



KSR Marketing Overview

Search



ASMA PARVEEN



Revenue

678.83K

-26.1%

Total items

74



Quantity

4K

-26.90%



Orders

1K

-25.14%



When where the sales at peak ?

Quantity ● Revenue

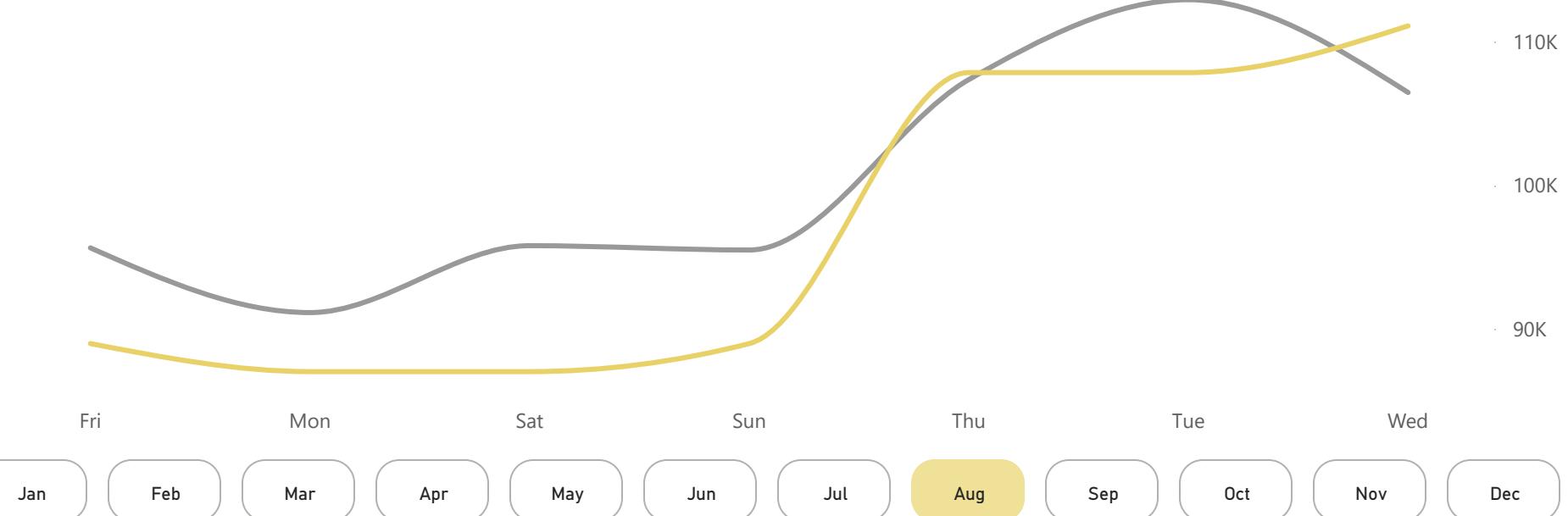
1K

Order made in the Month of NOVEMBER

day name

Day

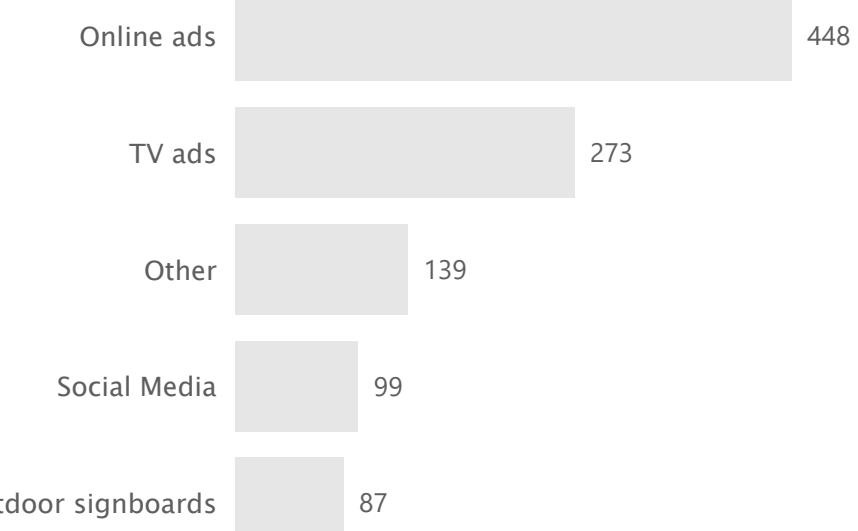
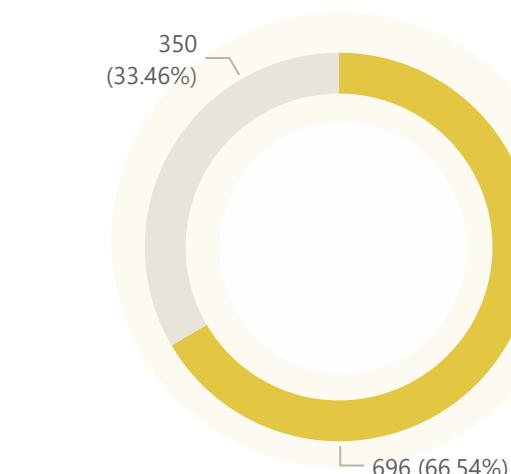
month



PRIMARY INSIGHTS - August , September and October has recorder a huge decline in both Revenue and Quantity sold . The reason may be due to climatical condition because of Rain customer don't prefer to visit restaurant .



Orders where placed through ?



PRIMARY INSIGHTS - Most commonly 66% customer prefer to order there food by Offline purchase mode . Through Online ads and TV ads we have received highest response for orders.



