

Filli Café

This data is related to Sales of Filli Café's .Data is of year 2019 and month January ,February, March from 01-01-2019 till 31-03-2019. There are 4414 tuples and 16 columns in the Data which consist of specific information about Sales. Features in this excel sheet include 'Site Name', 'Date', 'Super Category Name', 'Item Category Name', 'Item Name', 'UNIT'.etc

During the data wrangling process, some unneeded variables were removed and some new variables were created to help investigate this dataset effectively

Data Overview:

Site Name

Date

Super Category Name

Item Category Name

Item Name

UNIT

Item Price

Selling Price

Sold Quantity

Sold Amount

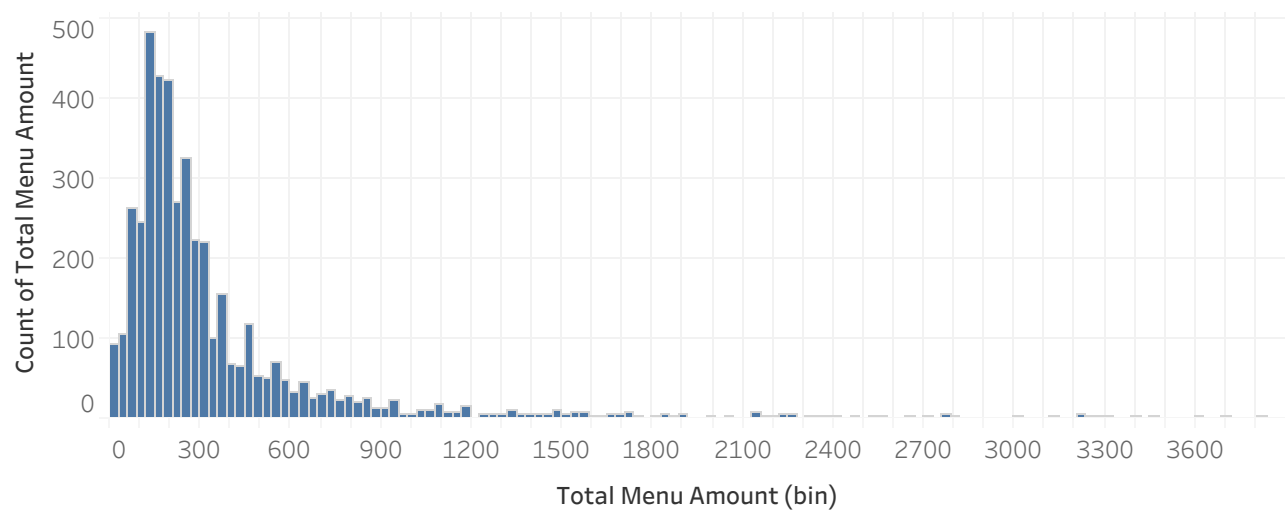
Combo Item Name

Combo Quantity

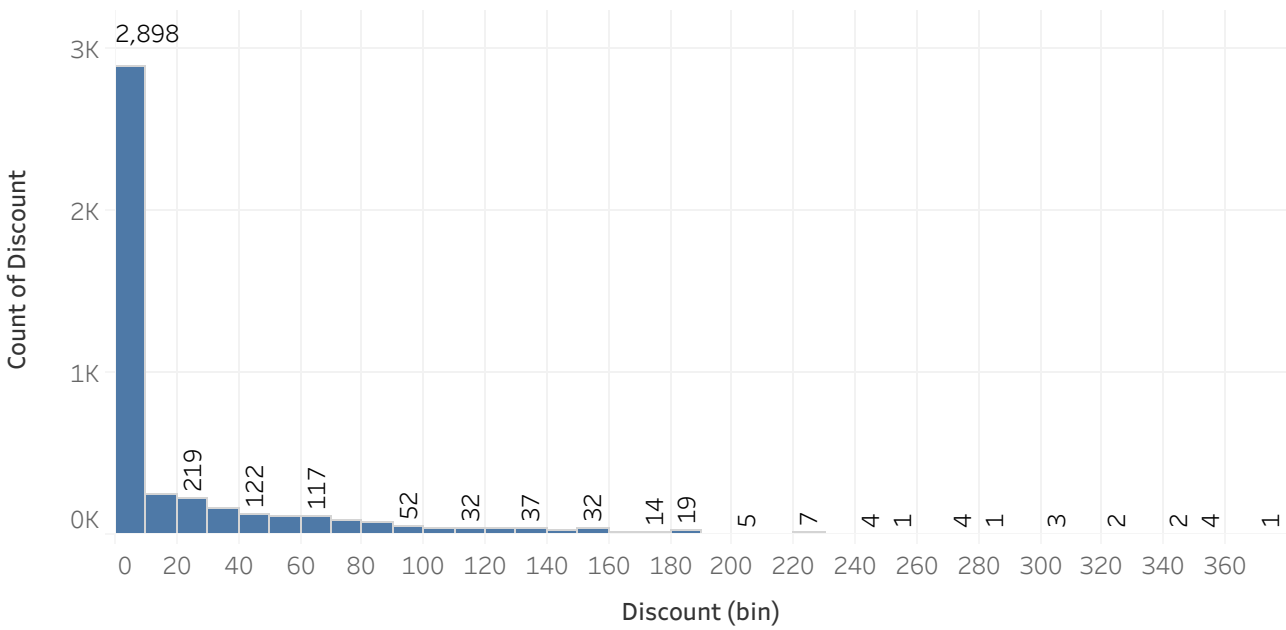
Discount

Total Menu Amount

Total_Menu_Amount



Discount(bins=10)



