

Tasty Bites Sales Analysis

Optimizing product pricing and promotions to maximize profitability without losing customers.





Business Scenario: The Profitability Puzzle

Low Profit, High Sales

Some products generate high sales volume but yield low profit margins.

High Profit, Low Sales

Other products contribute significantly to the bottom line but have lower sales.

Management's Goal

Optimize pricing and promotions to maximize overall profitability while retaining customer base.

Project Objectives

01

Identify Key Products

Pinpoint both high-profit and low-profit products within the Tasty Bites catalog.

02

Analyze Discount Impact

Understand how discounts and promotions affect overall profit margins.

03

Recommend Strategies

Propose effective pricing strategies to boost overall profitability.



Data & Tools Used

Dataset Description

- Source: Kaggle.com
- Time Period: 2024 - 2025
- Rows: 1000
- Columns: order_id, order_date, product_id, product_name, category, quantity, unit_price, cost_per_unit, discount, customer_type, payment_mode



Tools Utilized



Microsoft Excel

Initial data exploration and validation.



PostgreSQL

Querying, cleaning, joining, and aggregating data; KPI calculation.



Power BI

Data modeling, DAX measures, and interactive dashboard creation.



Data Cleaning & Preparation



Data Import & Cleaning

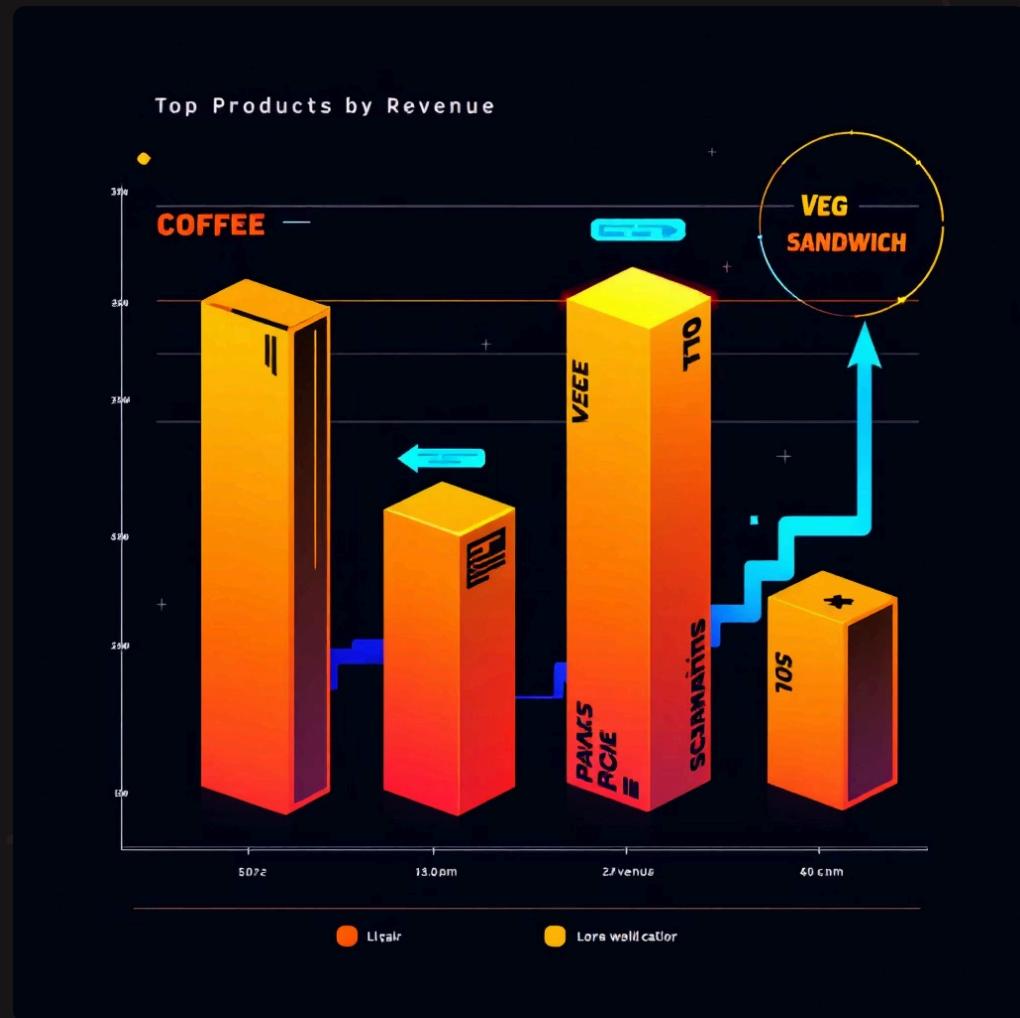
Loaded CSV, removed duplicates, fixed data types, handled missing values, and derived calculated columns (Total Revenue, Total Cost, Name of Days).