609

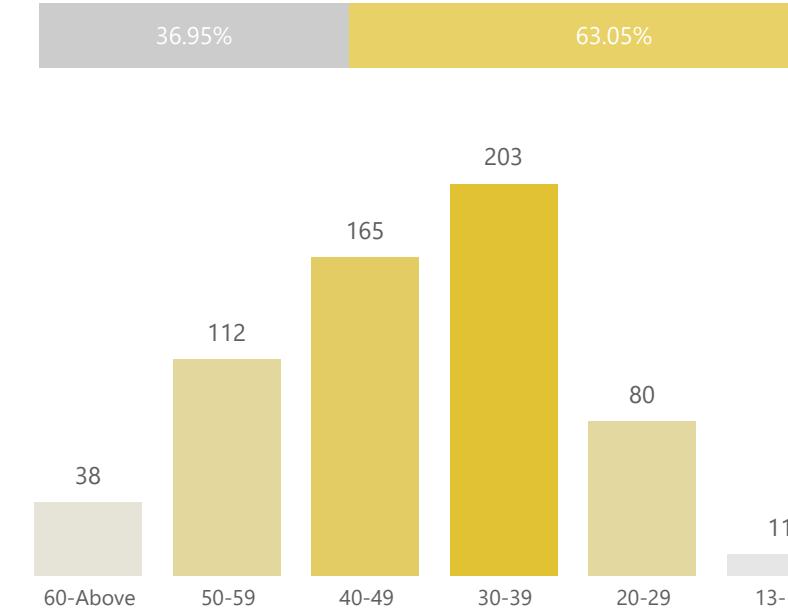
Customer

384

MALE

225

