

POWER BI TRAINING

DAY 3 INTERPRETATION

1. Overall Performance Snapshot

- Total food items: 2,746
- Total quantity sold: 15K units

This indicates strong overall sales volume with a healthy number of distinct food items contributing to demand.

2. Food Type Popularity

- Main Course dominates orders (1,211), followed by Snacks (809).
- Desserts (289) and Breakfast (279) show moderate demand.
- Beverages (96) and Appetizers (16) have minimal contribution.

Insight:

Customers primarily order complete meals rather than add-ons. There is potential to increase beverage and appetizer sales through combos or upselling.

3. Restaurant Type Distribution

- All four restaurant types (Rajasthani (Jaipur), Mughlai, North Indian, South Indian) contribute equally (25% each).

Insight:

Cuisine preference is evenly distributed, suggesting diverse customer tastes and balanced menu performance across restaurant categories.

4. Member Type vs Delivery Count

- Gold members: 1,666 deliveries
- Regular members: 1,080 deliveries

Insight:

Gold members place significantly more orders, highlighting the value of loyalty programs and premium memberships.

5. Delivery Status

- Delivered: 94.19% (~14K units)
- Cancelled: 5.81% (~1K units)

Insight:

Delivery operations are highly reliable with a low cancellation rate. However, reducing cancellations even slightly could improve customer satisfaction and revenue.

6. Monthly Sales Trend by Member Type (2023)

- Gold members consistently outperform Regular members in all months.
- Peak sales observed in February, followed by a gradual decline through April.
- March shows a slight uptick for Regular members before declining.

Insight:

Sales show a downward trend after February, suggesting possible seasonality or reduced promotions. Gold members remain more stable and valuable across months.