

# 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.