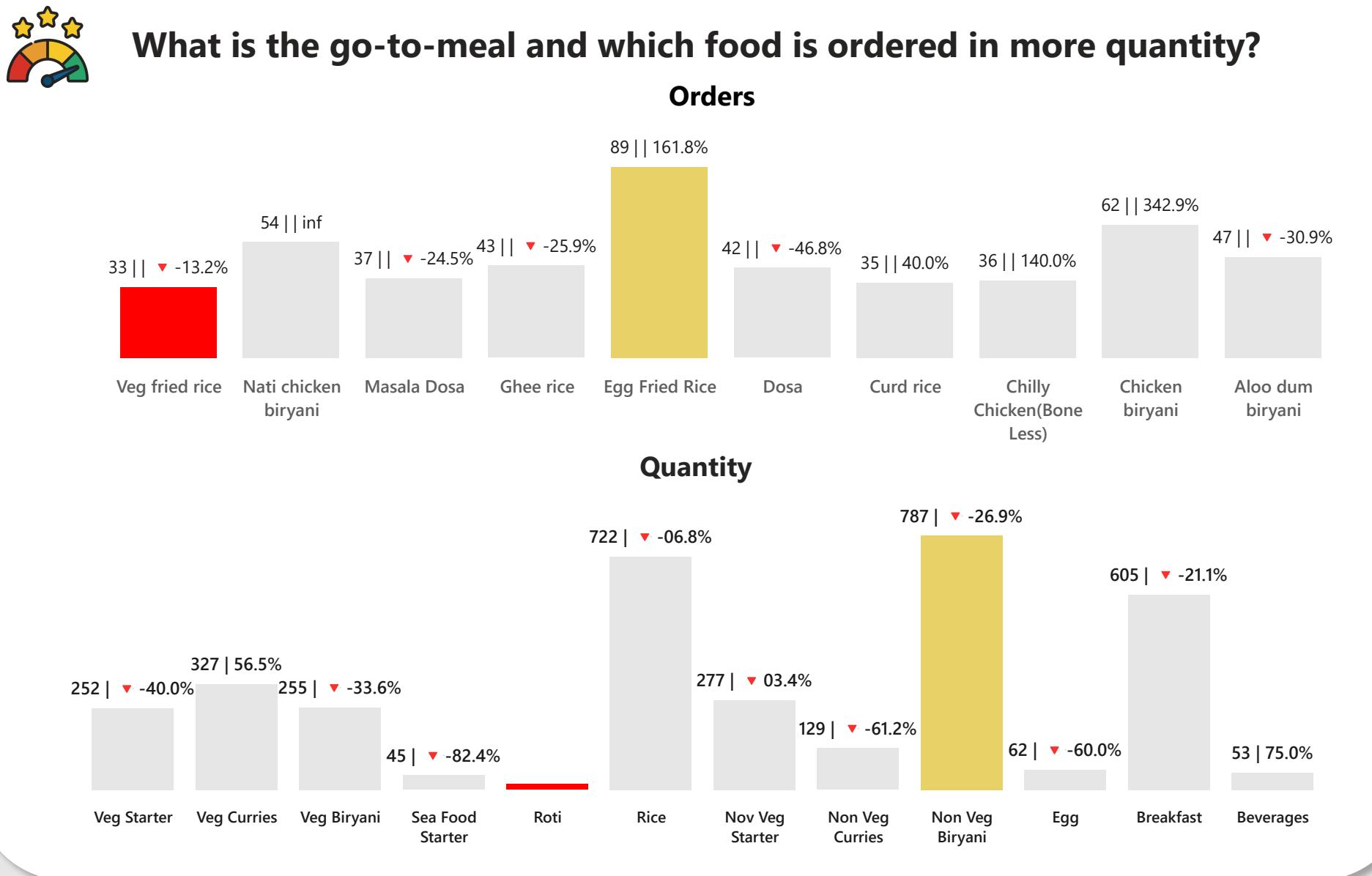
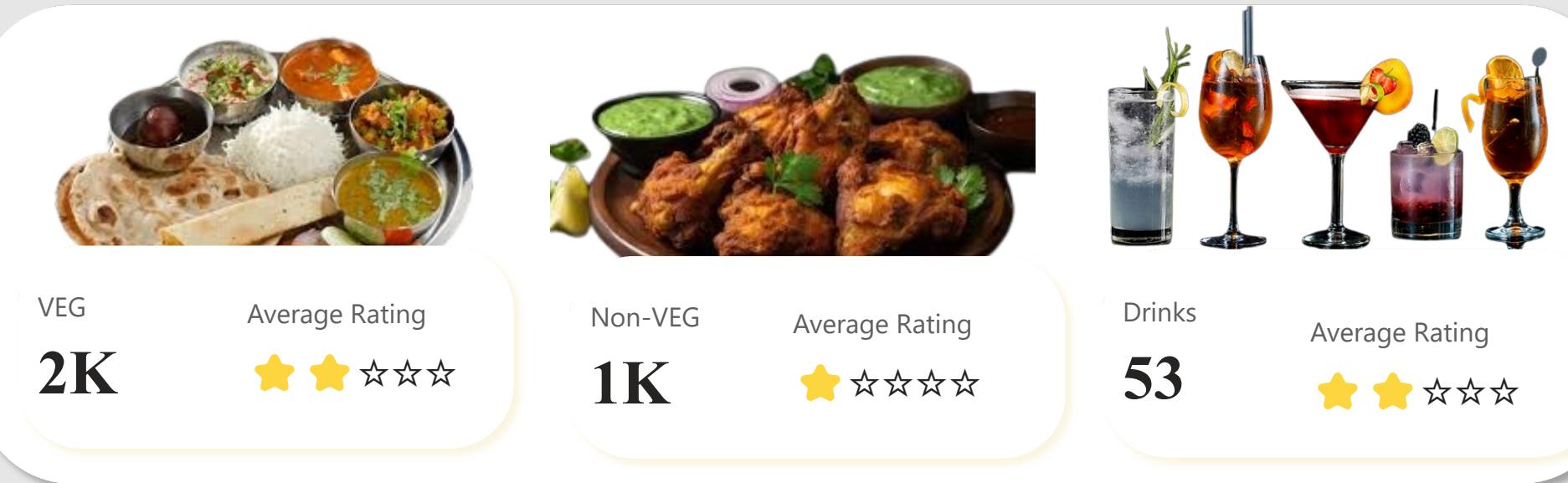
FEMALE



