

French Bakery Analysis

Presented by Trinity Gahagen



Objective

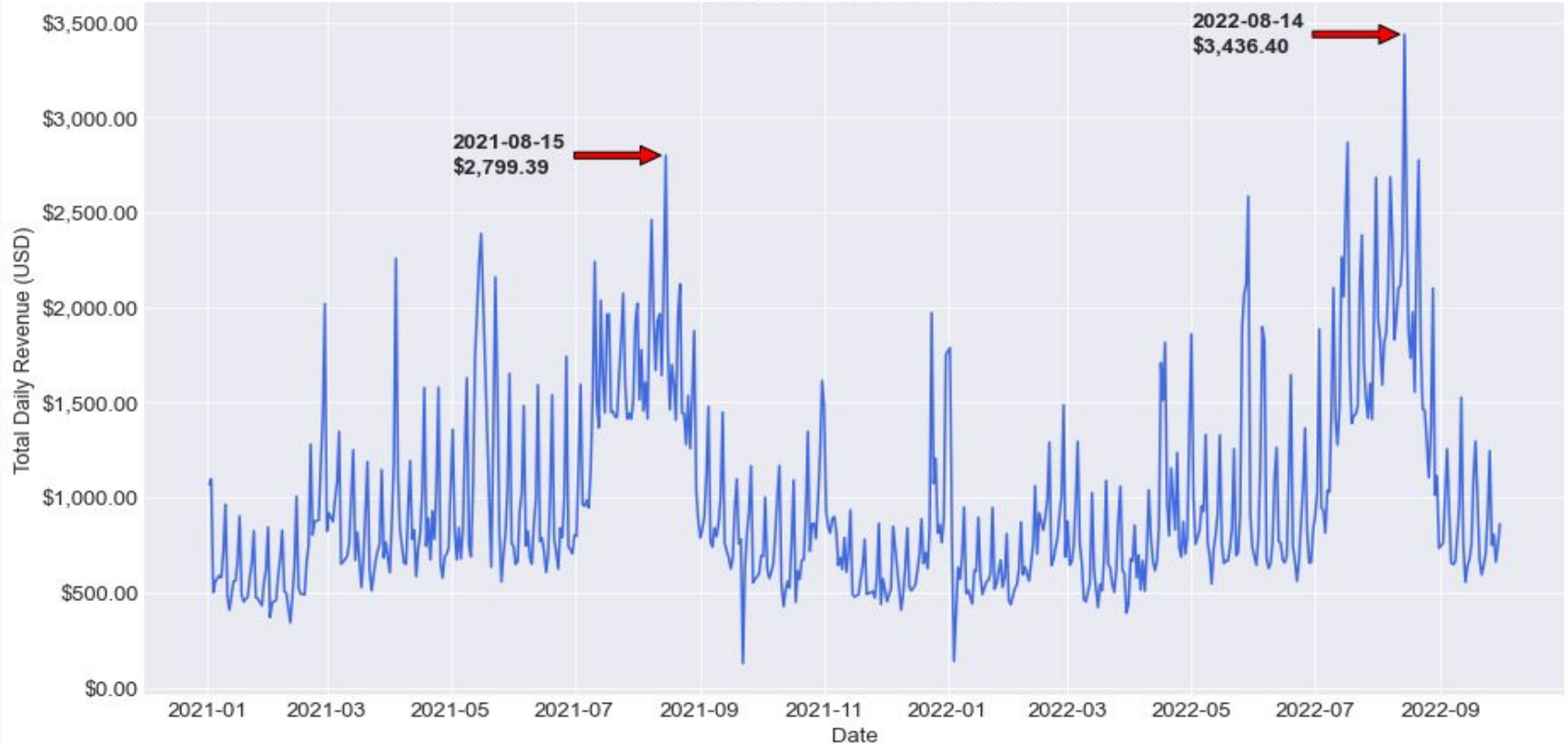
This analysis aimed to gather insights on the different orders taken at different times of the day and to see what trends the bakery can leverage to generate more revenue.

We ask several different questions...