Univariate Exploratory Data Analysis :

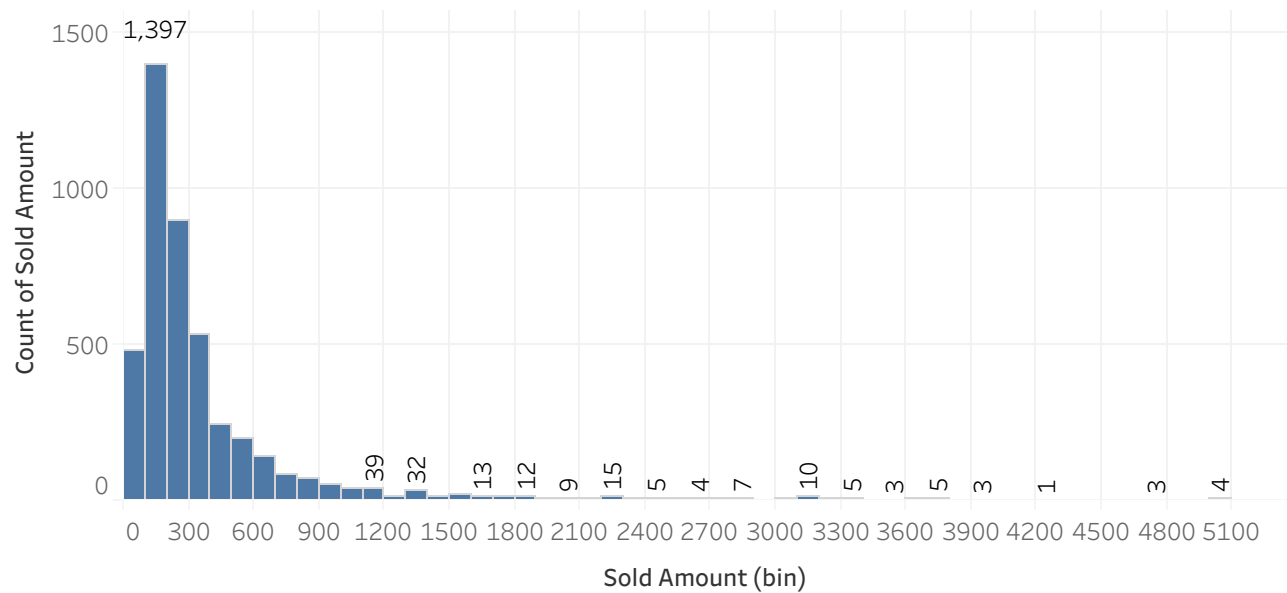
□ What were the Total Menu Amount ?

- Total Menu Amount has bin of 30
- Total Menu Amount is right skewed which shows there are very less no. of Total Menu Amount between from 900 to 5400 .
- There are 482 customers who have bill of Total Menu Amount of Rs 120 which clearly shows most spender prefer Rs 120 to spend.
- Strategy: Place a discount above the figure of 120Rs ,like additional discount on purchase of 150rs so that customer gets attracted for discount.
For eg: Setting a discount on Rs 150 will grab them on paying more. For eg: Setting a discount on Rs 150 will grab them on paying more Or a Combo can be suggestable within the range.
- Max Total Menu Amount = 5187.0 Rs
- Average Total Menu Amount = 383.77 Rs.