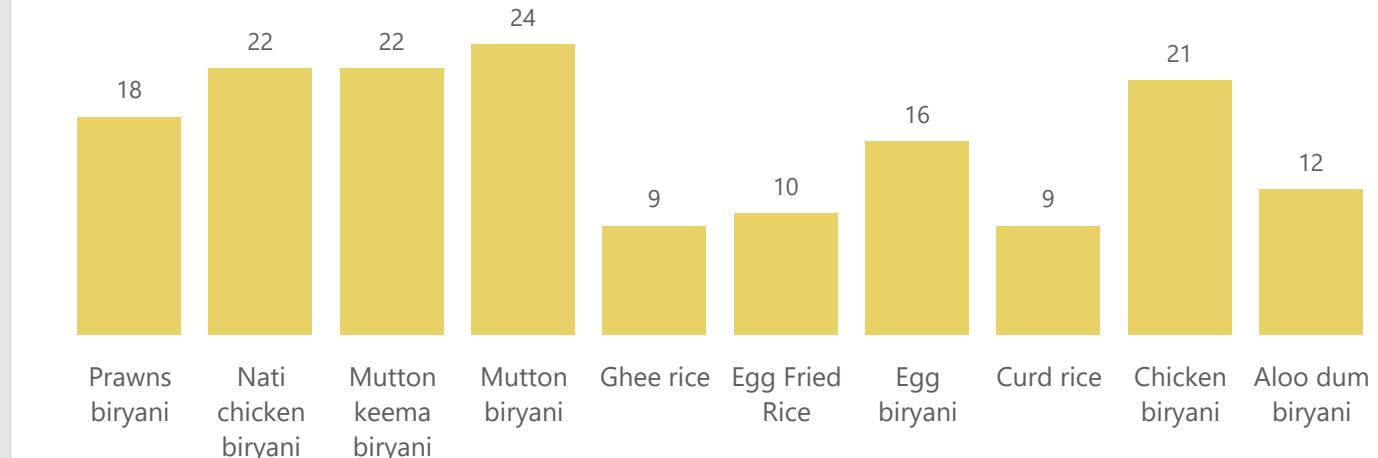
User Analysis

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

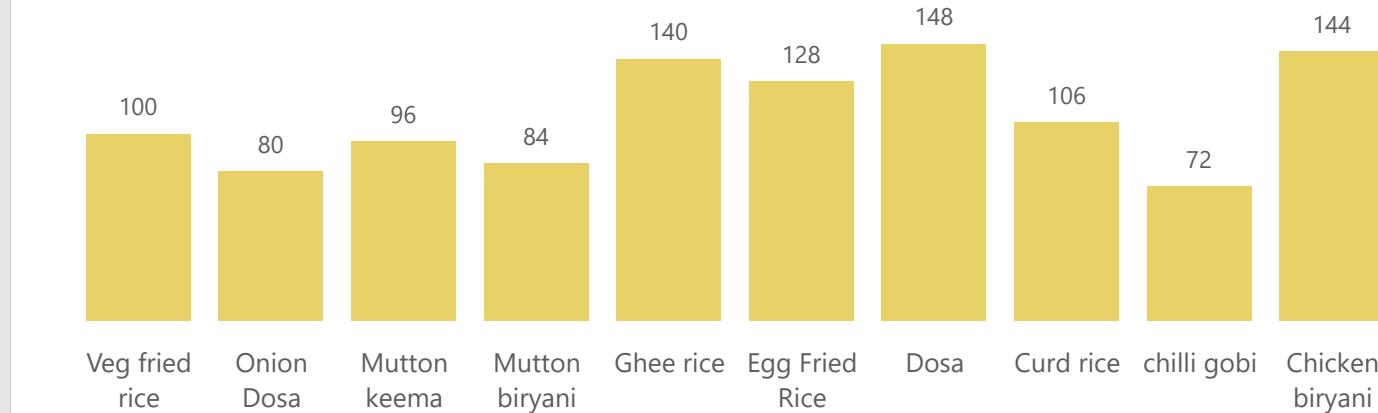
ASMA PARVEEN



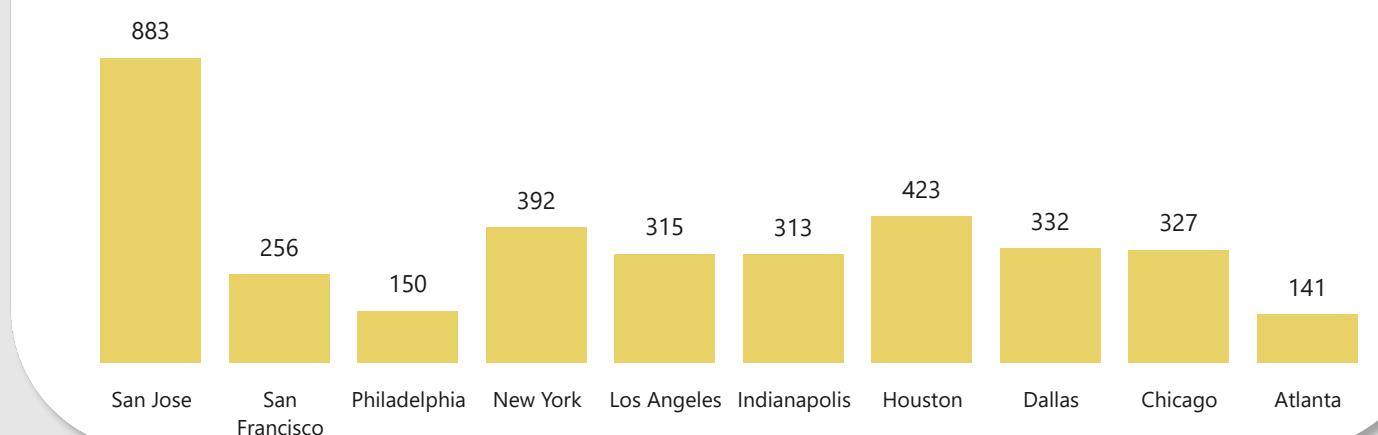
Price Range Vs Food



Rating Vs Food_items



Food Orders Vs City



Summary Report

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

ASMA PARVEEN



item_category (groups)	orders		PM orders	MOM%	Quantity		PM qty	MOM%	Revenue		PM rev	MOM%	Total Rating	Rating	
☒ Veg	658	658	837	-21.39%	2241	2241	2779	-19.36%	1,52,656.00	1,52,656.00	1,92,560.00	-20.7%	1364	★★★☆☆	2
Egg Fried Rice	89	89	34	161.76%	290	290	112	158.93%	890.00	890.00	340.00	161.8%	128	★☆☆☆☆	1
Aloo dum biryani	47	47	68	-30.88%	184	184	210	-12.38%	564.00	564.00	816.00	-30.9%	65	★☆☆☆☆	1
Ghee rice	43	43	58	-25.86%	143	143	178	-19.66%	387.00	387.00	522.00	-25.9%	140	★★★☆☆	3
Dosa	42	42	79	-46.84%	150	150	274	-45.26%	210.00	210.00	395.00	-46.8%	148	★★★☆☆	4
