

Infinity Dashboard – Sales Analysis

Key Metrics (KPIs)

- Total Orders: 547.47K
- Profit Margin %: 0.26 (very low)
- Avg Order Price: 389 EGP
- Avg Selling Price: 193 EGP

Insight: Cost per order is much higher than selling price, causing losses.

Products with High Returns

- Chocolate Molten Cake: 64K EGP
 - Chicken Fajita Sandwich: 14.5K EGP
 - Falafel Plate: 21K EGP
 - Koshari Medium: 9.9K EGP
 - Vegetable Soup: 10K EGP
- Insight: Chocolate Molten Cake is the highest loss driver.

Orders Overtime

- Peaks in January & May (~80K orders).
 - Other months stable at 30–40K.
- Insight: Strong seasonality, requires marketing campaigns during peaks.

Order Customizations

- Extra Spicy: 238.9K
 - Less Salt: 237.6K
 - No Onions: 238.7K
 - N/A: 710K
- Insight: High customization demand (~40% of orders).

Products by Total Orders

- Alexandrian Liver Sandwich: 22.2K
 - Basbousa Slice: 32.3K
 - Beef Burger, Kebab, Caesar Salad also strong.
- Insight: Sandwiches & Desserts are high-demand items.

Top Products

- Highest: Grilled Kofta, Mixed Grill, Basbousa, Koshari, Seafood.
- Mix of main dishes and desserts driving sales.

Waste Cost Products

- Chocolate Molten Cake: ~200K EGP
 - Falafel Plate: ~120K
 - Chicken Fajita: ~100K
 - Koshari Medium: ~80K
 - Vegetable Soup: ~50K
- Insight: High waste products, especially Chocolate Molten Cake.

Conclusion & Insights

1. Profit margin extremely low (0.26) → pricing/cost issue.
2. Chocolate Molten Cake is a major loss driver.
3. Strong seasonal peaks in January & May.
4. High customer demand for customizations → opportunity for upselling.
5. Sandwiches & Desserts are top-selling products.
6. Waste is significant in certain products, especially Chocolate Molten Cake.