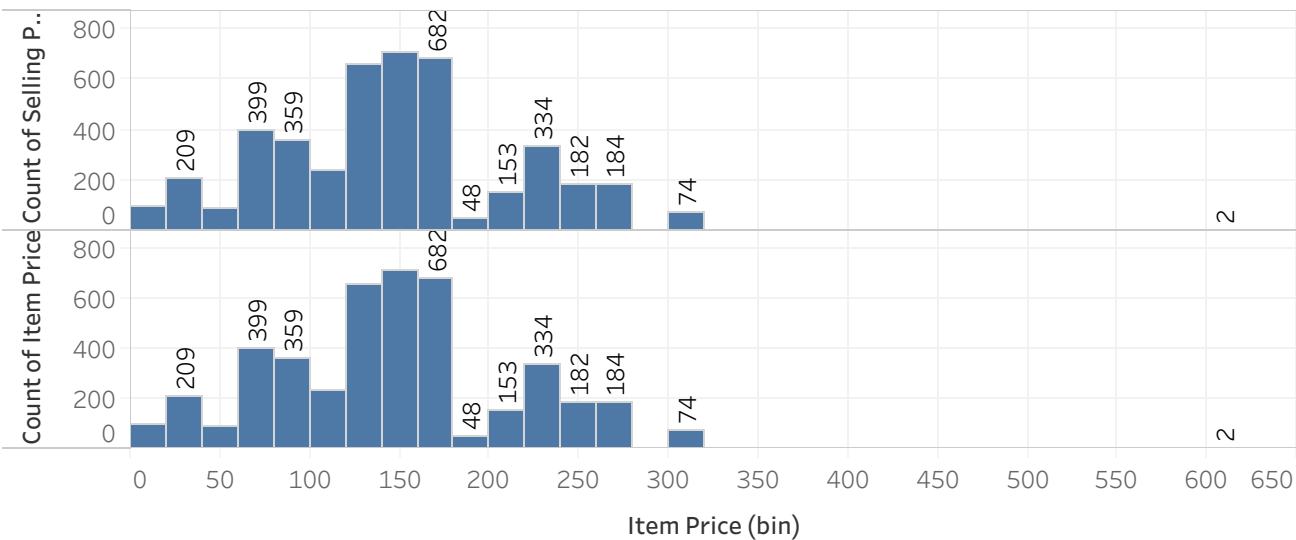
□ What were the Discount given ?

- Histogram have bin of 10.
- It is clearly observed that discount given was most between 0 Rs to 10 Rs.
- The no. of discount given in the range between 0 Rs to 10 Rs is 2,898 .
- Maximum Discount - 633.5 Rs
- Average Discount- 24.23 Rs

Sold_Amount(bins = 100)