Masala Dosa	37	37	49	-24.49%	136	136	161	-15.53%	259.00	259.00	343.00	-24.5%	44	★☆☆☆☆	1
Curd rice	35	35	25	40.00%	119	119	83	43.37%	315.00	315.00	225.00	40.0%	106	★★★☆☆	3
Veg fried rice	33	33	38	-13.16%	95	95	136	-30.15%	297.00	297.00	342.00	-13.2%	100	★★★☆☆	3
Dal fry	31	31	20	55.00%	113	113	72	56.94%	248.00	248.00	160.00	55.0%	53	★☆☆☆☆	2
Onion Dosa	31	31	25	24.00%	105	105	81	29.63%	217.00	217.00	175.00	24.0%	80	★★★☆☆	3
Green Peas curry	29	29	20	45.00%	93	93	71	30.99%	246.50	246.50	170.00	45.0%	61	★★★☆☆	2
Upma	29	29	12	141.67%	92	92	39	135.90%	145.00	145.00	60.00	141.7%	40	★☆☆☆☆	1
chilli gobi	24	24	39	-38.46%	88	88	132	-33.33%	60.00	60.00	97.50	-38.5%	72	★★★☆☆	3
Aloo matar curry	20	20	1	1900.00%	76	76	3	2433.33%	140.00	140.00	7.00	1900.0%	38	★☆☆☆☆	2
Chapathi	20	20	65	-69.23%	63	63	245	-74.29%	130.00	130.00	422.50	-69.2%	26	★☆☆☆☆	1
Chicken fried Rice	19	19	79	-75.95%	73	73	286	-74.48%	228.00	228.00	948.00	-75.9%	45	★★★☆☆	2