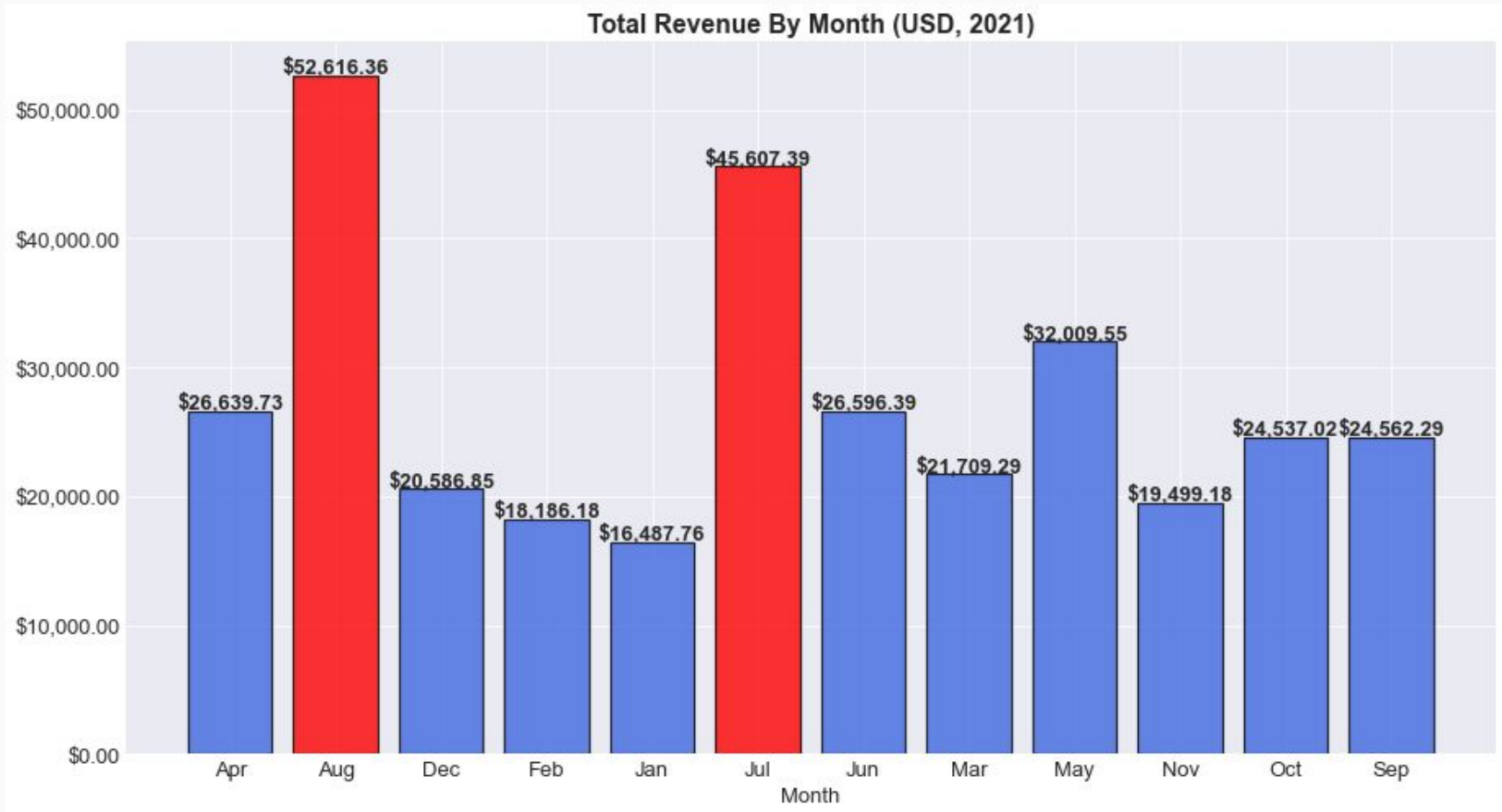
How much money does the bakery make?

