1. **One-year data:** Analysis is performed on single financial year data starting 1st Apr 2010 to 31st Mar 2011 for the Café Chain.
2. **No Significant trend/seasonality visible**- analyzing monthly/weekly level data, constant variation is prominent. Saturdays has more sale compared to other days of week (On avg. 20% more on Saturdays)
3. **Day of week and Hour of day analysis suggests** – Café opening hours can be changed from almost 24hrs to 16-17hrs (10AM to 2AM) with total sale compromise of just 0.2% Rs.55K p.a. Two shifts of 8hours each recommended (10AM to 6PM and 6PM to 2AM)

* Late afternoon to midnight till 2AM sees maximum sale (85% of total revenue –w/o tax)
* **Almost 50%** **of total revenue** w/o tax is generated **from** **tobacco(hookah) and** **liquor** items.

1. **Combo meals** – at present café has few combos with Liquor and Tobacco categories but none with Food and Beverages.
2. **Price change effect** – there are mixed treatment by customers to recent price changes

* **Sambuca and Cappuccino** top selling items has shown **reduction in sale 42% and 15%** respectively (post 7th Jan price increase).
* Whereas, for most Tobacco items with price increase (~75%) it has turned in favor of café.

Total bills - 69982

Food

(Food & Beverage 15774)

food without beverage 16648)

(Total with Food 32422)

B – (Only Beverage 30717), (Beverage without food – 14943)