Business Analysis Report: Slice Café

Company Name: Slice Café
Report Objective: To identify the performance of menu items, highlight underperforming items, and understand the preferences of top-spending customers.

Executive Summary

This report provides an analysis of Slice Café's menu performance and customer preferences using two datasets: **menu items** and **order details**. The goal was to identify which menu items perform well, which do not, and what top-spending customers prefer. All data preparation and analysis were conducted using **SQL**.

Key findings include:

1. **Top Menu Item**: The **American Hamburger** is the most ordered menu item.
2. **Least Ordered Item**: The **Mexican Chicken Tacos** have the lowest order count.
3. **Top-Spending Customers' Preference**: While no Italian item is the most ordered, **Italian meals collectively bring in the highest revenue**, driven by purchases from top-spending customers.

Key Insights

1. **Menu Item Performance**:
   - **American Hamburger** is the café's best-selling item, consistently ordered across all customer segments.
   - **Mexican Chicken Tacos** are the least popular, indicating low customer interest or inadequate marketing.
2. **Top Customer Preferences**:
   - **Italian meals** are highly favored by the café's top spenders, contributing significantly to overall revenue.
   - Despite Italian meals not topping the order volume, they hold strong profitability due to their high price points and popularity with premium customers.
3. **Revenue Insights by Category**:
   - Italian meals contribute the most cash inflow among all menu categories, outperforming even categories with higher order counts.
   - Mexican items underperform both in terms of volume and revenue.

Recommendations

1. **Focus on Italian Menu Items**:
   - Retain and potentially expand the Italian menu, as it appeals to high-spending customers and generates significant revenue.
   - Introduce limited-time offers or seasonal Italian dishes to maintain customer interest and loyalty.
2. **Address Underperforming Menu Items**:
   - Investigate why **Mexican Chicken Tacos** are underperforming. Consider customer feedback, pricing, and presentation to improve their appeal.
   - If improvements fail, consider replacing them with other high-demand items or experimenting with different Mexican offerings.
3. **Leverage Popular Menu Items**:
   - Continue promoting the **American Hamburger** as the top-seller through deals or meal bundles to maintain its popularity.
4. **Customer Segmentation Campaigns**:
   - Use insights about top spenders to craft tailored marketing campaigns that highlight Italian dishes, potentially offering loyalty rewards or premium experiences for high-value customers.

Conclusion

The analysis demonstrates that Slice Café's menu has strong performers, such as the **American Hamburger**, but also highlights opportunities to address underperformers like **Mexican Chicken Tacos**. With Italian meals driving significant revenue from top-spending customers, the café should focus on enhancing and promoting its Italian offerings while optimizing other menu items to increase overall profitability.

Tool Used: SQL (data preparation, analysis)