

Restaurant Sale Performance Analysis

BADS6003 Assignment Final Presentation



Business overview



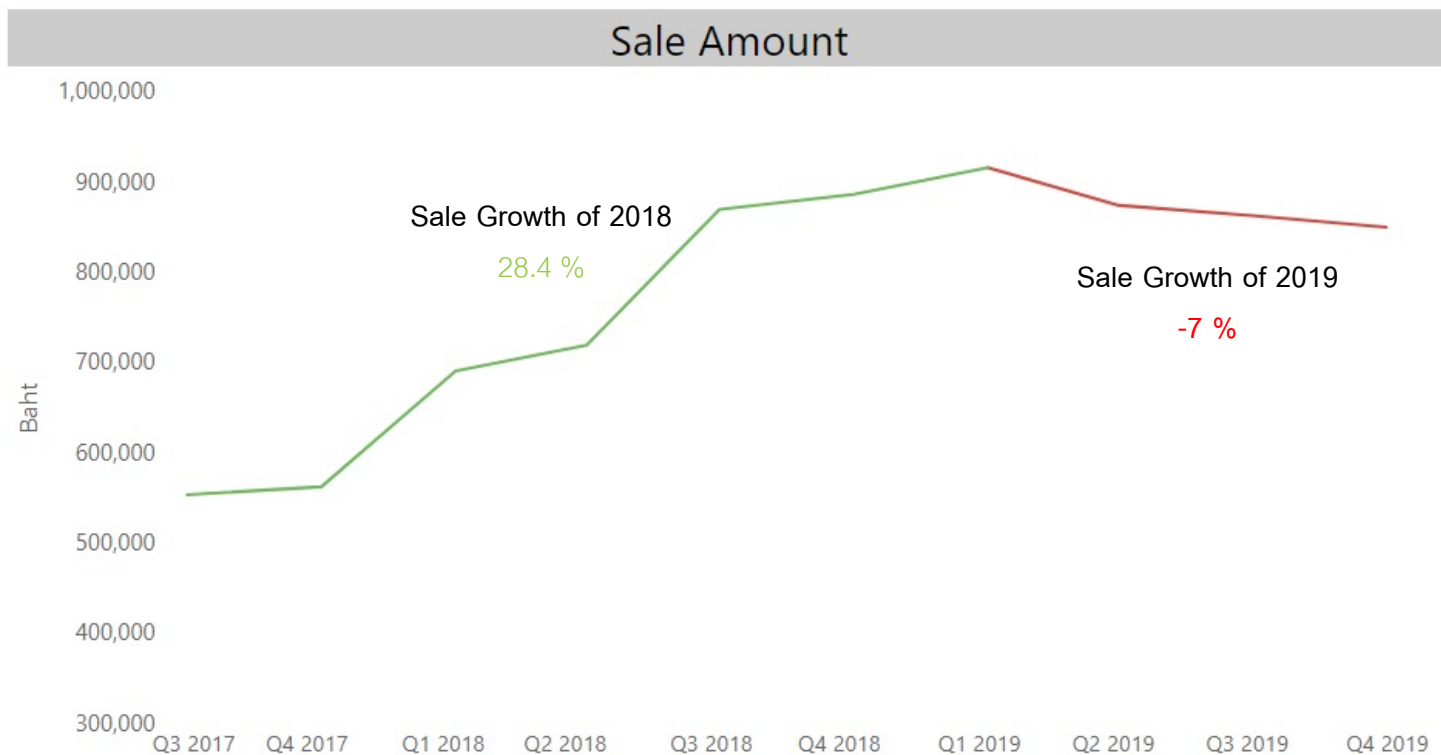
- ☐ Medium Japanese restaurants in Lop Buri
- ☐ Sold a la carte menu, both sit in and delivery
- ☐ The target customer is working people and family
- ☐ The restaurant has started for **3** years
- ☐ Used to have the promotion, but not affect sales