Daily Revenue Over Time

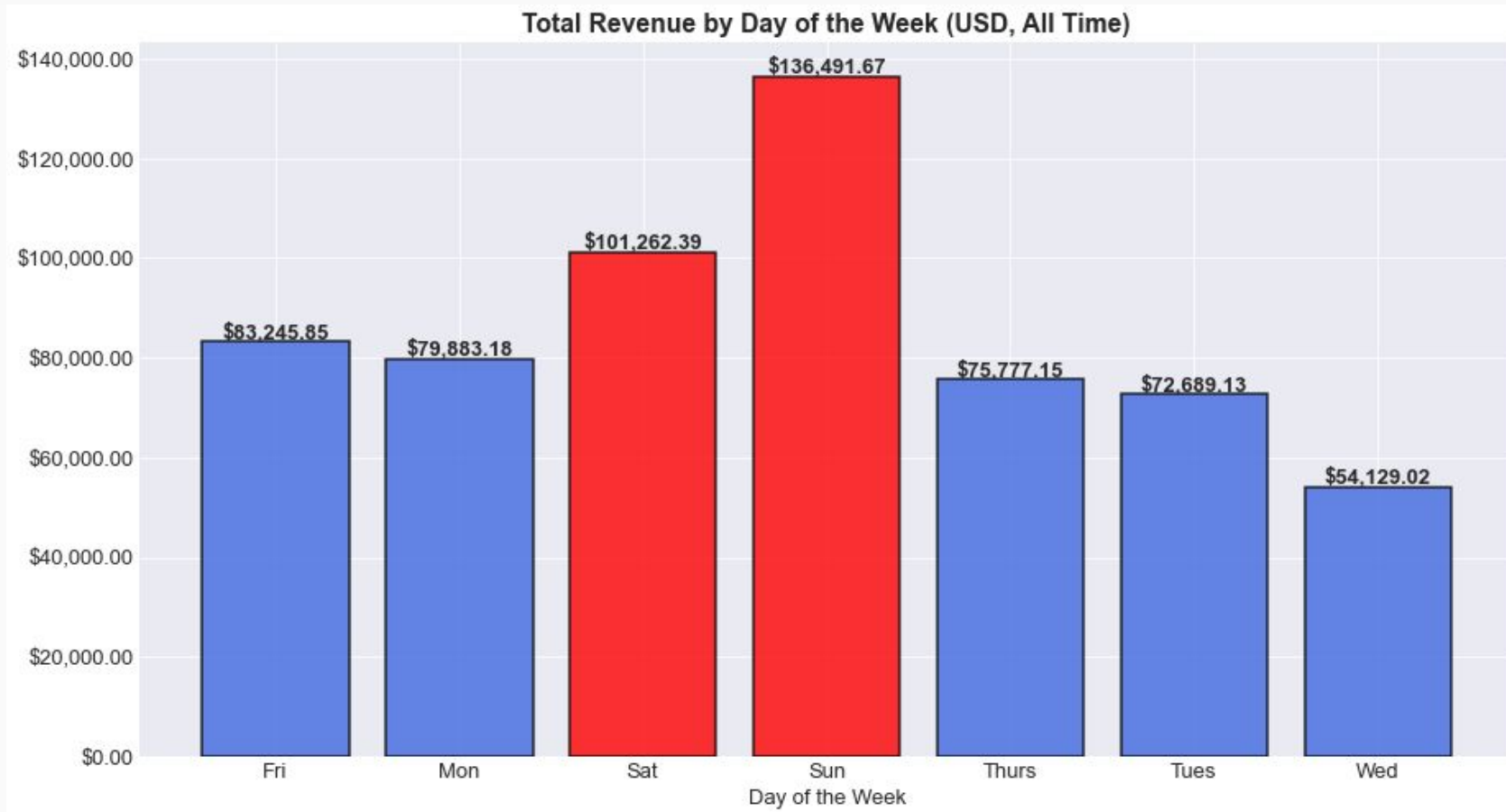


*Side note: August 15th is Assumption Day in France, which is a religious national holiday that most have the day off.