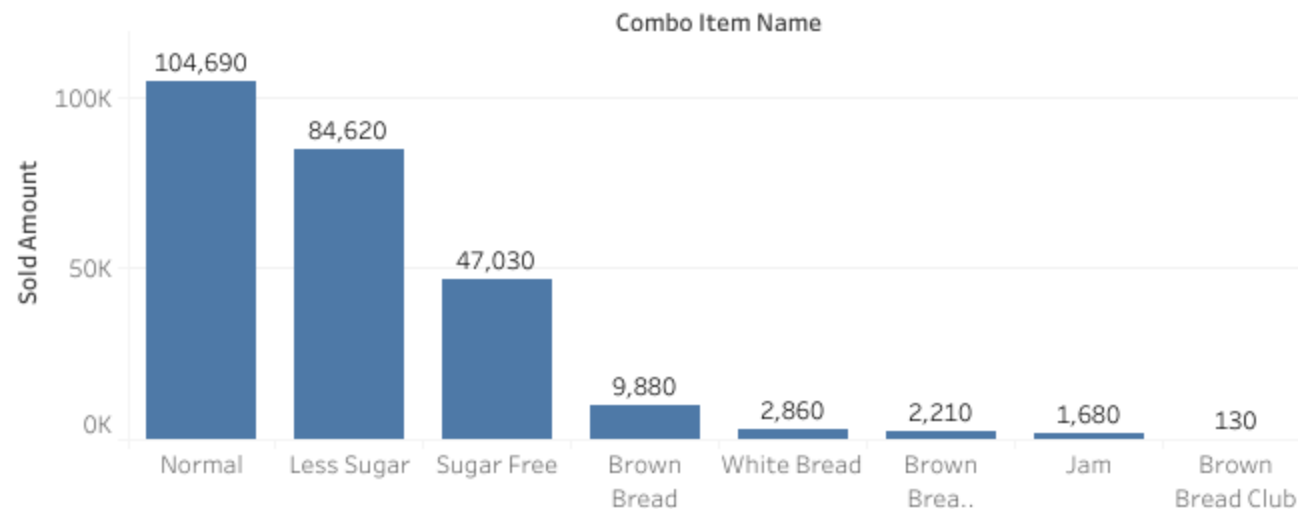
Selling_Price VS Item Price



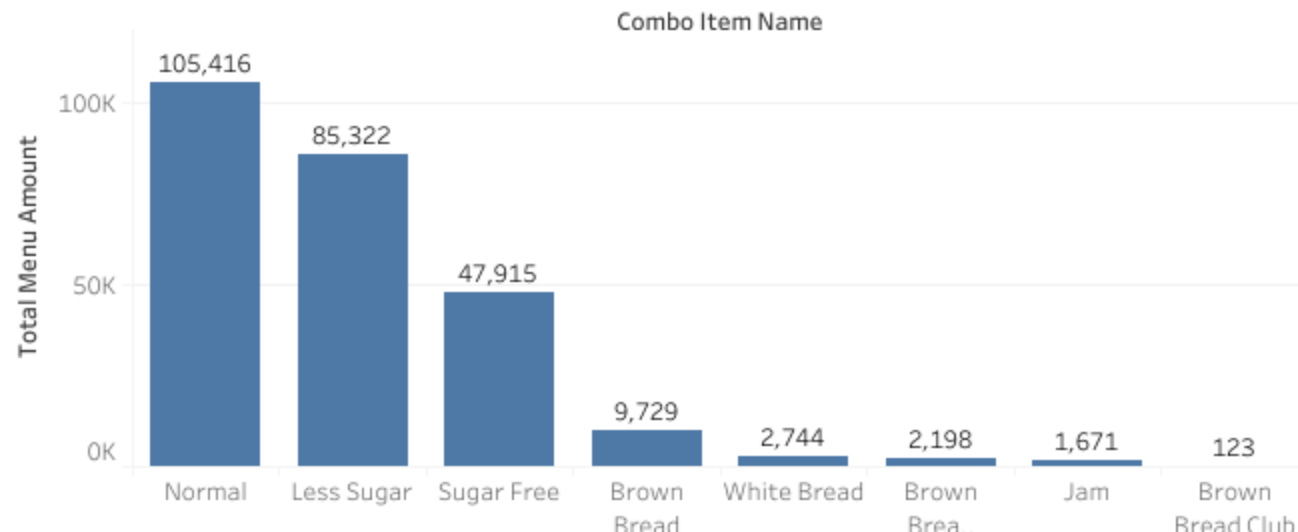
- What were the sold amounts ?
 - Maximum Sold Amount was 5000 which was of Filli Zafran.
 - Mean Sold amount is 390.

- Was there any major difference between Item Price and Selling Price?
 - No major difference was observed in Item Price and Selling Price .

Combo Sold Amount



Combwise Total Menu Amount

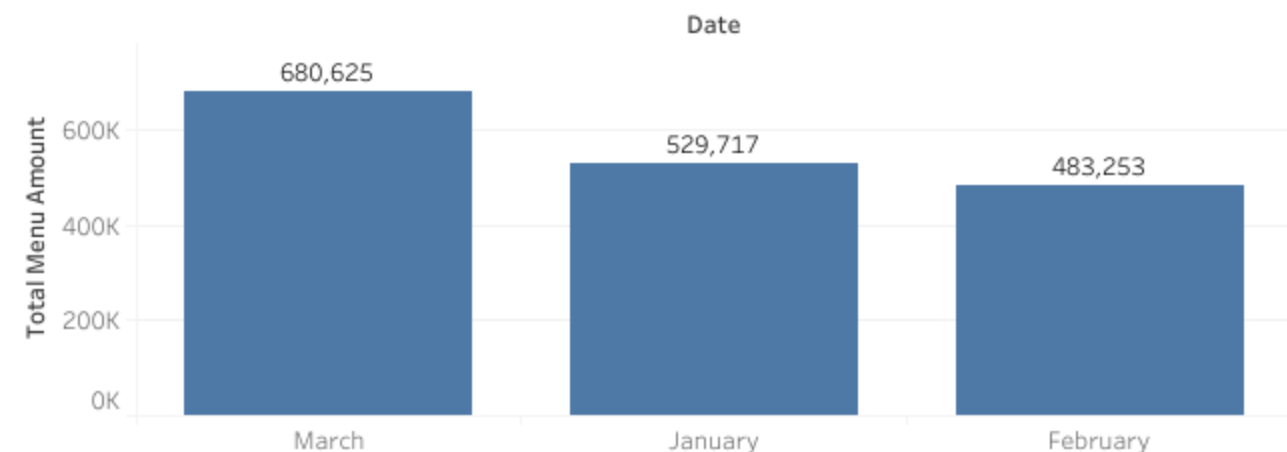


Multivariate Exploratory Data Analysis :

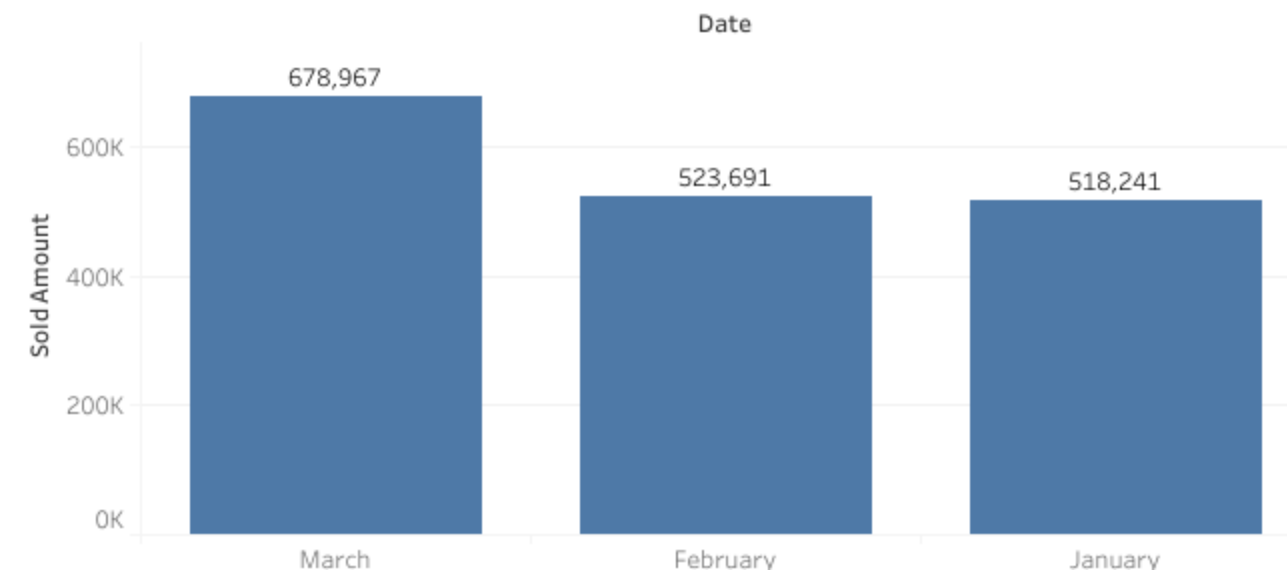
- What were the most sold amount Combo wise?
 - It is clearly seen from the bar graph that Normal has highest sold amount of 1,04,690 while Brown Bread Club has lowest value.
 - Bar graph is self-Explanatory.