Roti with curry	19	19	11	72.73%	53	53	36	47.22%	95.00	95.00	55.00	72.7%	49	★★★☆☆	3
Vegetable samosa	18	18	16	12.50%	76	76	42	80.95%	36.00	36.00	32.00	12.5%	18	★☆☆☆☆	1
Mushroom biryani	14	14	21	-33.33%	31	31	53	-41.51%	210.00	210.00	270.00	-22.2%	7	☆☆☆☆☆	1
Paneer butter masala	14	14		Infinity	39	39		Infinity	140.00	140.00		Infinity	22	★☆☆☆☆	2
Chilly mushroom	12	12	6	100.00%	42	42	10	320.00%	36.00	36.00	18.00	100.0%	24	★★★☆☆	2
Paneer biryani	12	12	21	-42.86%	40	40	49	-18.37%	180.00	180.00	255.00	-29.4%	0	☆☆☆☆☆	0
Egg bhurji	8	8	12	-33.33%	32	32	43	-25.58%	16.00	16.00	24.00	-33.3%	23	★★★☆☆	3
Mushroom 65	6	6	3	100.00%	22	22	10	120.00%	15.00	15.00	7.50	100.0%	14	★★★☆☆	2
Egg omlet	4	4	15	-73.33%	11	11	39	-71.79%	8.00	8.00	30.00	-73.3%	8	★★★☆☆	2
Golden Baby Corn	4	4	10	-60.00%	18	18	34	-47.06%	8.00	8.00	20.00	-60.0%	10	★★★☆☆	3
Total	1046	1046	1431	-26.90%	3532	3532	4718	-25.14%	6,78,832.00	6,78,832.00	9,18,534.40	-26.1%	2106	★★★☆☆	2