Excel Project

By Yuvraj Giri

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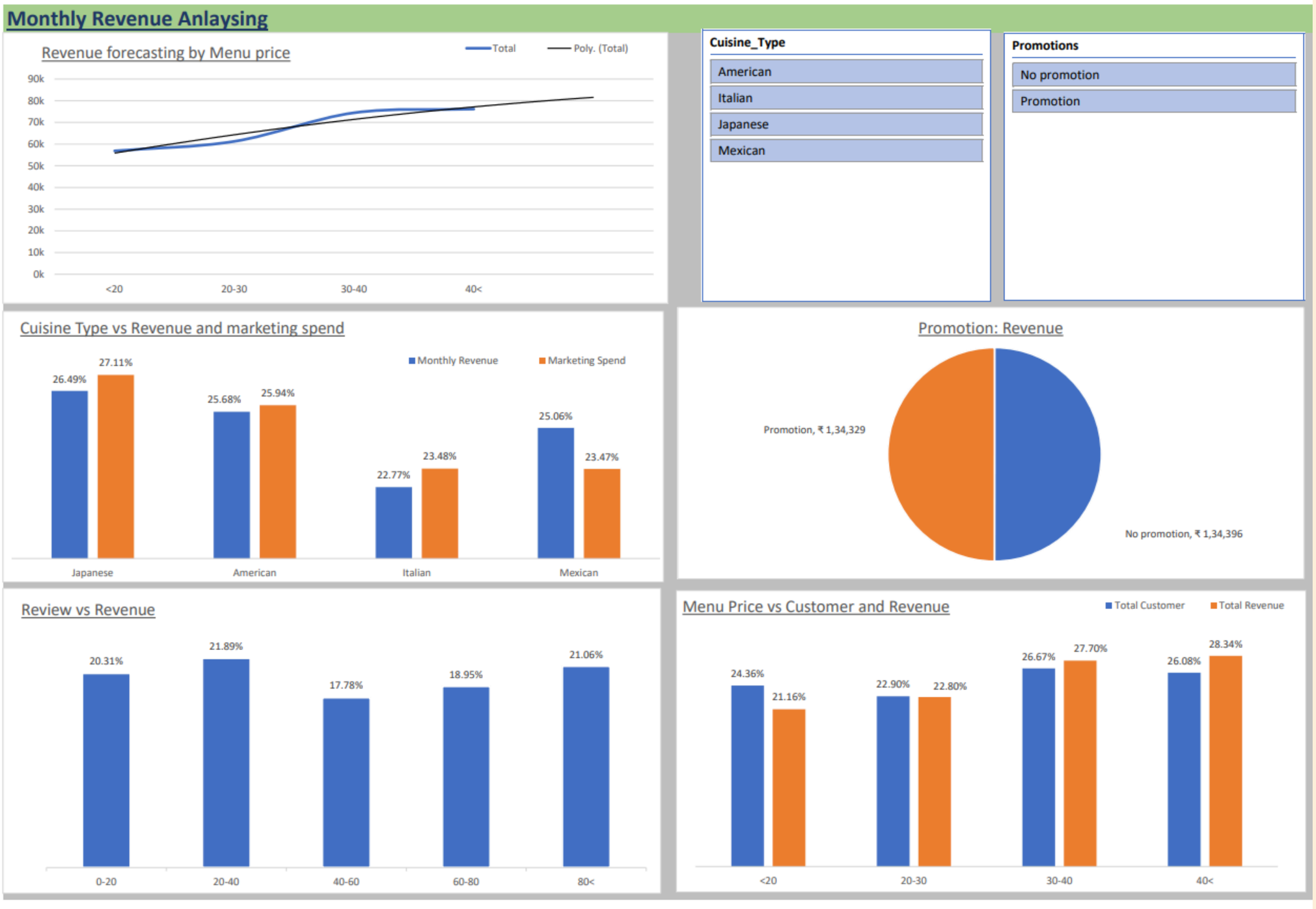
Introduction