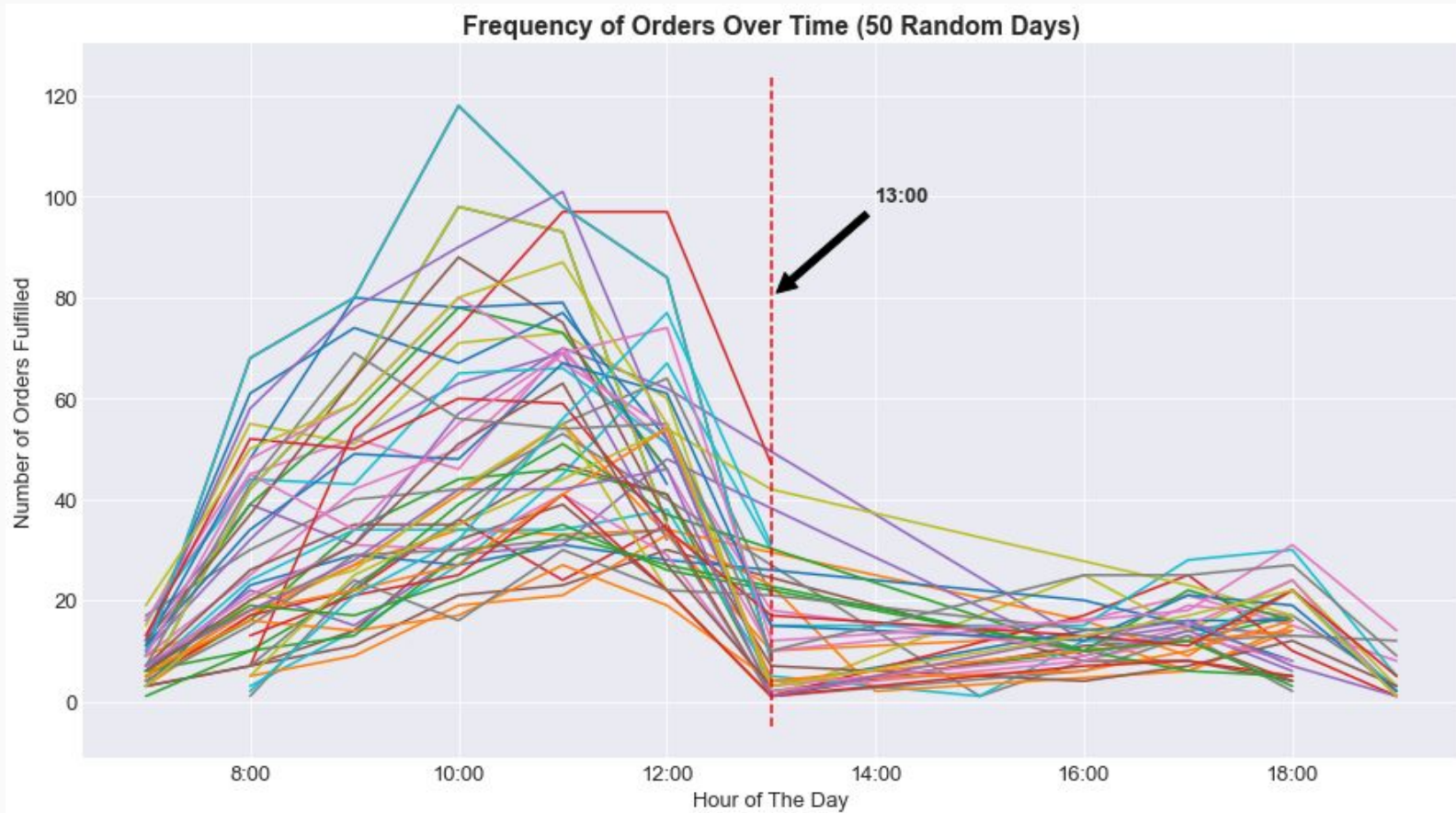
Which months are most profitable?



