

BY CONSTANZA
TÁBORA

THE LOCATION EFFECT



THE TOPIC

This project explores the performance of two restaurants in different locations.

THE GOAL

1. Demonstrate how location influences sales, customer behavior, and profitability.
2. Provide actionable insights to help business owners understand how location affects success.



KEY CONTEXT





RESTAURANT 1

- Strategic location.
- Located on a high-traffic street.
- Rooftop with canal views.
- High-spending customers.

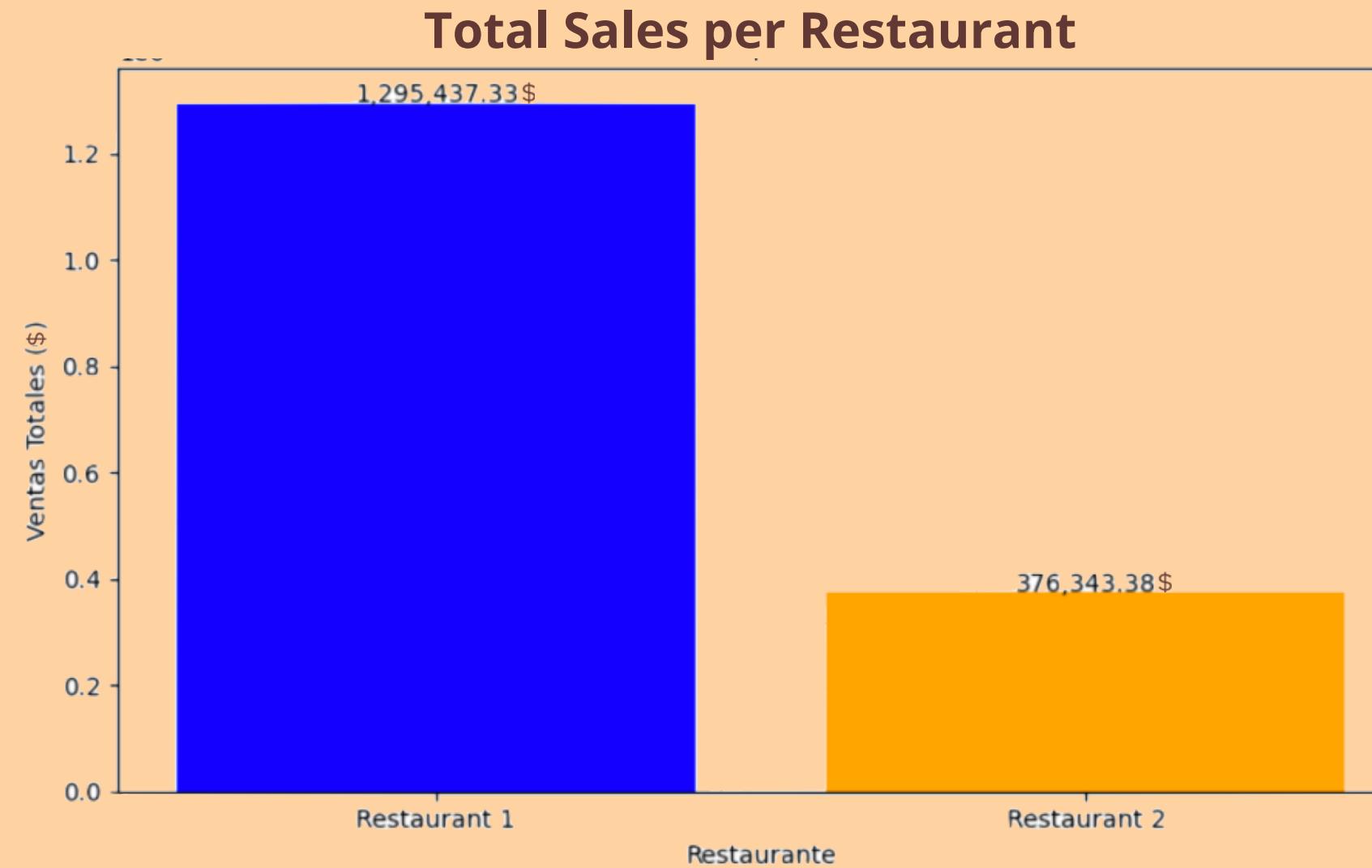


RESTAURANT 2

- Alleyway, in a modest neighborhood .
- Faces challenges due to limited foot traffic.
- Budget-conscious customers.

