Project Summary:

1)After observing the 2 dashboards, we can identify the difference in performance of the 3 branches of Blazin’ Burger, namely: BB Upper West Side, BB Brooklyn, BB Lower Manhattan.

From the Dashboard in Sheet 1, if we look into the Visualization 1 i.e, Revenue over Calendar Date, we can understand that the 3 branches were performing, at the same level, till mid-February. After 14th Feb, we find the changes in the performance. BB Upper West Side started increasing its revenue, whereas BB Lower Manhattan, started losing its revenue.

Also observing the Heat Map in visualization2, we can clearly see that, the Average no. of orders are very high for BB Upper West Side, and very less for BB Lower Manhattan. The Average revenue generated is also high for BB Upper West Side, particularly on Sat and Sun.

So, from sheet 1, we can conclude that BB Lower Manhattan has less very less revenue generation.

To know, the Reason behind, this decline in revenue for Lower Manhattan branch, can be understood from sheet 2.

The Health inspection analysis visualization shows the Inspection score (Average) for every zipcode in the respective areas of the 3 branches of Blazin’ Burger. The Red represents very bad grade.

In the other visualization, a reference line is set at 28. Above this score, the grade is so worse than C. And this visualization we observe that BB Lower Manhattan, is getting a worse grade from February. Whereas BB Upper West Side has been getting a very good grade from the same time.

So, we can thus conclude that, There is a direct correlation between the inspection score and revenue. It the score is less, we get a good grade.

Good grade implies a good revenue and development.

2) To get a better Analysis, a proper information of how the inspection score is provided, will improve to better the situation.