Measure Creation

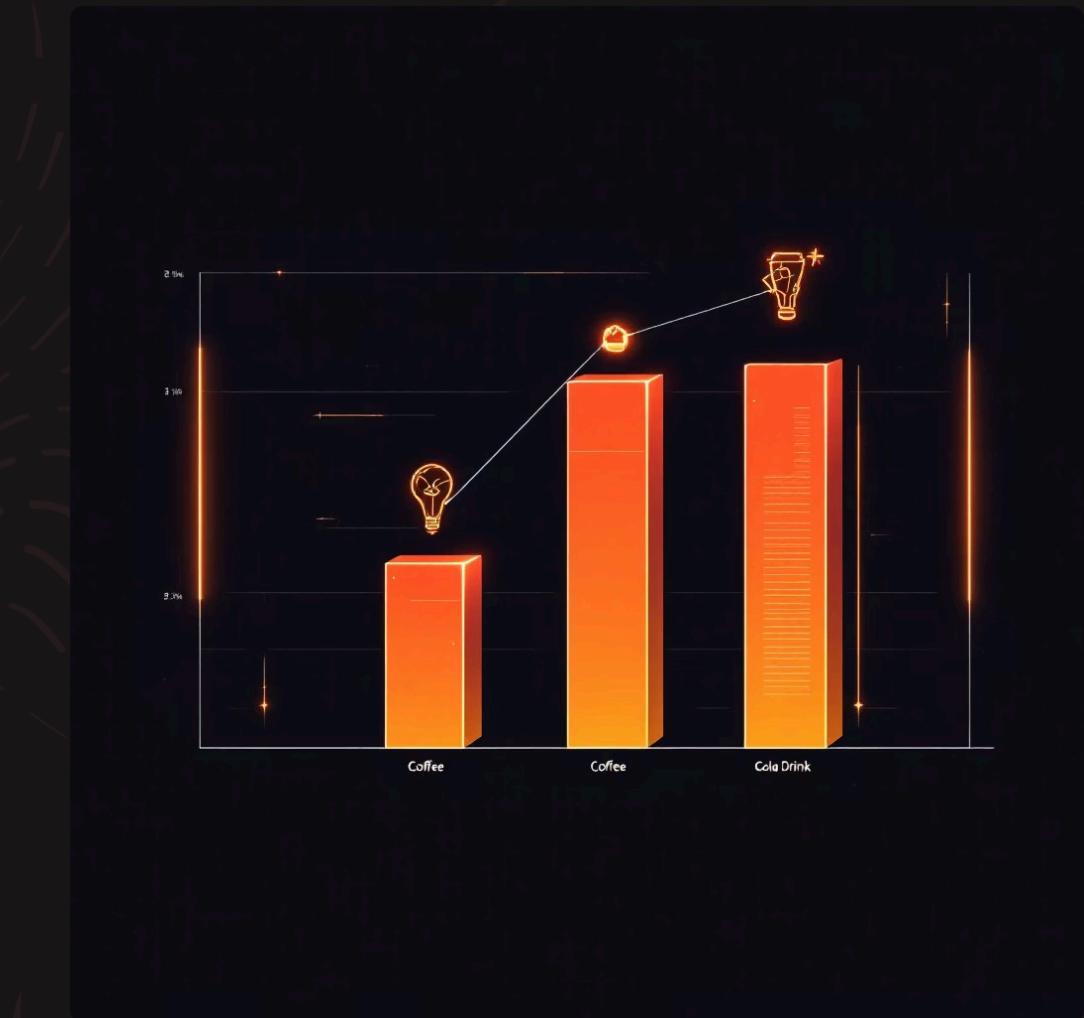
Created key DAX measures: Average Order Value, Average Total Orders, Gross Profit, Net Profit, Gross Revenue, Net Revenue, Quantity Sold, Total Cost, Total Discount, Total Orders.

Key Insights: Revenue & Quantity

Top Products by Revenue



Total Quantity Sold per Product



Coffee and Veg Sandwich consistently lead in revenue generation, indicating strong customer demand.

Cola Drink and Coffee are the most frequently purchased items by quantity, suggesting high volume sales.

Key Insights: Profit & Discounts

Profit Margin per Product



Discount Impact: Profit Loss



Coffee and Veg Sandwich demonstrate superior profit margins, making them crucial for overall profitability.

Discounts significantly impact profit, particularly for items like Cola Drink and Potato Chips, leading to substantial profit loss.

Key Insights: Customer Behavior & AOV

Average Order Value (AOV)

₹182

The current Average Order Value (AOV) stands at ₹182, indicating potential for upselling and cross-selling opportunities to increase basket size.



Customers by Total Orders



Understanding customer ordering patterns helps tailor promotions and loyalty programs, with a focus on retaining high-frequency customers.

Recommendations for Profit Growth

1

Focus on High-Profit Products

Prioritize Coffee and Veg Sandwich through better visibility, combo offers, and consistent stock to protect and grow margins.

2

Optimize Discount Strategy

Review discounts on Cola Drink and Potato Chips. Shift to bundled or conditional offers to reduce profit leakage.

3

Improve Weekend Performance

Introduce weekend-only deals, family combos, or limited-time offers to boost order volume during weekends.

4

Increase Average Order Value

Promote add-ons (drinks, sides, desserts) and value combos at checkout to encourage larger basket sizes.

5

Reduce Discount Loss Impact

Implement targeted discounts for new customers and loyalty-based rewards for returning customers instead of broad price cuts.

6

Data-Driven Product Promotions

Test cross-selling Chocolate Bar with coffee or meal combos to improve performance without eroding margins.

Conclusion: A Path to Sustainable Growth

By strategically optimizing discounts, strengthening high-margin products, and enhancing weekend sales, Tasty Bites can significantly increase profitability.

A balanced strategy, emphasizing value-based selling and targeted promotions, will support sustainable growth and a healthier bottom line.