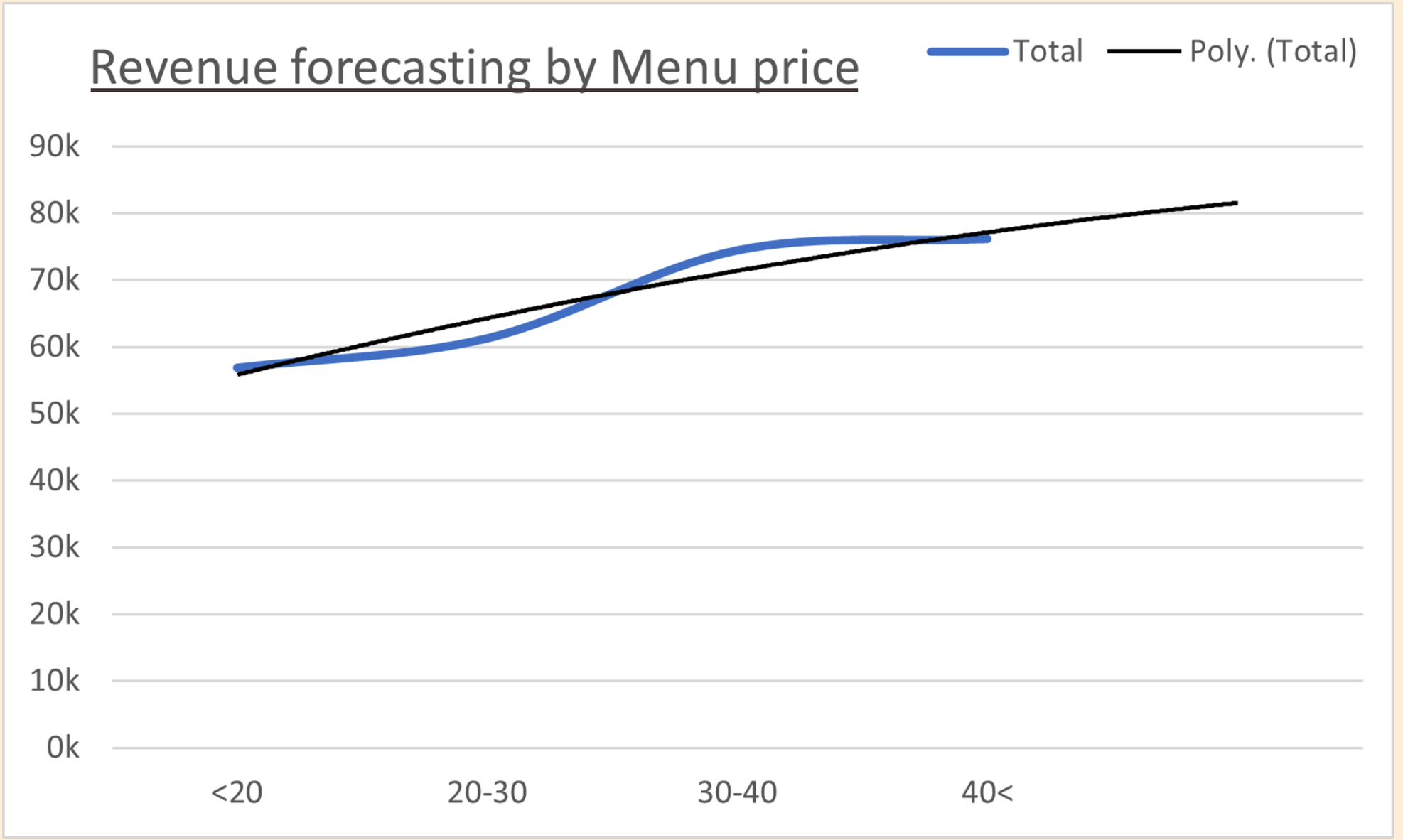
My name is Yuvraj Giri. Currently I'm learning Excel and have upper intermediate skills. This project focuses on Resturant Revenue analysis, including revenue forecasting, comparisions and many more. I've included various charts in this project which will be beneficial for making data driven business decisions and extracting meaningful insights from this.