LOCATION & REVENUE DISTRIBUTION





There is a difference of approximately \$919,094 between the two restaurants. This means that sales from Restaurant 1 are 3.4 times higher than Restaurant 2.

RESTAURANT 1

- Total sales of \$1,295,437.33 in the last six months.

RESTAURANT 2

- Total sales of \$376,343.38 in the last six months.

WHAT CUSTOMERS SPEND ON

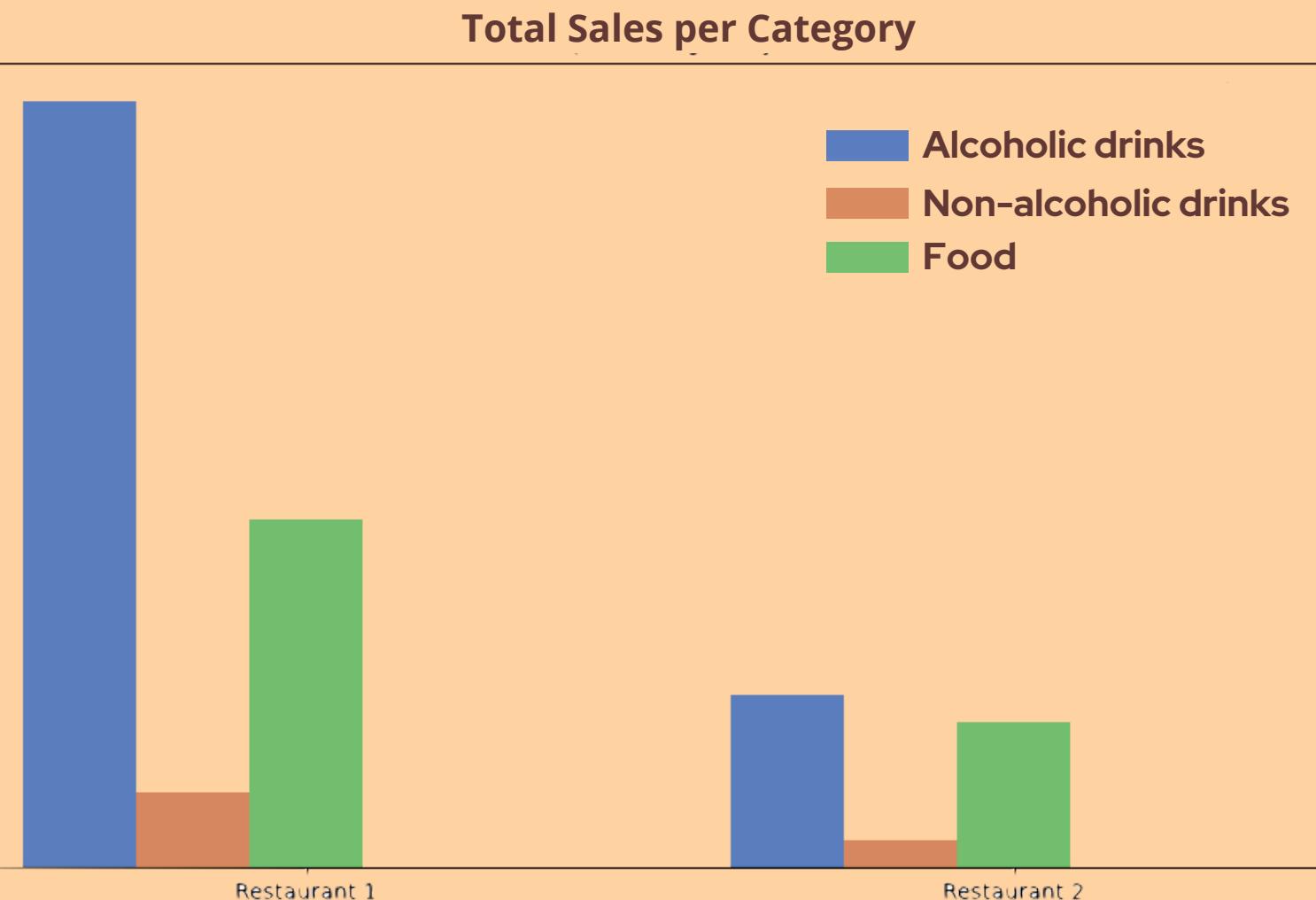


RESTAURANT 1

Premium Product Focus: Luxury items and premium alcoholic beverages drive the majority of revenue.