- What were Total Menu Amount Combo wise?
 - Normal has highest Total Menu Amount of 1,05,416 Rs.
 - While, Brown Bread Club has Total Menu Amount of 123Rs.

Total Menu Amount(Monthly)



Sold Amount (Monthly)



Itemwise Sold Amount

Item Category Na..	Item Name	
Add Ons	Zafran	6,620
	Cheese Slice	2,280
	Cheese	1,560
	Vanilla Ice Cream	920
	Jam	720
	Honey	500
	Whip Cream	440
	Chocolate Sauce	225
	Dip Cheesy Jalapeno	175
	Brown Bread Club	80
	Brown Bread Sandwich	40
	Dip Salsa Sauce	25
Burger-O-Clock	Tandoori Chicken Burger	45,150
	Barbecue Chicken Burger	34,300
	Spicy Paneer Burger	19,250
	Veggie Burger	10,500
	Egg Burger	3,450
	Kheema Burger	960
Clubs And Subs	Chicken Club	73,975
	Crispy Chicken Sub	35,680
	Paneer Club	24,200
	Cheesy Veg Sub	7,840
	Seekh Hot Dog	4,050
Coffee-O-Clock	Cold Coffee	38,250
	Iced Coffee	5,175
	Iced Mocha	3,375
Combos	Bun Maska+Zaffran Tea Combo	14,935
	Chicken Fries+Zaffran Tea Co..	3,010
	French Fries+Zaffran Tea Com..	2,220
	Pav Bite+Zaffran Tea Combo	1,925
	Mozarella Sticks+Zaffran Tea ..	1,505
	Pizza Cheese Sticks+Zaffran T..	1,290
	Samosa+Zaffran Tea Combo	1,155
	Mumbai Sandwich+Zaffran Te..	1,075
	Cheese Chilly Fries+FiLLi zafra..	235
Desert	Hot Chocolate Brownie	12,425
	Brownie	5,500
Filli Signature	Filli Zafran Regular	352,200
	Filli Zafran Small	123,970
	Filli Zafran Tall	52,500
	Filli Tea Regular	48,870
	Ginger Tea	31,140
	Hot Chocolate	19,200
	Filli Tea Small	13,680
	Green Tea	11,830
	Cutting Chai	11,123
	Filli Tea Tall	5,040
	Black Tea	3,850

Itemwise Sold Amount

Item Category Na..	Item Name	
Filli Signature	Cold Brew Green Tea	2,133
	Milk Zafran	1,680
	Filli Zafran Tea Kettle	1,220
	Cold Brew Black	790
Green-N-Tasty	Green Barrel Salad	2,450
	Matcha Frappe	916
	Matcha Ice Tea	600
Hitlist	Cookie Monster	15,300
	Founder'S Favourite	6,300
	Check Mate Oreo + Coffee	3,600
	Monkey Business	1,800
	Brownie Shake	900
Item Category Na..	Item Name	
Mumbai Mania	Bun Maska	26,220
	Samosa	20,880
	Pav Bite (Wada Pav)	15,030
	Mumbai Sandwich	12,090
	Loaded Seekh Pav	1,000
	Seekh Pav	800
Pakora Fry	Chicken Pakoda	5,565
	Masala Maggi Bhajiya	5,247
	Cheesy Bread Pakoda	1,400
Paratha Party	Spicy Chicken Paratha	7,210
	Paratha Bite	6,450
	Spicy Paneer Paratha	6,125
	Chicken Tikka Paratha	4,830
Quick Bites	Chicken Fries	36,530
	Mozeralla Sticks	31,200
	French Fries	23,500
	Pizza Cheese Sticks	22,230
	Fully Loaded Nachos	14,400
	I Fill Tower	12,963
	Chicken Samosa	6,900
	Cheese Chilly Fries	6,600
	Cheesy Potato Wedges	1,800
	Schezwan Fries	1,125
	Potato Wedges	1,052
Retail	Water	11,240
	Filli Tea Pouch	9,000
Shake-It-Baby	All Eyez On Me Ferrero Rocher	23,650
	Rebel'S Delight Coffee	9,000
	Nutorious Nutella	8,750
	Public Enemy Oreo	7,250
	Shock O Late Chocolate	5,000
	Blueberry Cheese Shake	4,000
	Choco Land Dairy Milk	3,750
	Straw In Berries Strawberry	3,250
	Chocolate Mint Shake	2,750

