Detailed Report: Food & Beverages Dashboard

Overview

The "Food & Beverages Dashboard" provides a comprehensive analysis of user orders, meal contributions, and order trends over time. It is designed to help stakeholders understand user preferences, meal performance, and order completion metrics. Below is a detailed breakdown of the dashboard components and the insights they provide.

Components

1. Dish Name Filter

- **Purpose**: Allows users to filter the dashboard data by specific dish names.
- **Options Available**:
    - Caesar Salad
    - Grilled Chicken
    - Oatmeal
    - Pancakes
    - Spaghetti
    - Veggie Burger

2. Total Orders by Each User (Bar Chart)

- **Description**: Displays the number of total orders placed by each user.
- **Insights**:
    - User **U003** has the highest orders (15).
    - The lowest orders (5) are from **U008**.
    - Highlights user activity levels, indicating engagement and preferences.

3. Contribution of Each Meal for Total Amount (Donut Chart)

- **Description**: Shows the proportion of total revenue contributed by different meal types.
- **Insights**:
    - Dinner contributes the most to revenue (59.17%).
    - Lunch accounts for 27.78%.
    - Breakfast has the lowest contribution (13.06%).

4. Orders Completed vs. Orders Cancelled (Bar Chart)

- **Description**: Compares the number of completed orders versus cancelled orders.
- **Insights**:

- ○ **14 orders** were completed successfully.
- ○ **2 orders** were cancelled, representing a small cancellation rate.

5. Sum of Total Orders by Month (Line Chart)

- **Description**: Visualizes monthly trends in order counts.
- **Insights**:
  - ○ The highest order count occurred in March (15).
  - ○ A decline is observed from March to June, with the lowest in June (7).
  - ○ Orders recover in July and show an increasing trend towards October.
  - ○ July shows a peak in mid-month (14 orders).

Key Insights

1. **User Engagement**: Users U003 and U007 are the most active, while U008 shows the least engagement.
2. **Meal Performance**: Dinner is the most popular meal type in terms of revenue, indicating it should be prioritized in promotions.
3. **Order Trends**: March is the busiest month, while summer months (June and July) show a dip in activity, suggesting seasonal factors.
4. **Order Reliability**: The low cancellation rate indicates high satisfaction or efficient operations.

Recommendations

1. Focus on promoting dinner options to maximize revenue.
2. Engage low-order users (e.g., U008) through targeted campaigns.
3. Investigate seasonal dips in orders and plan special offers during slow months.
4. Monitor and minimize cancellations further by analyzing reasons behind cancelled orders.