

Foodpanda Sales Performance Report

Prepared by: Dionisio II M. Payanay

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Executive Summary:

During this year 2025, there are a total revenue of \$4,477,085 starting from the month of January to August. The top performing category is Fast Food which gathered a total sales quantity of 1,220. However, the total number of churned customers is 937, requiring an immediate retention strategy.

Objectives:

- Analyze the overall sales performance starting from January to August 2025.
- Identify top and underperforming food dish and category.
- Assess customer churn trends.
- Recommend business actions to enhance retention and sales.

Data Source/s:

- Foodpanda Sales Dataset (Kaggle)

Methodology:

- Cleaned and standardized datasets using Excel.
- Calculated KPIs: Sale Quantity, Revenue, Revenue per Dish, Revenue per Category, Revenue per City, Monthly Revenue, Yearly Revenue, Sales Quantity per Category, Sales Quantity per Weekday, Order Frequency per Payment Method, Rating per Delivery Status, and Churned per Rating.
- Used Pivot Tables to categorize data.
- Used Charts and Slicers for an interactive dashboard to have a better understanding on the overall sales performance.

KPI Findings:

KPI	Insights
Yearly Revenue	The total revenue for 2025 appears lower than 2024 due to partial-year data coverage. The 2024 figure

	reflects January-December performance, while the 2025 figure currently includes only January-August results.
Monthly Revenue	Some months perform consistently better (e.g, January, March, September, October, & December) which suggests seasonality.
Revenue per City	Lahore and Multan contribute the highest revenue compared to Islamabad or Karachi.
Revenue per Dish	Pasta generates the highest revenue, while burgers and fries lag behind.
Rating per Delivery Status	Ratings are higher for delivered orders, but cancelled/delayed orders significantly lower satisfaction.
Churned per Rating	Inactive customers tend to give lower ratings, suggesting dissatisfaction drives churn.

Recommendation:

I. Yearly Revenue:

- Investigate the cause of the revenue decline (competitors, pricing, customer churn, or seasonal changes).
- Introduce promotions/discounts in 2025 to regain lost momentum.
- Consider loyalty programs to retain repeat customers.

II. Monthly Revenue:

- Capitalize on peak months (e.g., run bundled offers, upsell high-demand dishes).
- For low-revenue months, launch targeted marketing campaigns or discounts to smooth sales dips.
- Align staffing and inventory with peak and low months to optimize costs.

III. Revenue per City:

- Strengthen presence in low-performing cities (increase marketing, partner with more restaurants).
- In high-performing cities, maintain dominance by enhancing delivery times and exclusive offers.
- Consider city-specific campaigns (local food trends, cultural events).

IV. Revenue per Dish:

- Promote weaker items (burgers, fries) through combos or discounts.

- Feature best-seller dishes (pasta) in premium offers to boost margins.
- Regularly analyze customer preferences to adjust the menu mix.

V. Rating per Delivery Status:

- Improve delivery logistics to reduce cancellations and delays (optimize routes, partner with more riders).
- Offer compensation (discount vouchers/refunds) for delayed or cancelled orders to maintain goodwill.
- Monitor delivery partner performance to ensure service quality.

VI. Churned per Rating:

- Target churned/low-rating customers with personalized win-back campaigns (discounts, surveys, free delivery).
- Improve customer support responsiveness for unhappy customers.
- Use ratings as an early warning system — intervene before customer's churn.

Recommendation Summary:

Growth-focused: Maximize revenue by fixing 2025's decline, leveraging peak months, and boosting weaker cities/dishes.

Customer-focused: Reduce churn by improving delivery experience and addressing dissatisfaction quickly.

Next Steps for Foodpanda Sales Dashboard Insights

1. Revenue Decline (2025 vs. 2024)

- Conduct root cause analysis (competitor benchmarking, pricing, customer churn data).
- Launch promotional campaigns for Q4 2025 to recover sales.

2. Seasonal Monthly Revenue Patterns

- Create a seasonal sales calendar.
- Align marketing campaigns & inventory planning with high- and low-demand months.

3. City-Level Revenue Differences

- Run targeted marketing in underperforming cities (Karachi, Islamabad).
- Explore new partnerships with restaurants to expand offerings in weaker markets.

4. Dish-Level Revenue Mix

- Promote underperforming dishes (burgers, fries) through bundles/discounts.
- Highlight high-performing items (pasta) with upsell opportunities.

5. Delivery Ratings by Status

- Audit delivery partner performance and route optimization.
- Introduce compensation/discount policies for cancelled or delayed orders.

6. Churn vs. Rating Insights

- Build a customer recovery program (email/SMS with win-back offers).
- Track low-rating customers in real-time and proactively intervene before churn.

Immediate Priorities

- Fix delivery reliability (affects both ratings & churn).
- Boost weaker cities & low-selling dishes (quick revenue wins).
- Launch Q4 campaign to counter 2025 revenue drop.