

Restaurant Sales and Customer Feedback Analysis Report:

The company under analysis is a restaurant chain that operates across multiple outlets in different regions. Its business model revolves around serving a variety of menu items, ranging from appetizers, beverages, main courses, and desserts. The primary goal of the company is to deliver exceptional customer experience while maintaining steady revenue growth and consistent performance across all outlets.

The restaurant chain caters to a diverse customer base with varying preferences, offering both weekday and weekend services. Its menu includes popular dishes such as burgers, pizzas, fries, beverages, and desserts that appeal to a wide demographic. To measure performance and customer satisfaction, the company collects and analyzes sales data, customer feedback, and regional performance metrics.

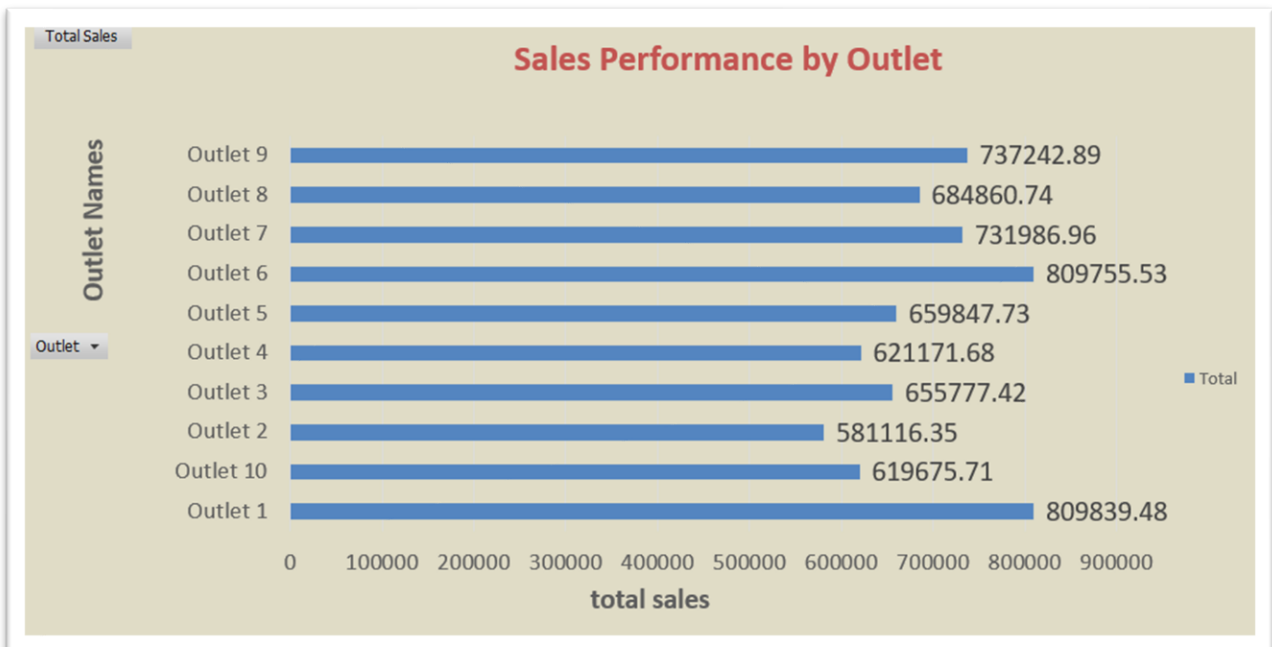
This report provides an in-depth analysis of restaurant sales and customer feedback data. The primary aim is to identify trends, evaluate performance across outlets, and offer actionable insights for strategic decision-making.

INSIGHTS:

- Total sales generated by all the outlets are Rs 6911274.49.
- The average customer feedback rating in the month of October, November and December is 3.1 out of 5.



INSIGHT: Weekdays are resulting in more sales compared to weekends.



