:00AM instead of 11:00AM. I have predicted the sales with a 95% confidence interval.

Hours: If Keki's opened just an hour earlier, the bakery will see an increase in sales and a projected 813 total transactions between the hours of 10:00 AM and 11:00 AM. There is also the option to close at 5pm because sales after 5 only account for 1% of all transactions. With these adjustments, Keki's will see an increase in foot traffic and profits.

Menu: Keki's Bakery should get rid of the items Mad Garlic and Croque Monsieur because we have not sold any from July 11th, 2019 to May 2nd, 2020. Tiramisu should also be removed from the menu. We do not sell enough to justify keeping it. And if we look at the cost of materials and labor compared to the revenue, we would most likely be losing money.