Dominant Alcoholic Sales: Alcoholic beverages make up 64% of total sales (€835,743.75), significantly outpacing food (€378,995.52).

Opportunities: Balance the revenue between food and drinks.

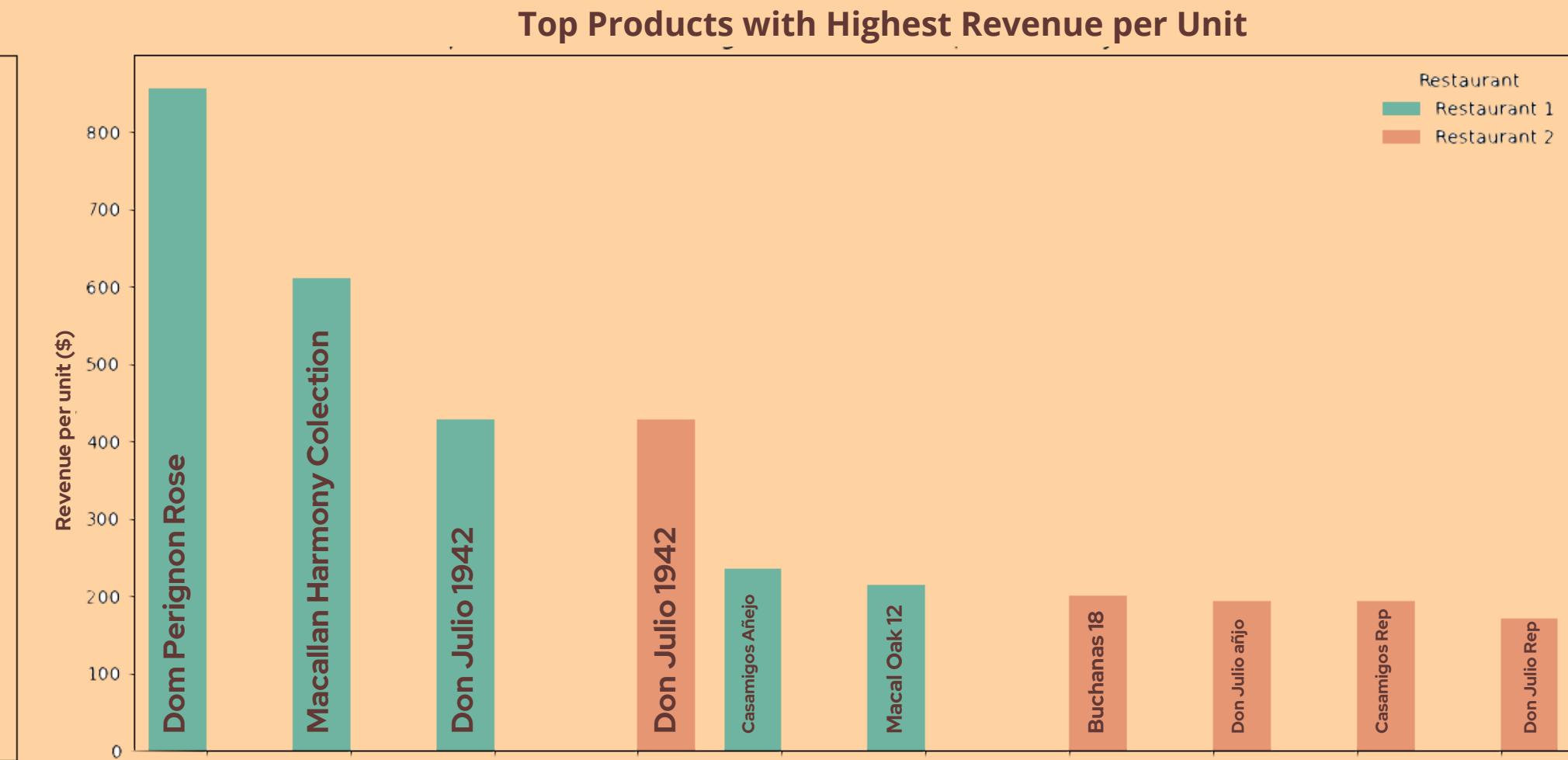


RESTAURANT 2

Balanced Product Revenue: Alcoholic beverages (€188,115.10) lead sales but are closely followed by food (€158,630.01).