Dashboard

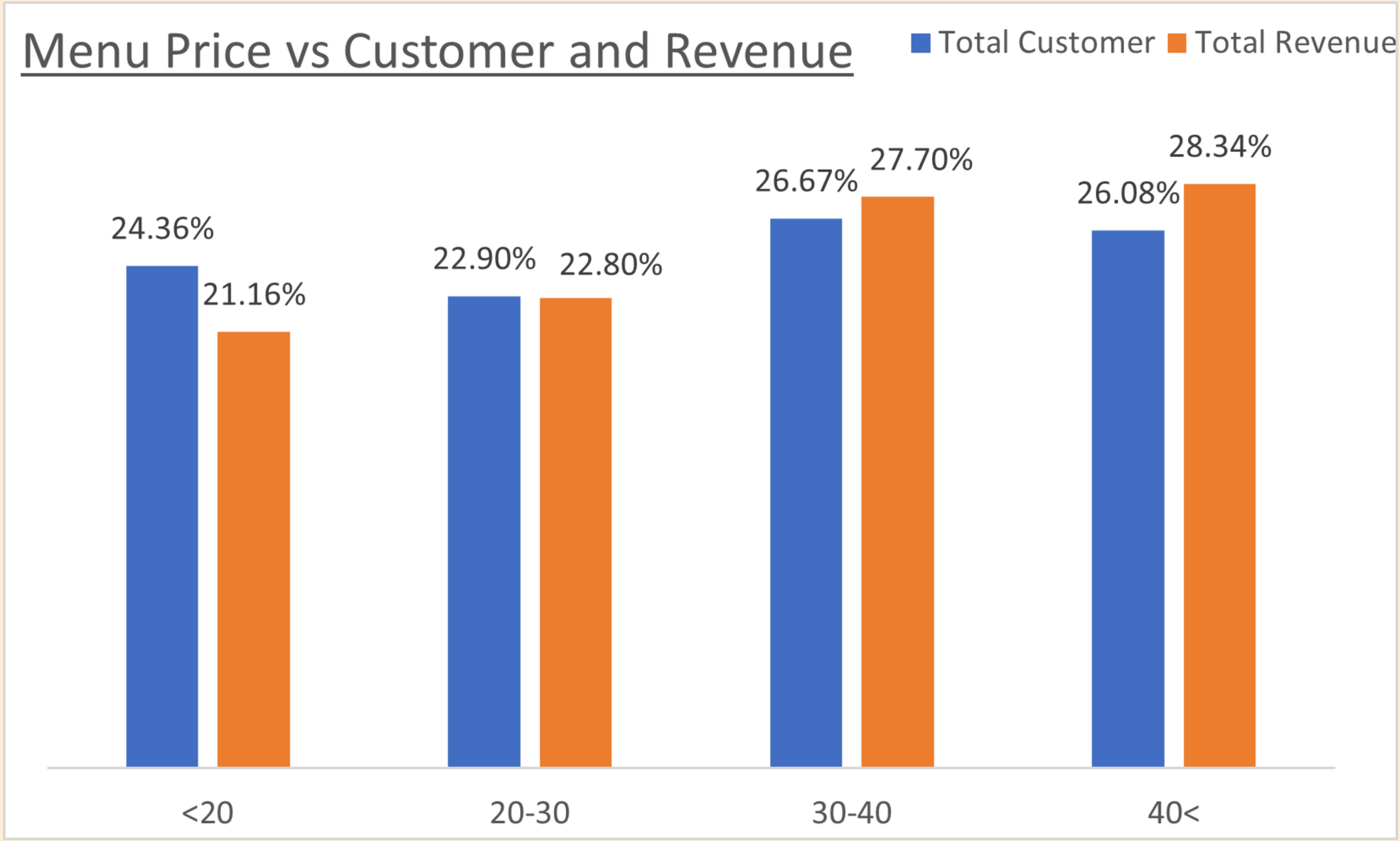
Steps

- Data Cleaning
- Data Processing
- Data analysing using pivot table