Itemwise Sold Amount

Item Category Na..	Item Name	
Shake-It-Baby	Strawberry Oreo Crunch	2,750
	Bubblegum Berry Shake	2,250
	Cherry Berry Milkshake	1,500
	Class A Dates	1,250
	Cotton Candy Rasberry+Zafran	750
	Paan Shake Paan	500
	Zafran Milk Shake Zafran	250
	Thriller In Vanilla Vanilla	250
	The Pirate Banana	250
	Filli Tea Shake Zafran Tea	250
Sumptuous Sandwiches	Masala Omlette Sandwich	19,760
	Filly Chilly Chicken Sandwich	14,600
	Filly Chilly Sandwich	14,430
	Fizza Sandwich	11,200
	Veggie Delight Sandwich	11,180
	Cheese Omlette Sandwich	6,630
	Feggie Sandwich	5,000
	Crunchy Bite	4,810
	Classic Chilli Cheese Toast	2,860
Super Coolers	Kiwi Mojito	11,900
	Blue Storm	10,675
	Peach Iced Tea	9,900
	Lemon Iced Tea	9,000
	Strawberry Ginger Mojito	8,925
	Passion Mojito	8,050
	Fill Sparkle	6,125
	Passion Fruit Iced Tea	4,350
	Passion Fruit Mojito	1,925
	Kiwi Iced Tea	1,650
Sweet Stuff	Nuteela N Peanut Butter Sand..	11,760
	Nutella Sandwich	7,410
	Chocolate Crape	7,363
	Chocolate Banana Crape	1,592
	Nutella And Banana Paratha	1,050
	French Toast	600
Wraps-N-Roll	Chicken Kebab Wrap	25,070
	Felafal Wrap	17,710
	Filster Chicken Wrap	17,020
	Quesadilla Chicken Wrap	6,440
	Cheesy Veg Wrap	5,520
	Fil Z Wrap	4,600
	Kheema Wrap	3,910
	Quesadilla Veg Wrap	2,990

ItemwiseTotal Menu Amount

Item Category ..	Item Name	Total Menu Amount
Add Ons	Zafran	6,788
	Cheese Slice	2,353
	Cheese	1,616
	Vanilla Ice Cream	894
	Jam	698
	Honey	525
	Whip Cream	454
	Chocolate Sauce	223
	Dip Cheesy Jalapeno	184
	Brown Bread Club	84
	Brown Bread Sandwich	42
	Dip Salsa Sauce	26
Burger-O-Clock	Tandoori Chicken Burger	42,924
	Barbecue Chicken Burger	33,622
	Spicy Paneer Burger	17,477
	Veggie Burger	10,069
	Egg Burger	3,242
	Kheema Burger	1,008
Clubs And Subs	Chicken Club	72,219
	Crispy Chicken Sub	33,266
	Paneer Club	23,961
	Cheesy Veg Sub	7,807
	Seekh Hot Dog	3,952
Coffee-O-Clock	Cold Coffee	39,021
	Iced Coffee	5,355
	Iced Mocha	3,402
Combos	Bun Maska+Zaffran Tea Combo	15,398
	Chicken Fries+Zaffran Tea Combo	3,098
	French Fries+Zaffran Tea Combo	2,331
	Pav Bite+Zaffran Tea Combo	2,021
	Mozeralla Sticks+Zaffran Tea Combo	1,580
	Pizza Cheese Sticks+Zaffran Tea Co..	1,309
	Samosa+Zaffran Tea Combo	1,213
	Mumbai Sandwich+Zaffran Tea Com..	1,129
	Cheese Chilly Fries+FiLLi zafran com..	247
Desert	Hot Chocolate Brownie	12,070
	Brownie	5,414
Filli Signature	Filli Zafran Regular	358,042
	Filli Zafran Small	128,776
	Filli Zafran Tall	50,406
	Filli Tea Regular	39,743
	Ginger Tea	30,969
	Hot Chocolate	19,545
	Filli Tea Small	13,015
	Green Tea	12,215
	Cutting Chai	11,467
	Filli Tea Tall	4,925
	Black Tea	3,970