Customer interest in premium liquor, despite a less prominent market presence.

Opportunities: Restaurant 2 should focus on increasing sales of high-margin alcoholic beverages offering promotions or bundles on the menu.



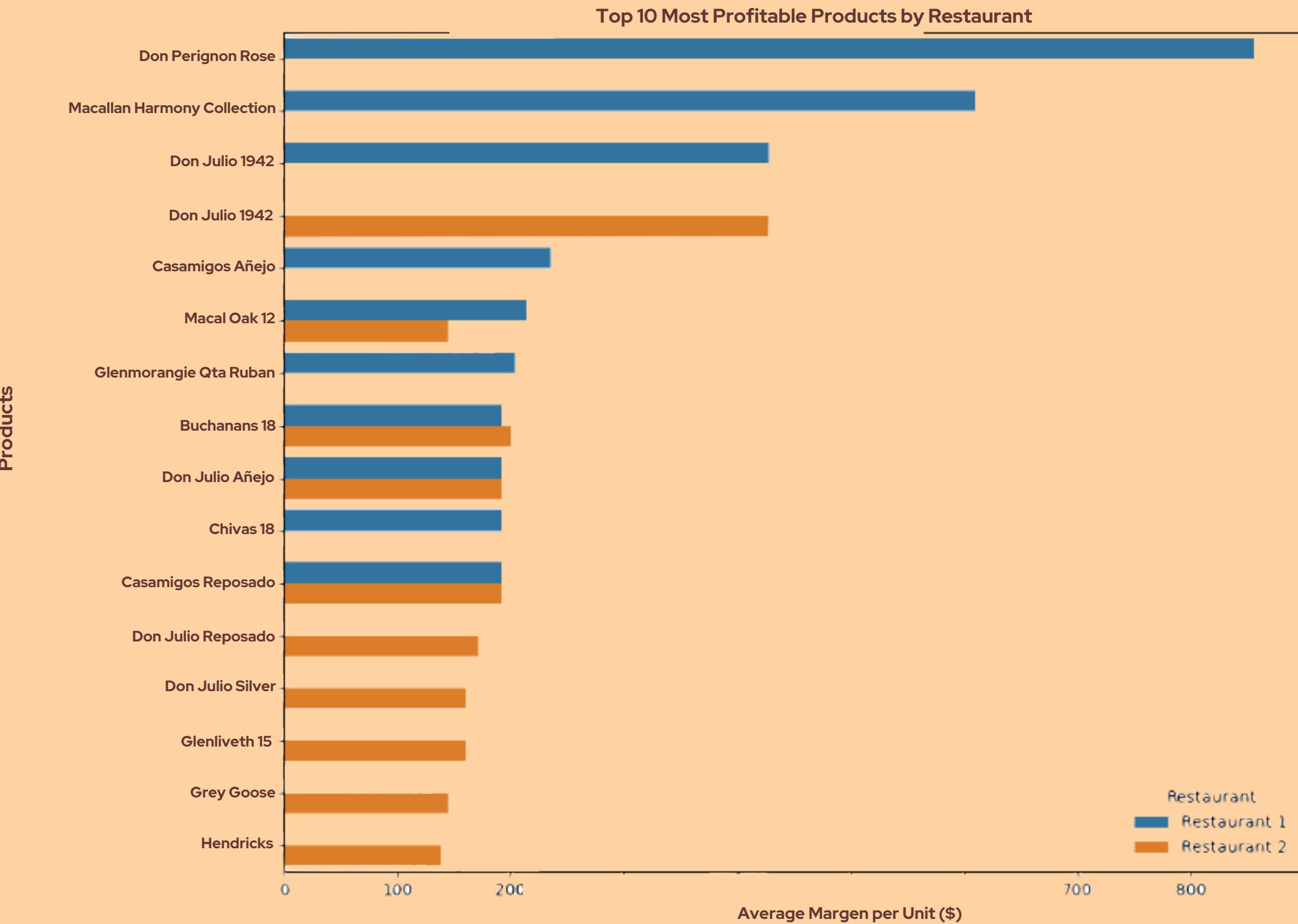
TOP 10 MOST PROFITABLE PRODUCTS

Restaurant 1

1. Dom Perignon Rose
2. Macallan Harmony Collect
3. Don Julio 1942 Servicio
4. Glenmorangie Qta Ruban
5. Chivas 18 Servicio