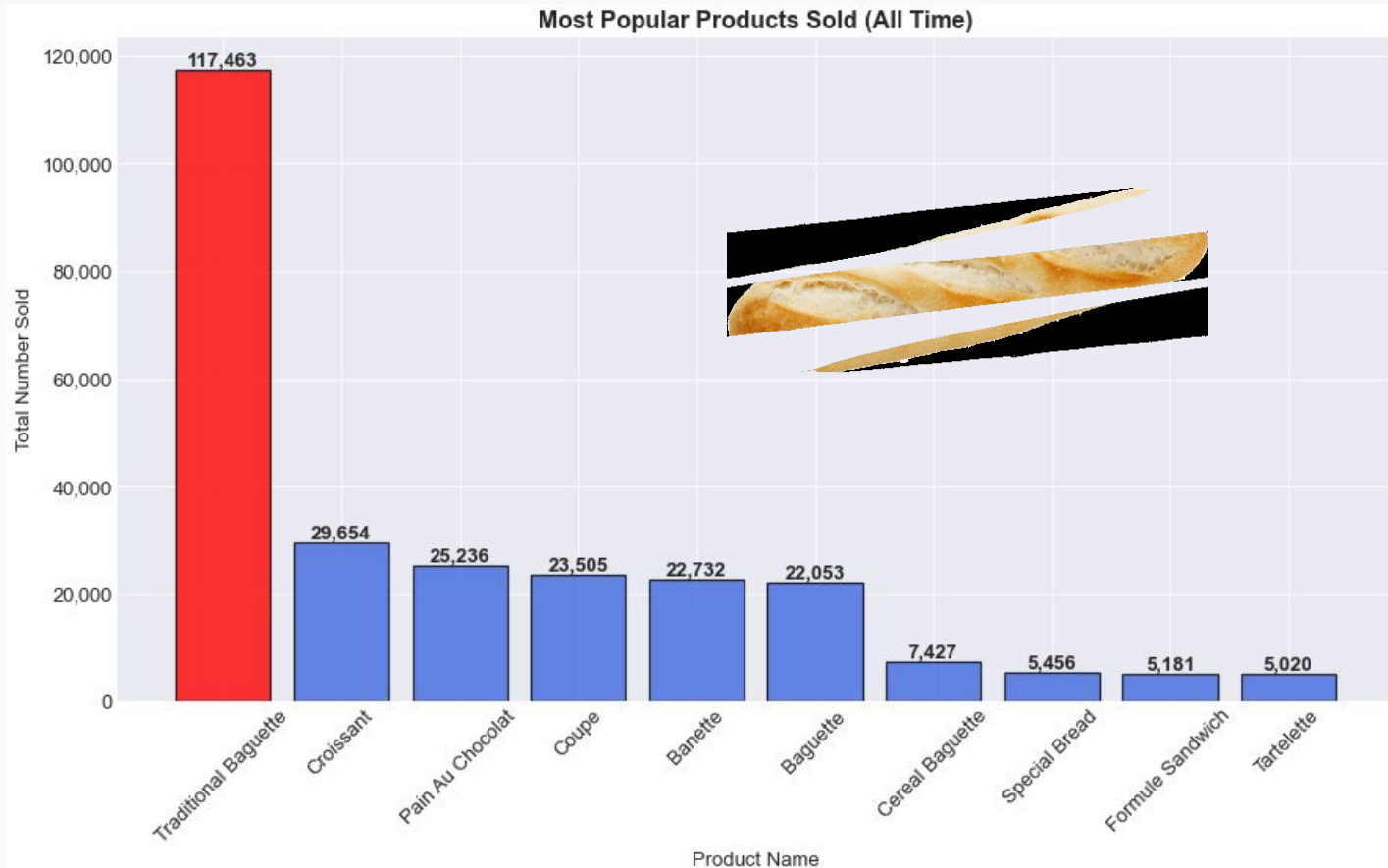
Which days of the week are most profitable?



What are the busiest times of the day?



What items sell the most?



Hypotheses:

Here are the hypotheses tested to answer the previous questions in more detail, and with statistical evidence



Ho: The average daily revenue in **July**, 2021 **is the same** as average daily revenue in **August**, 2021.

Ha: The average daily revenue in **July**, 2021 **is not the same** as average daily revenue in **August**, 2021.

Ho: The distribution of daily revenue on **weekdays** **is the same** as the distribution of daily revenue on **weekends**.

Ha: The distribution of daily revenue on **weekends** is **greater than** the distribution of daily revenue on **weekdays**.

Ho: The average frequency of orders before 1pm **is the same** as the average frequency of orders after 1pm.

Ha: The average frequency of orders before 1pm **is not the same** as the average frequency of orders after 1pm.

A Summary of Statistical Testing Results

There is evidence to support:

- The average daily revenue in **August**, 2021 is *significantly different* from the average daily revenue in **July**, 2021
- The distribution of daily revenue on **weekends** is *significantly greater* than the distribution of daily revenue on **weekdays**
- The average total number of orders placed **before 1pm** *significantly different* from the average total number of orders placed **after 1pm**

Business Recommendations

Create and promote three different specials:

#1

ne

#2

#3

External sources

<https://lacuisineparis.com/blog/french-breads-in-paris-1>

<https://www.chefspencil.com/a-guide-to-french-bread/>

<https://www.xe.com/currencyconverter/>

<https://french.kwiziq.com/revision/grammar/how-to-write-decimal-numbers-in-french>

<https://www.timeanddate.com/holidays/france/assumption>