- Dashboard

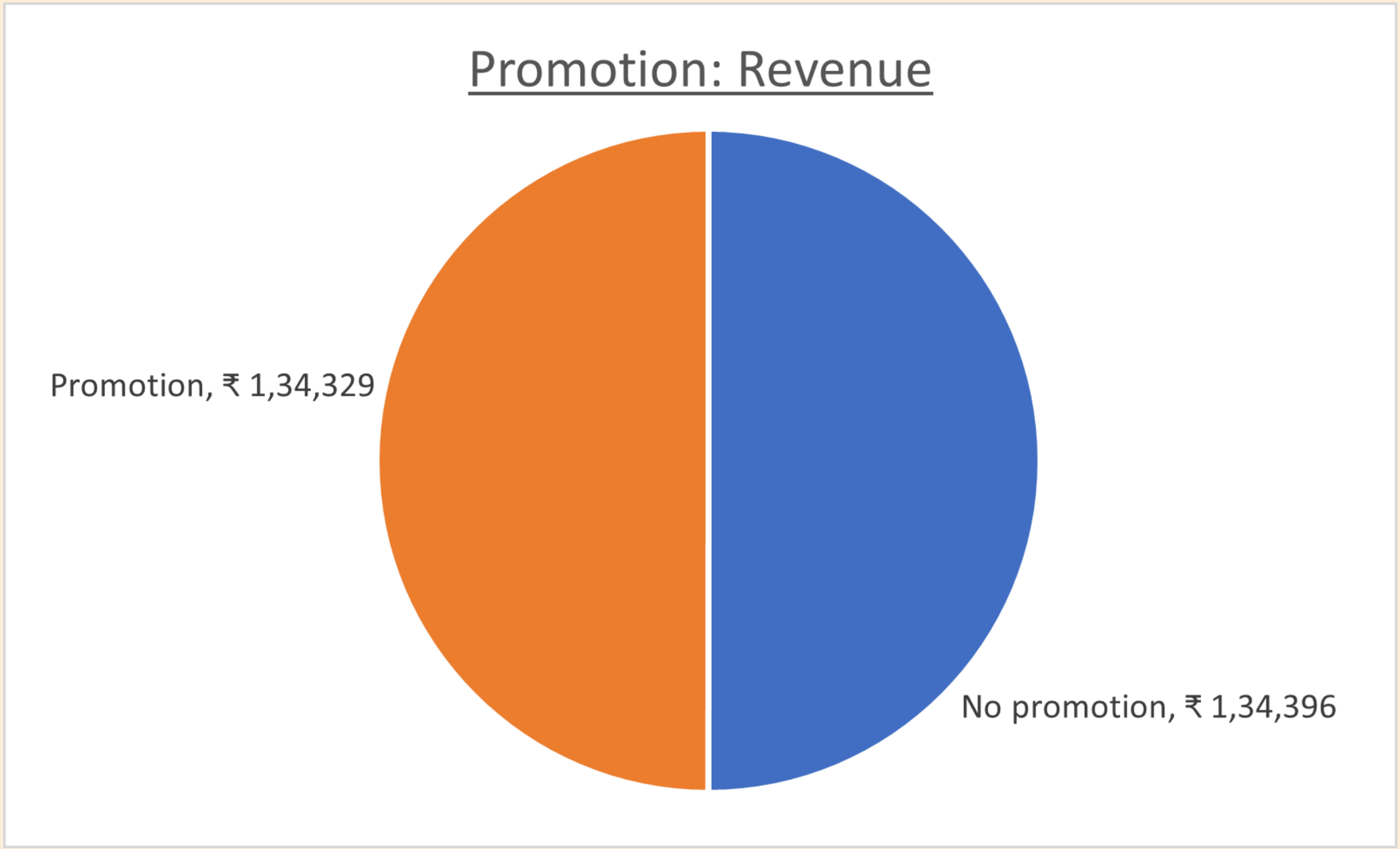




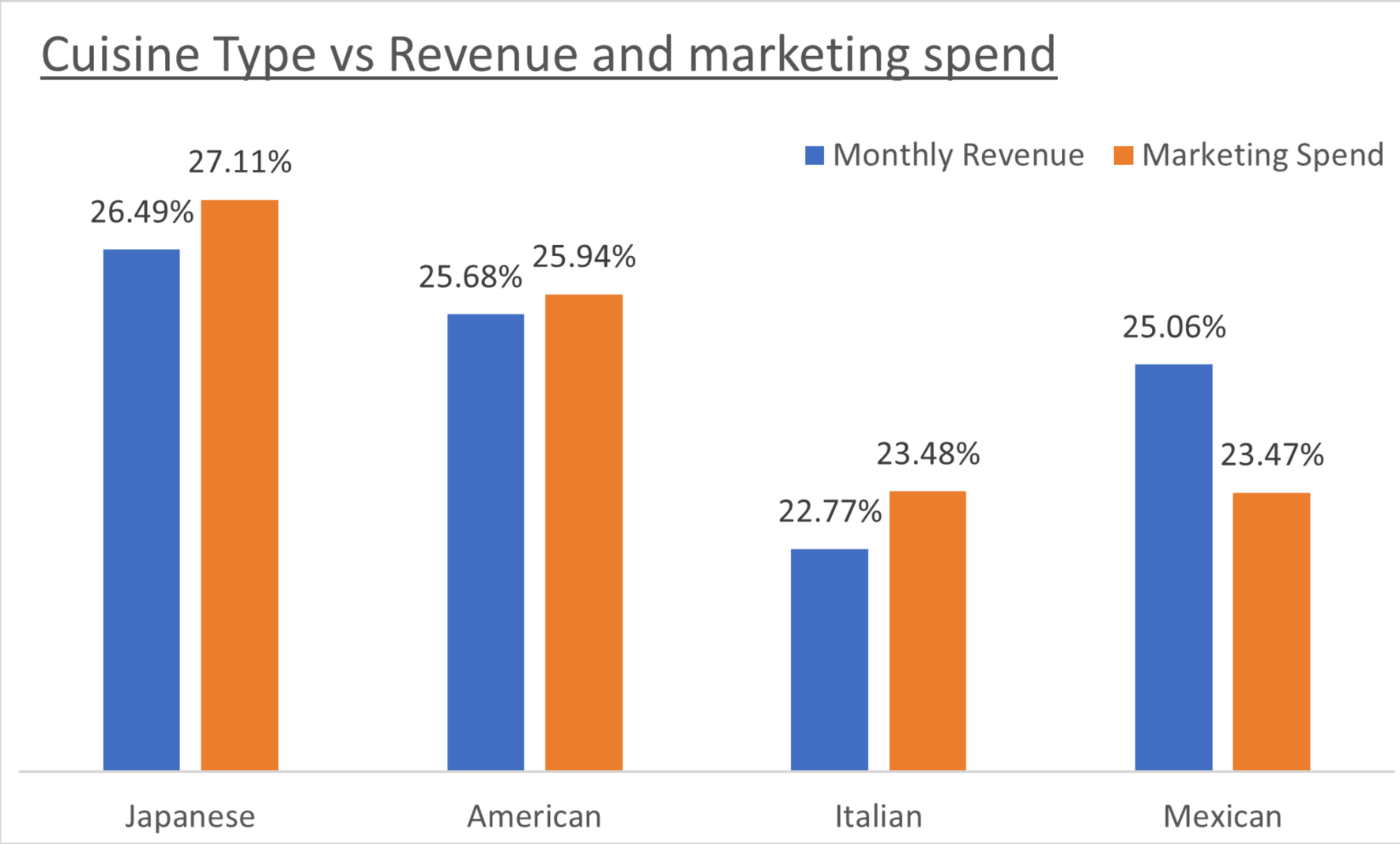
The chart indicates that by increasing the menu price to the 50-60 range, we can potentially generate $82k in revenue from that segment.