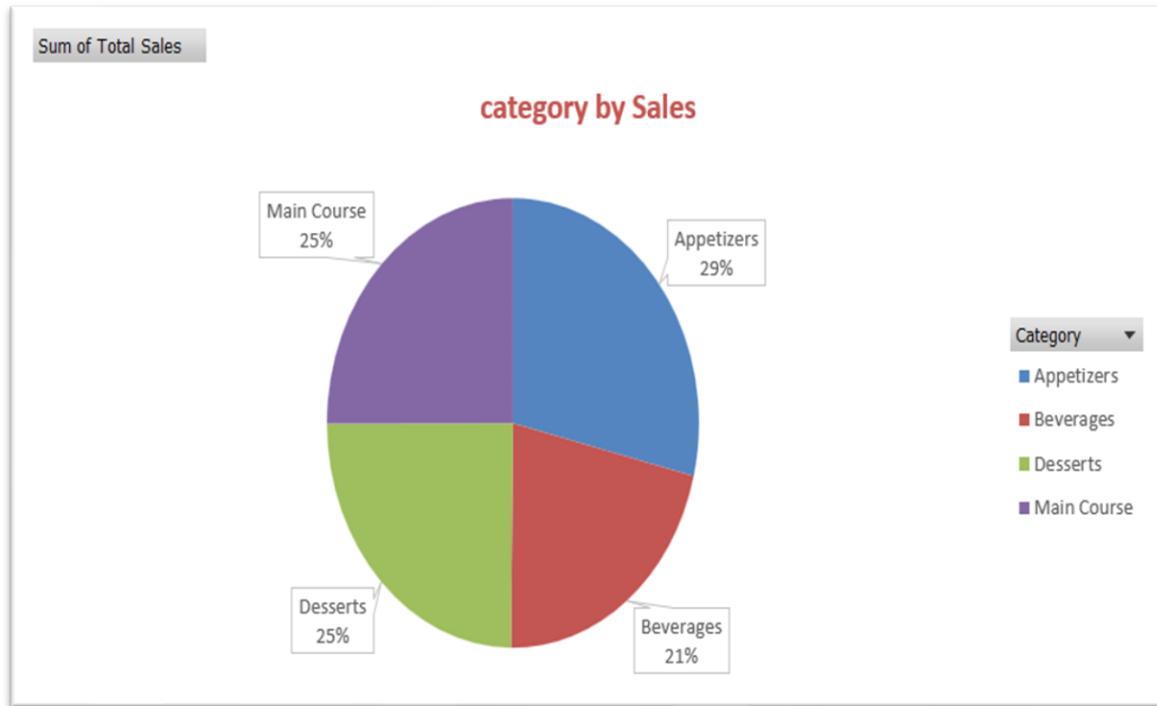
INSIGHT:

- Outlet 1 and Outlet 6 are the best performing.
- Outlet 2 and Outlet 10 are under performing.



INSIGHT:

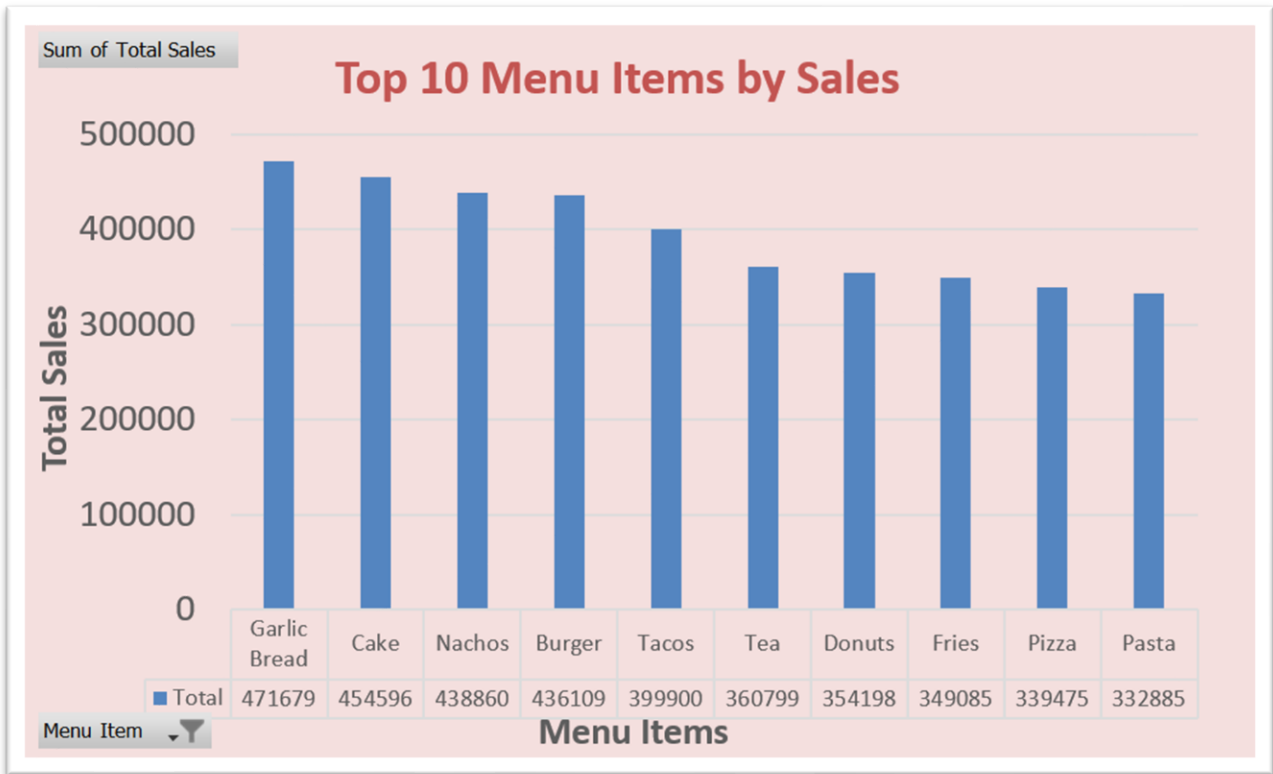
- Outlet 3 has the highest average customer rating.
- Outlet 6 has the lowest average customer rating.



