# **Case Study: TouchPoint**

In the below embedded file, you will find query results on POS data for 2 hospitals for 6 months. They are located 5 miles from one another and are in the southeast. Prior to taking over operations, TouchPoint has been engaged by the client's CFO to analyze their POS data to provide recommended adjustments to their operation. The goal is to improve their bottom line by a mix of operational changes, culinary, and pricing changes.

Assume you are an Analyst at TouchPoint and have been asked to analyze the data. Start by aggregating the data into a usable format. Make relevant assumptions to get the data in a more usable format for the analysis. Be sure to specify any assumptions made clearly in the final report.



## Your report should cover the following:

* An analysis of purchasing habits (i.e. time of day, product mix, seasonality)
* Site Comparison of the 2 sites – KPI measures would include Revenue, Check Avg, Items/Transaction, & Month over Month Growth rates
* Item analysis to streamline and/or expand menu offerings
* Recommendations for changes in the operation and/or menu based on the analysis
* Additional data and corresponding analyses you’d like to conduct to build a strategic plan in the future

## Please note the following:

* Beverages tend to be our highest margin items with margins averaging 70% compared to food costs of around 35%.
* The client intentionally wants health items priced lower than unhealthy items to spur healthy eating habits amongst their employees that typically dine in the café.
* Use any tools that are available to you whether that be Qlik, Tableau, Power BI, R, Python or excel, etc.
* Consolidate your findings into an executive deck that you would present to a c-suite audience. Please include all backup files for reference purposes.