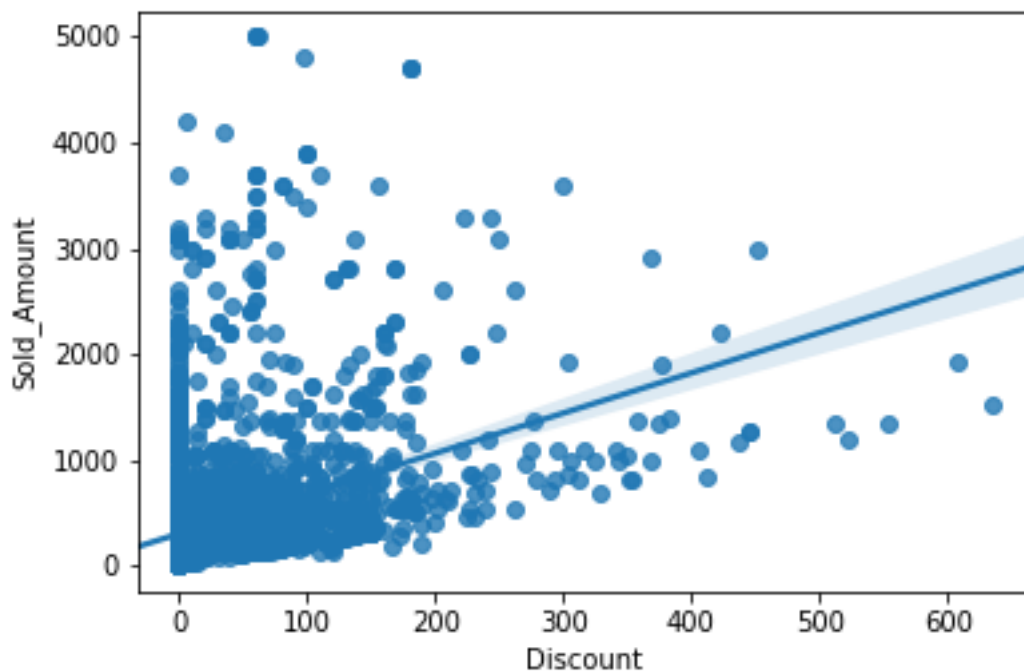
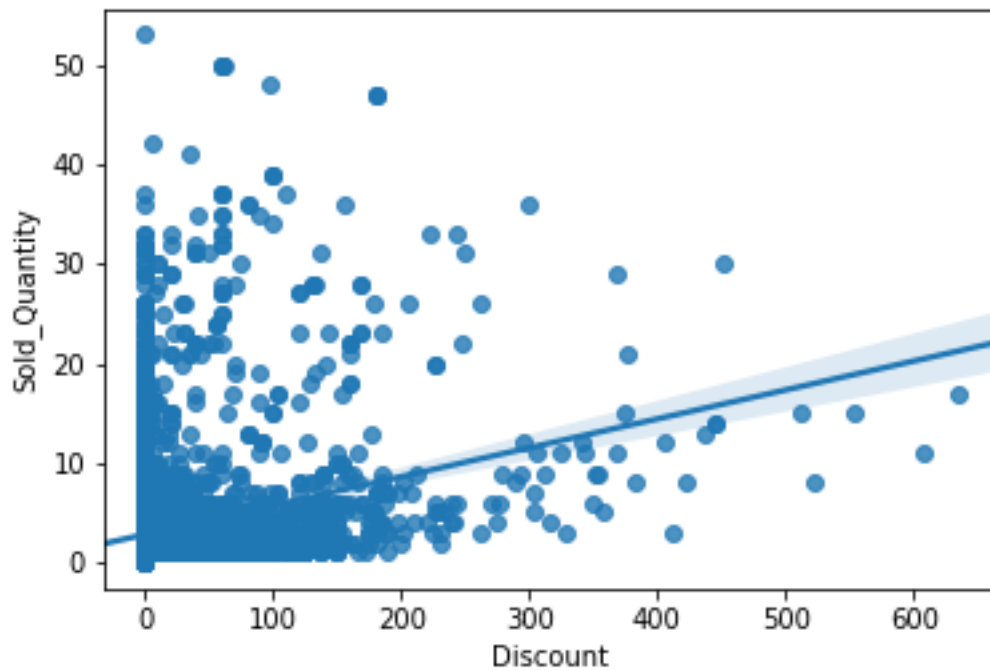
ItemwiseTotal Menu Amount