Objective

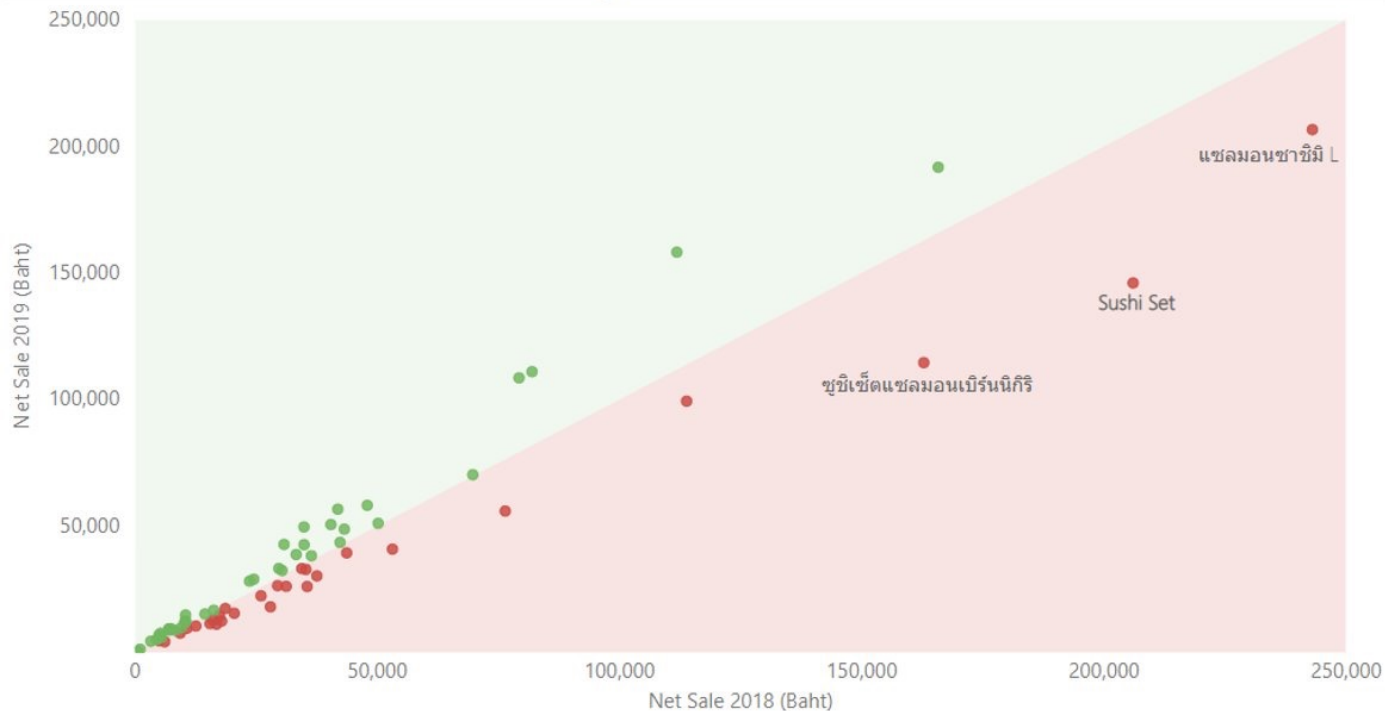
- ▶ Increase Revenue
- ▶ Create New Promotion

Situation



Situation

Net Sale By Items 2018 vs 2019



Problem



-35.77 %



-34.06 %

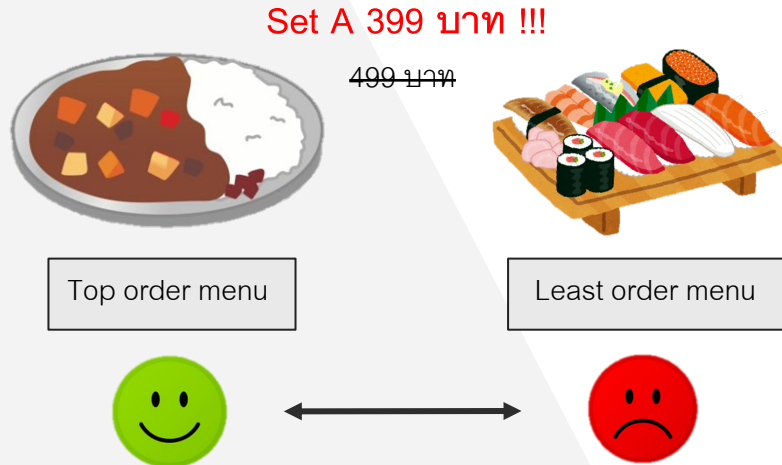


-32.51 %

Action

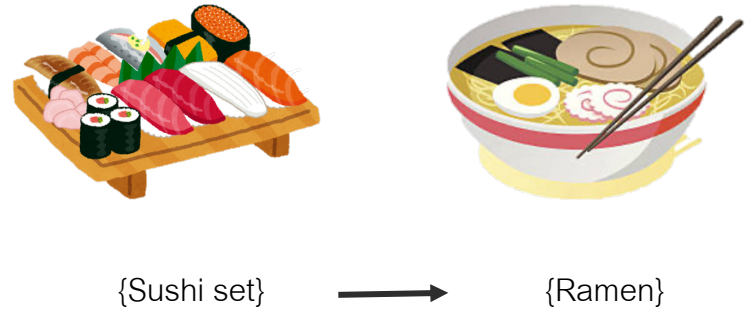
▶ Product Set Pricing

Pair top order menu with least order menu



▶ Market Basket Analysis

- Set of Association Rule
- Found pattern of relation of menu that customer will order together
e.g. customer order sushi set then they will order ramen.