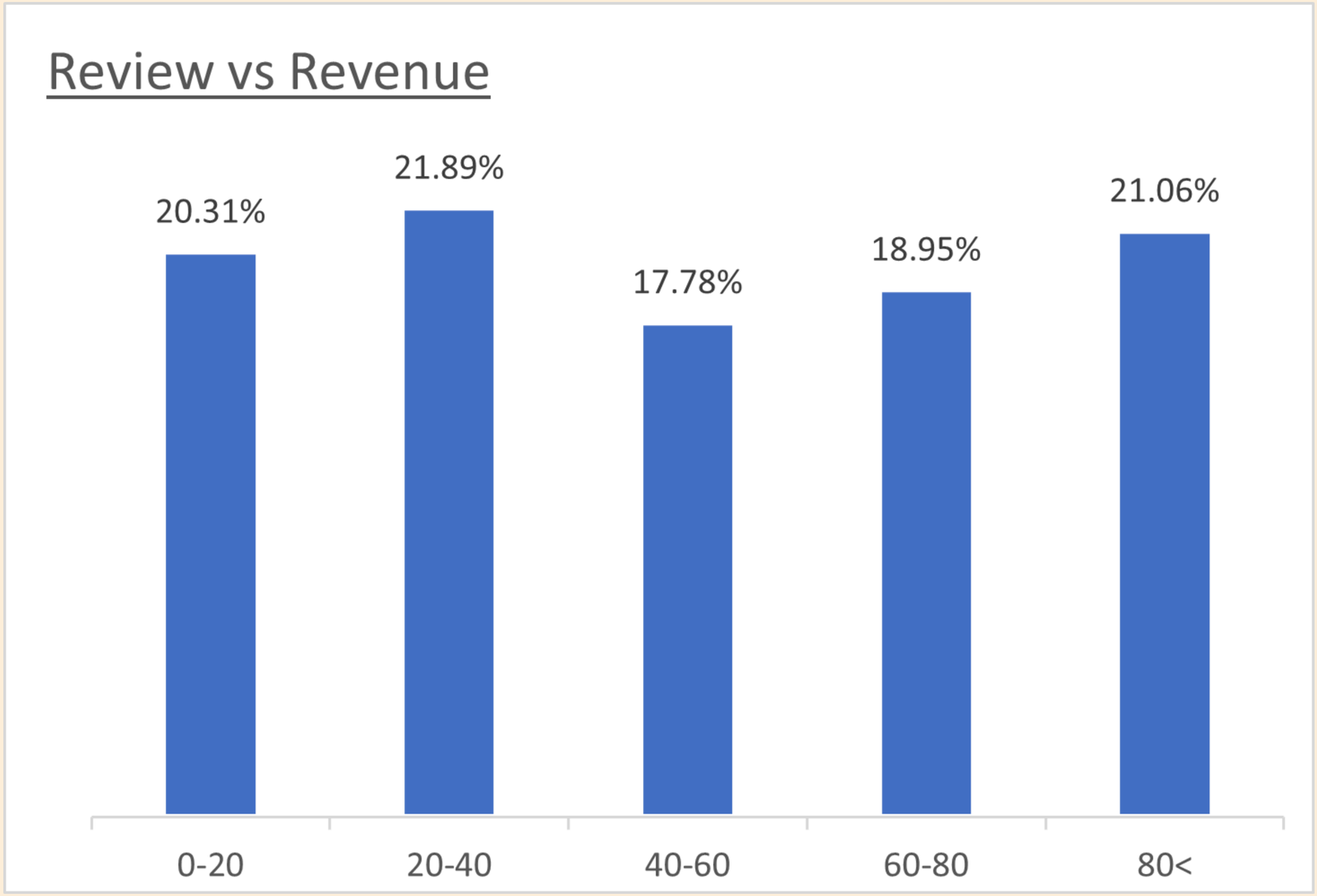
We can implement upselling, introduce premium options, and launch loyalty programs to boost spending and encourage repeat visits for menu prices below 20, while introducing high-margin premium items for menu prices above 40 to increase revenue.



To maximize profit, we either need to create more powerful and creative promotions or avoid investing in promotional campaigns altogether. Ultimately, this approach will contribute to revenue growth.



For Japanese, Italian, and American cuisines, we need to implement effective and cost-efficient marketing, as the current strategies are not yielding significant benefits. For Mexican cuisine, we can introduce premium items to boost revenue.



To increase revenue, we need to focus on the mid-range reviews (40-80), as revenue from this segment is inconsistent. Taking steps like gathering feedback and improving key services will help contribute to revenue growth.

final Conclusion to Increase Revenue

1)we can raise menu prices to the 50-60 range. For menu prices below 20, we should focus on upselling, premium options to boost spending. while high-margin premium items can drive revenue for menu prices above 40.

2) we either need stronger, more creative promotions or should cut promotional spending entirely.

3) Japanese, Italian, and American cuisines require more effective and cost-efficient marketing, while introducing premium items for Mexican cuisine.

4)Focusing on mid-range reviews (40-80) through feedback and service improvements can enhance consistency and revenue.

Thank You

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