Item Category ..	Item Name	Total Menu Amount
Filli Signature	Cold Brew Green Tea	2,165
	Milk Zafran	1,764
	Filli Zafran Tea Kettle	1,281
	Cold Brew Black	813
Green-N-Tasty	Green Barrel Salad	2,389
	Matcha Frappe	914
	Matcha Ice Tea	630
Hitlist	Cookie Monster	14,736
	Founder’S Favourite	6,080
	Check Mate Oreo + Coffee	3,352
	Monkey Business	1,719
	Brownie Shake	945
Mumbai Mania	Bun Maska	26,051
	Samosa	19,671
	Pav Bite (Wada Pav)	15,487
	Mumbai Sandwich	10,820
	Loaded Seekh Pav	957
	Seekh Pav	819
Pakora Fry	Chicken Pakoda	5,264
	Masala Maggi Bhajiya	5,142
	Cheesy Bread Pakoda	1,378
Paratha Party	Spicy Chicken Paratha	7,022
	Paratha Bite	6,551
	Spicy Paneer Paratha	5,832
	Chicken Tikka Paratha	4,457
Quick Bites	Chicken Fries	36,116
	Mozeralla Sticks	29,585
	French Fries	23,648
	Pizza Cheese Sticks	20,483
	Fully Loaded Nachos	13,777
	I Fill Tower	12,235
	Chicken Samosa	6,941
	Cheese Chilly Fries	6,645
	Cheesy Potato Wedges	1,890
	Schezwan Fries	1,084
	Potato Wedges	979
Retail	Water	10,978
	Filli Tea Pouch	8,850
Shake-It-Baby	All Eyez On Me Ferrero Rocher	22,960
	Rebel’S Delight Coffee	9,293
	Nutorious Nutella	8,880
	Public Enemy Oreo	7,426
	Shock O Late Chocolate	4,896
	Blueberry Cheese Shake	3,754
	Choco Land Dairy Milk	3,596
	Straw In Berries Strawberry	3,386
	Strawberry Oreo Crunch	2,625
	Chocolate Mint Shake	2,593

ItemwiseTotal Menu Amount

Item Category ..	Item Name	Total Menu Amount
Shake-It-Baby	Bubblegum Berry Shake	2,074
	Cherry Berry Milkshake	1,549
	Class A Dates	1,175
	Cotton Candy Rasberry+Zafran	656
	Paan Shake Paan	456
	Zafran Milk Shake Zafran	263
	Filli Tea Shake Zafran Tea	263
	The Pirate Banana	223
	Thriller In Vanilla Vanilla	173
Sumptuous Sandwiches	Masala Omlette Sandwich	19,365
	Filly Chilly Chicken Sandwich	14,113
	Filly Chilly Sandwich	13,561
	Veggie Delight Sandwich	11,106
	Fizza Sandwich	10,434
	Cheese Omlette Sandwich	6,655
	Crunchy Bite	4,832
	Feggie Sandwich	4,821
	Classic Chilli Cheese Toast	2,867
Super Coolers	Kiwi Mojito	12,158
	Blue Storm	10,868
	Peach Iced Tea	9,949
	Strawberry Ginger Mojito	9,172
	Lemon Iced Tea	9,112
	Passion Mojito	7,848
	Fill Sparkle	6,182
	Passion Fruit Iced Tea	4,568
	Passion Fruit Mojito	1,985
Sweet Stuff	Kiwi Iced Tea	1,501
	Nuteela N Peanut Butter Sandwich	10,897
	Chocolate Crape	6,815
	Nutella Sandwich	6,614
	Chocolate Banana Crape	1,567
	Nutella And Banana Paratha	1,043
Wraps-N-Roll	French Toast	520
	Chicken Kebab Wrap	24,240
	Felafal Wrap	16,299
	Filster Chicken Wrap	15,568
	Quesadilla Chicken Wrap	6,373
	Cheesy Veg Wrap	5,345
	Fil Z Wrap	4,505
	Kheema Wrap	3,985
	Quesadilla Veg Wrap	2,946

Regression plot for Sold Quantity and Discount:



- Regression plot shows the positive correlation between Sold Quantity, Sold Amount and discount i.e. when

Discount Increases it is most likely to be seen that both Sold Quantity, Sold Amount Increases.

- Correlation between variables:

	Item_Price	Selling_Price	Sold_Quantity	Sold_Amount	Combo_Quantity	Discount	Total_Menu_Amount
Item_Price	1.000000	0.999544	-0.296967	0.024793	-0.073724	0.081078	0.017670
Selling_Price	0.999544	1.000000	-0.297038	0.024727	-0.072980	0.080824	0.017628
Sold_Quantity	-0.296967	-0.297038	1.000000	0.876963	0.414059	0.269235	0.879239
Sold_Amount	0.024793	0.024727	0.876963	1.000000	0.444625	0.382247	0.995377
Combo_Quantity	-0.073724	-0.072980	0.414059	0.444625	1.000000	0.126817	0.447161
Discount	0.081078	0.080824	0.269235	0.382247	0.126817	1.000000	0.291823
Total_Menu_Amount	0.017670	0.017628	0.879239	0.995377	0.447161	0.291823	1.000000

- Positive Correlation: Both Variables change in same direction for e.g. When Sold Amount Increases Total Menu Amount also increases.
- Neutral Correlation: No relationship in the change of variables. Like 0 or Item Price on Item_Price
- Negative Correlation: Variables changes in opposite directions. Like when Selling Price Increases Sold Quantity Extremely decreases it shows strong correlation.

Analysis process:

- Target data was collected /Gathered through POS system of Filli Cafe .
- Once data was collected, Data pre-processing was done in order to clean data and made ready for analysis with Python.
- Now that data was ready for analysis, Exploratory Data Analysis was performed from python to find hidden insights.
- For Both Exploratory and Explanatory Visualisation was presented and designed on Dashboard of Tableau.

Data Analyst,
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