

# Infinity Dashboard – Business Performance Insights

## Key Metrics (KPIs)

- Total Customers: 10K
- Total Orders: 547.47K
- Total Profit: 54M EGP
- Total Revenue: 213M EGP
- Product Rating: 4.23 / 5

## Top Customers Profit

- Reem Ziad: ~54% of profit
- Sherif Ziad: ~42%
- Ehab Ziad: ~4%

Insight: Heavy reliance on 2 customers.

## Total Profit Overtime

- Peaks in February and May (~70K+)
- Other months stable at 30–40K

Insight: Strong seasonal effects.

## Employees Role

- Largest group: Chefs
- Others: Cashier, Cleaner, Waiter, Delivery Rider, Sous Chef

Insight: Focus on operational staff.

## Top Branches Performance

- Damietta, Aswan, Minya, Asyut, Luxor
- Revenue: ~8–10M each
- Profit: ~2M each

Insight: Balanced performance across branches.

## Top Products by Revenue

- Seafood Tagine (highest)
- Mixed Grill Platter
- Grilled Kofta Plate
- Molokhia with Rabbit
- Fattah Beef (lowest)

Insight: Seafood & Grill are the top sellers.

## **Expenses Breakdown**

- Rent: 60%
- Electricity: 19%
- Gas, Maintenance, Water: remaining

Insight: Rent is the major cost driver.

## **Conclusion & Insights**

1. Profit highly dependent on few customers.
2. Seasonal peaks (Feb, May) → marketing opportunity.
3. Branches show balanced performance.
4. Seafood & Grill products dominate revenue.
5. Rent is the biggest expense → needs cost strategy.