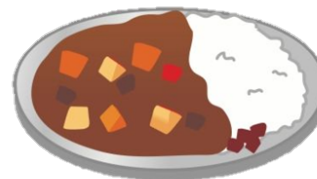


Recommendation

Set 1



Sushi set



ข้าวราดแกงกะหรี่

Set 2



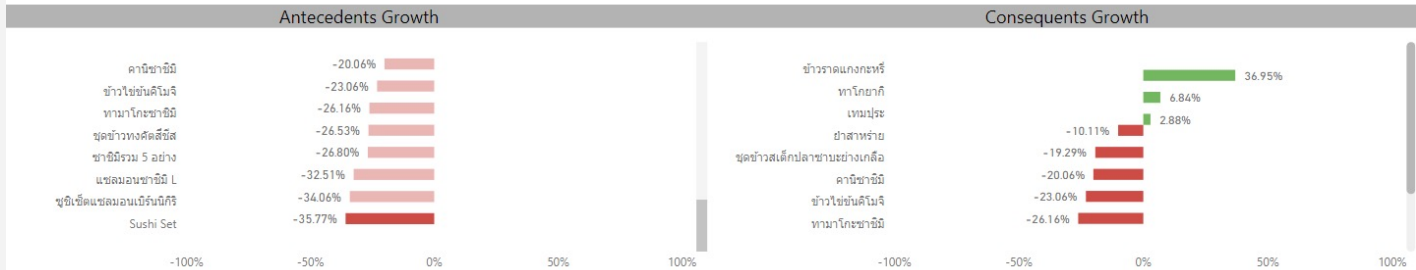
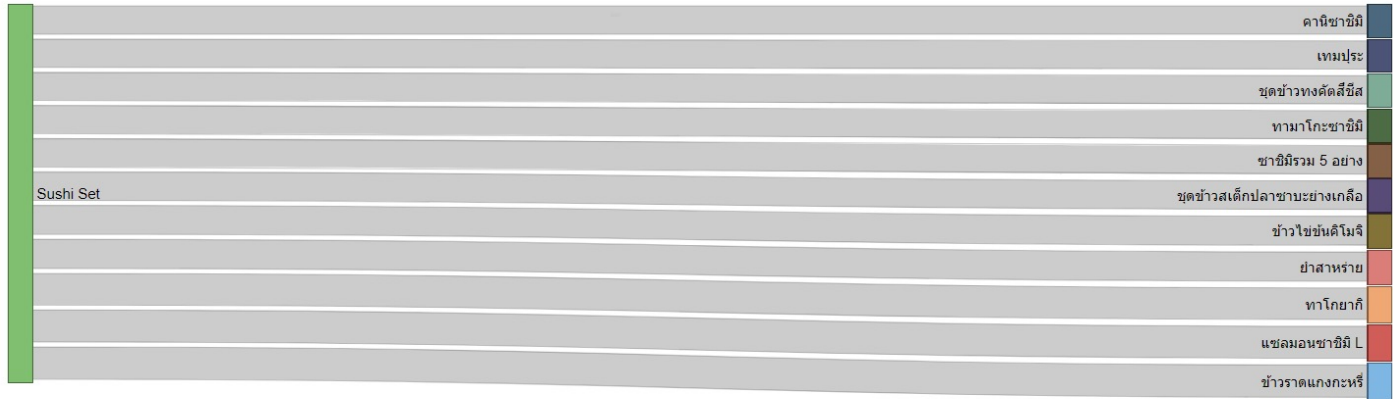
Sushi set



ทาโกยากิ

Dashboard

Market Basket Analysis Dashboard



THANKS YOU!

ชลธิรา	มหาตมวดี	6210412009
วนัสวรรณ	มีประเสริฐ	6210412011
ณรงค์ฤทธิ	สุทธิสมุทร์	6210412022
กรวรรณ	หนูแดง	6210412029
อดิวิชัย	ชนินทร์ไชดีก	6220412019