INSIGHT:

Overall Appetizers are making most of the total sales and Beverages are making the least percentage of total sales. But if we look at the best and least selling categories outlet wise, it is the following:

Outlet Name	Best-selling Category	Least-selling Category
Outlet 1	Appetizers	Main Course
Outlet 2	Appetizers	Main Course
Outlet 3	Appetizers	Beverages
Outlet 4	Main Course	Desserts
Outlet 5	Desserts	Beverages
Outlet 6	Main Course	Beverages
Outlet 7	Appetizers	Beverages
Outlet 8	Main Course	Beverages
Outlet 9	Appetizers and Beverages	Main Course
Outlet 10	Main Course	Desserts



INSIGHT:

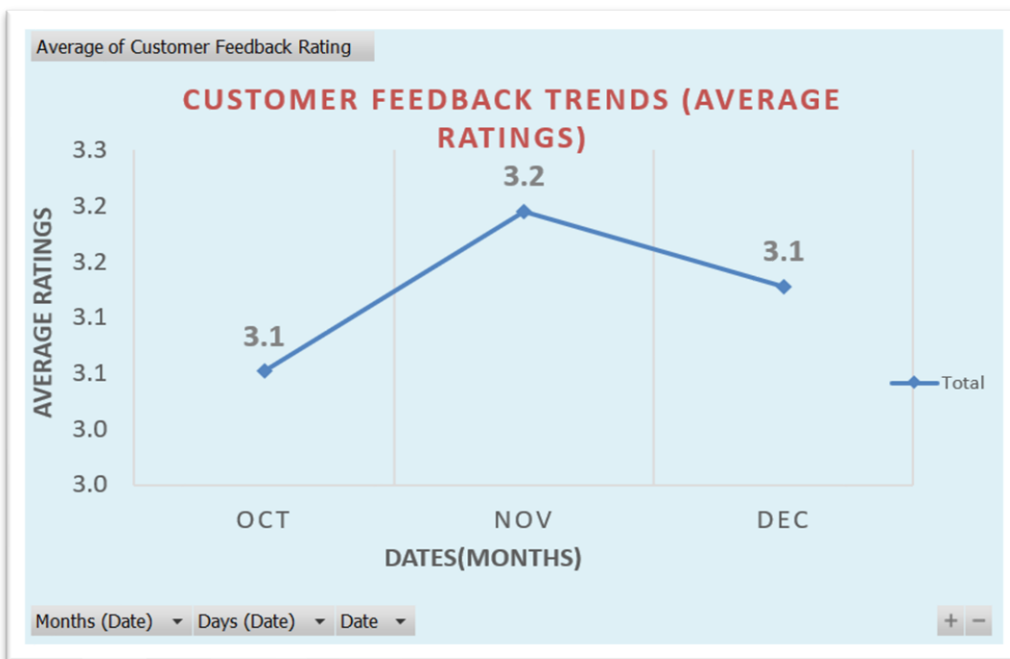
Top 10 Menu Items by Sales

1. Garlic Bread
2. Cake
3. Nachos
4. Burger
5. Tacos
6. Tea
7. Donuts
8. Fries
9. Pizza
10. Pasta

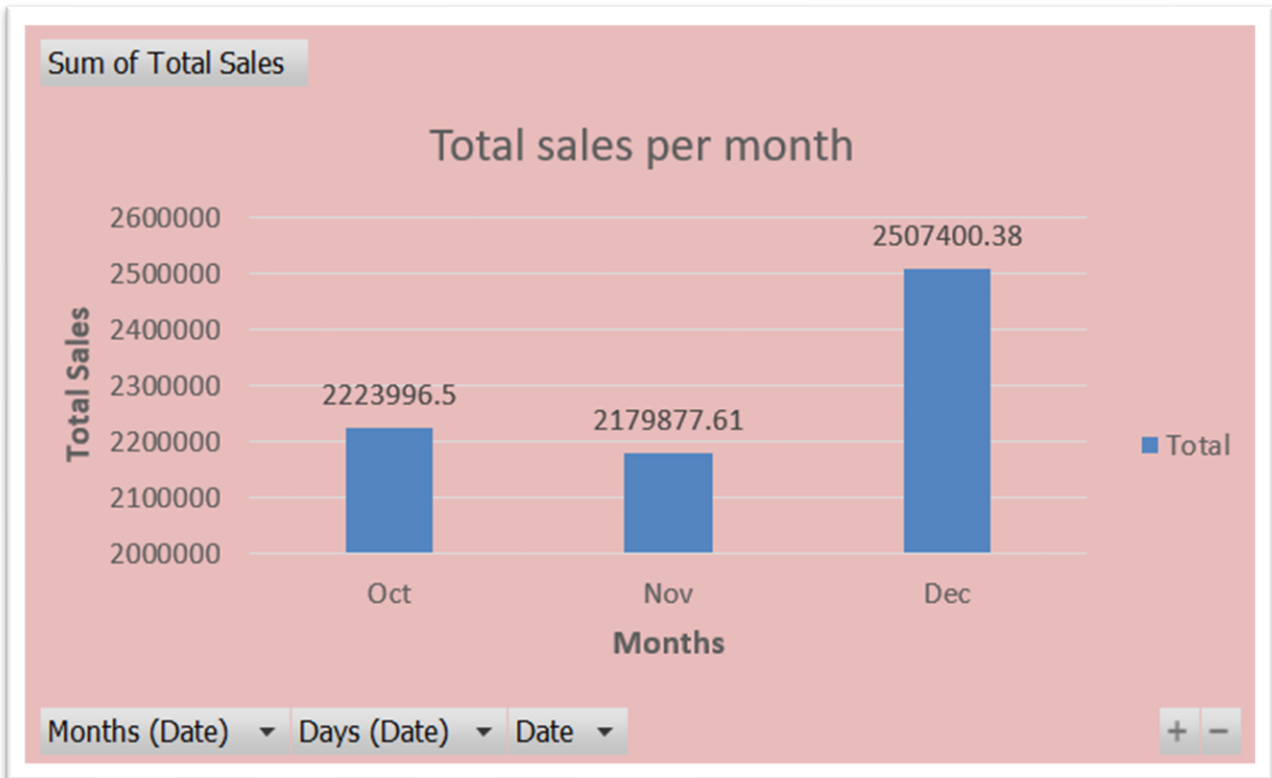
- Garlic bread and cake are the highest selling items.
- Ice cream, Juice, Rice Bowl and Sod are the least selling items.

Outlet wise best and the least seller's menu items according to customer rating are as follows:

Outlet Name	Best-selling Menu item	Least-selling Menu item
Outlet 1	Burger	Coffee and Pizza
Outlet 2	Cake, Cookies and Soda	Pasta
Outlet 3	Coffee	Juice
Outlet 4	Cookies	Nachos
Outlet 5	Pasta	Rice Bowl
Outlet 6	Cake	Cookies
Outlet 7	Pasta	Nachos
Outlet 8	Tea	Rice Bowl and Spring Rolls
Outlet 9	Pizza	Rice Bowl
Outlet 10	Garlic Bread	Tea



INSIGHT: Average Customer rating is consistent in the month of October and December, but we can notice a little spike in the month of November which may be because it is a festive season.



INSIGHT: December resulted in higher sales compared to October and November.