Restaurant 2

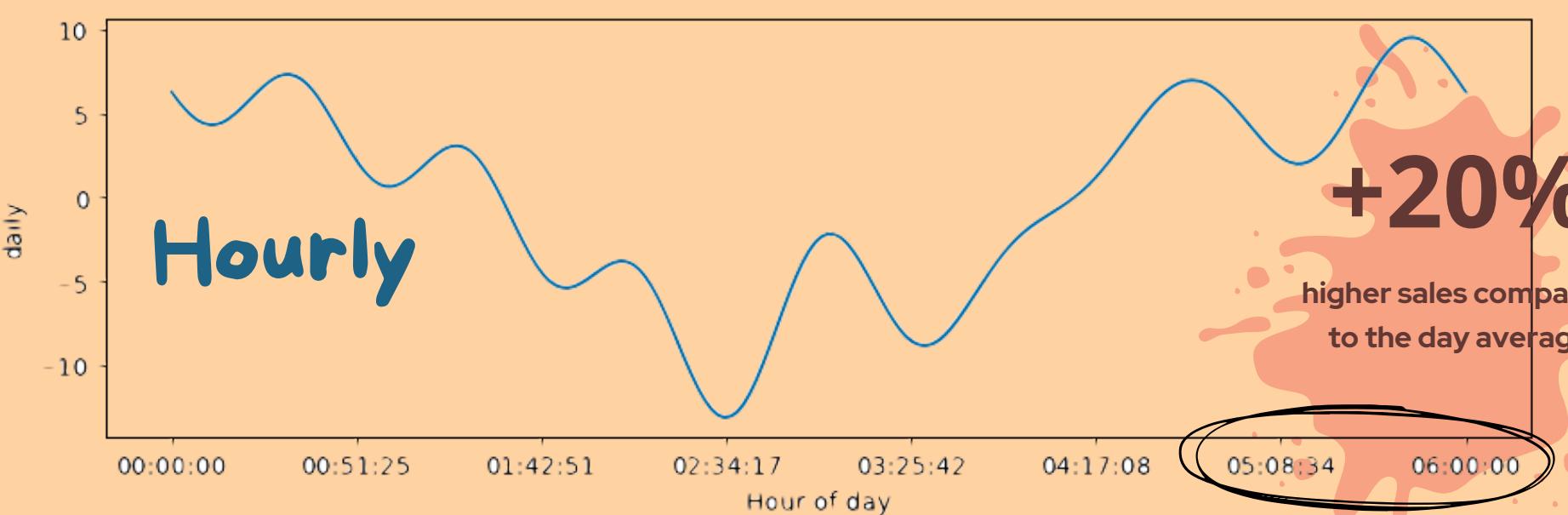
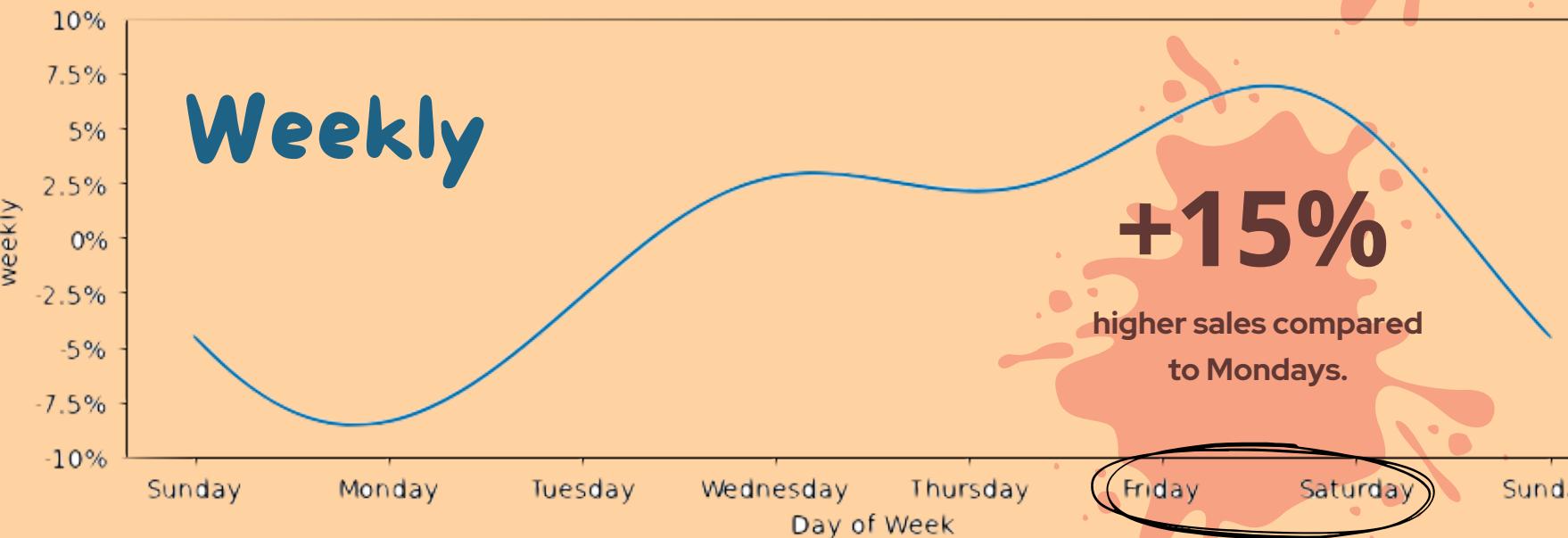
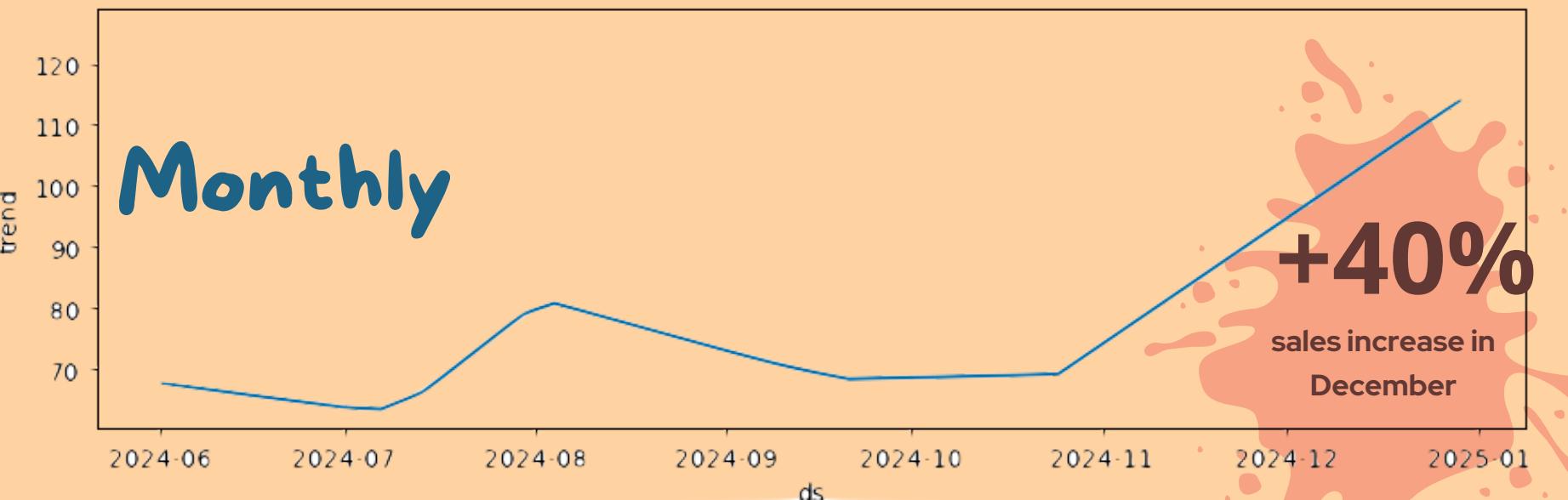
1. Don Julio 1942
2. Macal Oak 12
3. Buchanans 18
4. Casamigos Reposado
5. Don Julio Reposado



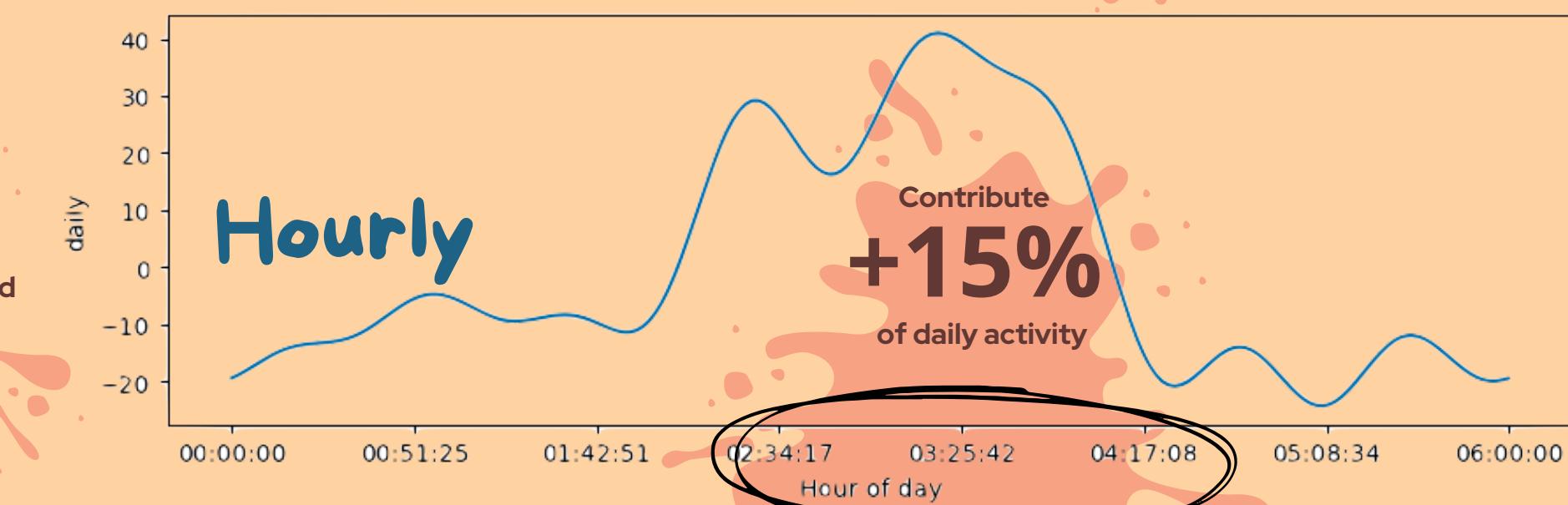
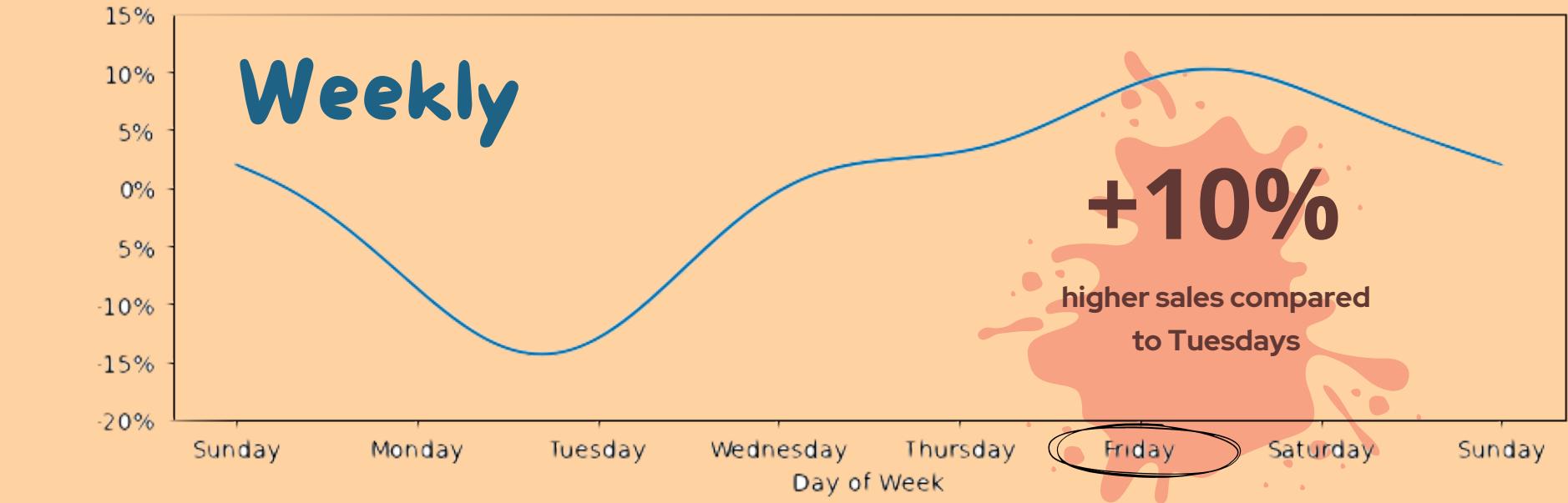
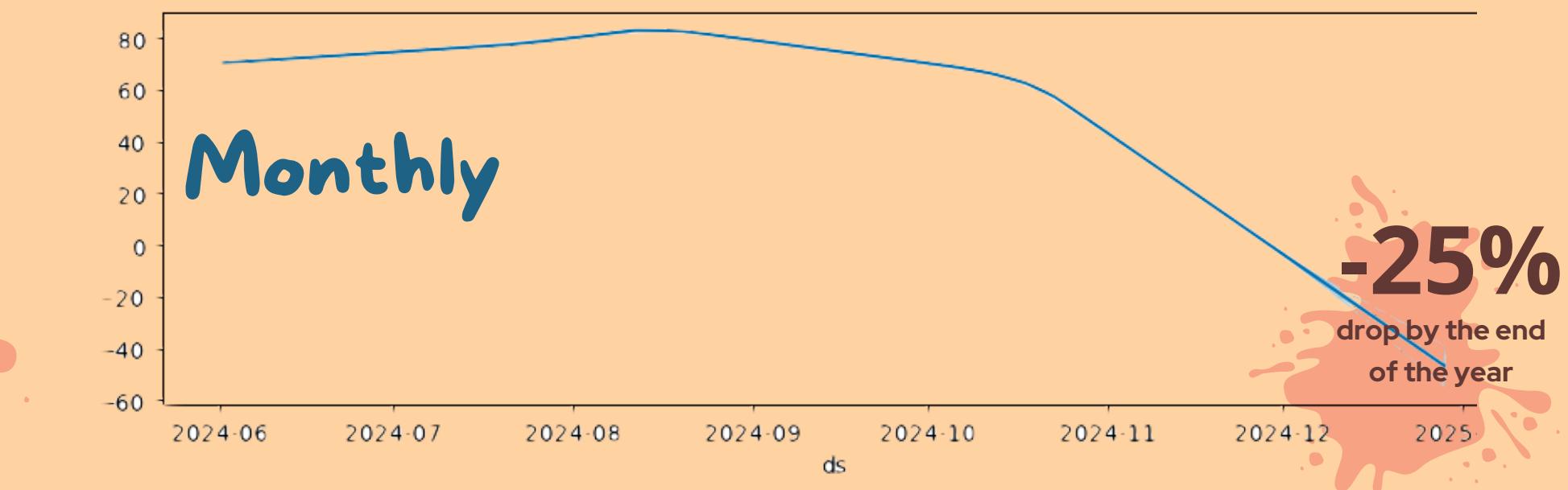
THE FUTURE OF SALES



Restaurant 1



Restaurant 2



DOES LOCATION MAKE THE DIFFERENCE?



YES! Location makes a significant difference.



Restaurant 1

Located in a premium rooftop setting with scenic views, attracts wealthier customers and experiences higher overall sales, especially during peak hours and weekends.



Restaurant 2

Located in a less appealing alley, struggles to drive consistent traffic and revenue despite offering similar high-margin products.

WHAT SHOULD BUSINESS OWNERS DO?



RECOMMENDATIONS

RESTAURANT 1

1. Enhance High-Season Marketing
2. Optimize Weekend Traffic
3. Introduce High-Margin Food Combos

RESTAURANT 2

1. Improve Location Appeal
2. Introduce Affordable Combos
3. Strengthen Midweek Promotions
4. Expand Delivery Services
5. Focus on Consistent Customer Flow



CONCLUSIONS

Sales trends highlight how location and customer demographics shape purchasing behavior.

Choosing the right location remains critical when opening a restaurant, as it directly impacts customer flow.

By addressing location-specific challenges, both restaurants can improve performance and thrive in their respective markets.



THANK YOU!