Sum of Sales per Unit	Column Labels ▾										
Row Labels	Outlet 1	Outlet 10	Outlet 2	Outlet 3	Outlet 4	Outlet 5	Outlet 6	Outlet 7	Outlet 8	Outlet 9	Grand Total
Brownie	951.06	1804.47	884.66	1662.85	1048.76	887.04	1393.62	1438.31	747.51	2285.02	13103.3
Burger	1309.35	1946.5	1981.74	1461.97	773.91	1982.35	1423.14	2155.6	1573.5	2568.48	17176.54
Cake	1271.6	615.27	474.89	2447.78	1931.43	2269.3	2050.98	2045.51	1351.21	1369.37	15827.34
Coffee	3485.15	1507.23	1346.48	298.33	190.27	1265.9	2092.34	1453.21	854.72	1173.91	13667.54
Cookies	1278	1179.58	396.67	460.03	528.73	1752	1854	2507.23	1719.35	780.93	12456.52
Donuts	1981.41	146.15	2692.15	2187.79	1923.54	1577.79	1346.92	1157.36	1729.17	908.15	15650.43
Fries	1552.8	925.24	2586.78	359.65	1116.93	200.66	2142.8	1243.26	921.86	1076.63	12126.61
Garlic Bread	1726.97	898.46	1576.37	2681.98	1412.69	797.25	1723.5	1875.04	1441.47	2296.13	16429.86
Ice Cream	1049.78	1261.81	466.72	696.58	789.56	986.33	103.86	1491.62	924.56	1224.5	8995.32
Juice	1885.68	1420.41	975.88	1304.94	1607.84	655.03	1130.81	1262.28	454.7	1068.4	11765.97
Nachos	1806.69	1711.43	787.64	1807.09	1137.98	1175.15	1907.59	1975.49	1591.2	1054.7	14954.96
Pasta	1538.29	721.18	801.13	1442.09	1455.63	574.28	2842.14	527.96	2103.92	562.52	12569.14
Pizza	565.53	2284.64	1041.34	580.97	2009.04	1134.77	1863.21	886.82	1223.06	272.66	11862.04
Rice Bowl	1306.45	1348.72	760.77	1199.94	1589.54	945.56	814.35	1732.38	177.66	1415.22	11290.59
Sandwich	1162.47	1433.51	1032.08	1711.45	970.38	657.36	1737.47	672.04	1889.09	720.07	11985.92
Smoothie	269.83	1317.85	546.83	619.22	1082.17	1165.19	1271.15	1649.71	675.66	2388.34	10985.95
Soda	2701.77	349.85	356.63	669.05	1131.61	432.83	507.24	880.96	607.14	1186.01	8823.09
Spring Rolls	1529.4	1457.06	741.36	1273.18	846.18	1273.06	1976.81	1488.56	1245.18	1524.75	13355.54
Tacos	2251.81	722.67	2017.65	823.82	915.73	1784.79	1359.09	1874.41	1437.15	927.82	14114.94
Tea	875.47	1171.1	805.96	1374.29	1342.26	1076.25	1520.88	673.36	1694.8	2008.8	12543.17
Grand Total	30499.51	24223.13	22273.73	25063	23804.18	22592.89	31061.9	28991.11	24362.91	26812.41	259684.77

INSIGHT: From the above table we can notice that price of the menu items is not same across all the outlets.

RECOMMENDATIONS:

1. The Average Customer Rating is 3.1, which suggests that there is a need for improvement in the food quality. It may also indicate poor customer services offered at the outlets.
2. The company should aim to maintain a minimum average customer feedback rating of 3.5 to ensure consistent customer satisfaction and positive brand perception.
3. To increase the sales at the weekends the company should focus on marketing. They can introduce discounts on the menu items at weekends. They can leverage social media for marketing these discounts, which will lead to an increase in visibility of the company to potential customers.
4. The company can also try to partner with the food delivery companies, which can further increase their sales as some people prefer eating food in their homes.
5. Outlet 2 and Outlet 10 are contributing least to the total sales. This may be because of poor food quality or poor customer service, or the price of the products are too high. There could be geographical reasons also i.e. the outlets are situated in the areas where they are not able to fetch the customers' attention. Try fixing these issues to improve sales, if the sales are still low consider closing these outlets.
6. All the four categories are doing good but try to improve beverages contribution to the total sales by improving the exiting offerings and by adding the new range on the menu.
7. The least selling category and least selling items on the menu of each outlet as mentioned above in the table requires more attention as it can lead to a further drop in the average customer rating of the company which creates a negative perception of the brand.
8. The Company need to focus on the pricing of their menu items, they shouldn't be too high or low .
9. From November to December there is a 15.2% increase in total sales, which is a positive sign for the company.
10. Overall, the company is doing good but with some minor improvements in the food offered and customer services provided it can easily reach an Average rating of 3.5, which will lead to attracting more customers which would further lead to increase in the total sales.