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Project: End-to-End Sales Performance Analysis

1. Executive Summary

This report presents a **comprehensive analysis of Boulangerie Belle's sales data**, conducted using **Microsoft Excel**. The project aimed to **uncover key sales trends, evaluate product performance, and translate data into actionable business recommendations**.

The analysis revealed **clear sales peaks during late morning and on weekends**. It identified **top-selling products** and highlighted the performance of **minor product lines**. The insights provided in this report can be used to **optimize staffing, improve marketing strategies, and enhance overall operational efficiency** to drive **future revenue growth**.

2. Introduction

The Business Problem

Boulangerie Belle, a successful local bakery, has a wealth of sales data but **lacks structured analysis** required to make **data-driven decisions**. This report addresses key business questions to help the owner:

- **Identify peak sales periods** to optimize staffing and inventory.

- **Understand product performance** — which are most successful and which may need to be re-evaluated.
- **Establish a foundation** for future strategic planning.

3. Methodology

The project followed a standard **business analytics pipeline**:

- **Data Acquisition:** Sales data was extracted from the bakery's **point-of-sale (POS) system**.
- **Data Cleaning & Preparation:** The raw data was meticulously cleaned in **Excel**. Key steps included **standardizing product names, converting data types, and creating derived fields** (Weekday & Hour).
- **Exploratory Data Analysis (EDA):** **PivotTables and charts** were created to visualize sales trends and product performance.
- **Reporting & Recommendations:** Key findings were translated into a **professional dashboard** and this **final report with actionable recommendations**.

4. Key Findings & Analysis

Overall Business Performance

- **Total Revenue: 566,792.55 €**
- **Average Ticket Size: 2.42 €**

This **average ticket size** indicates an opportunity to increase sales through **bundling and up-selling strategies**.

Sales Trends

- **Sales by Hour:** The analysis revealed a **significant sales peak between 9 AM and 11 AM**. A **smaller afternoon peak** was also observed. → **Critical for scheduling staff and ensuring stock availability**.
- **Sales by Weekday:** **Saturdays are the busiest day by a significant margin**. → Emphasizes the importance of **preparing for high weekend volumes** to maximize revenue.

Product Performance

- **Top-Selling Products:** The **top three products by revenue** were **Grand Far Breton, Traiteur, and Special Bread**. → Essential for **inventory planning and marketing focus**.
- **Minor Product Contribution:** While **certain products sell less frequently**, their **cumulative contribution is still significant**. → Suggests a **profitability analysis** is needed to evaluate their future in the product mix.

5. Actionable Recommendations

Operations & Staffing

- **Schedule strategically:** Increase staffing levels during the **morning peak (9 AM - 11 AM)**.
- **Focus production:** Prioritize **top-selling items on weekends and morning rush** to prevent **stock-outs**.

Marketing & Promotions

- **Boost average ticket size:** Introduce **bundled offers** (e.g., *Croissant & Coffee Combo*).
- **Drive weekday sales:** Offer **special promotions or loyalty rewards** on **slower days** (Tuesday & Wednesday).

Product Strategy

- **Maximize top-sellers:** Highlight them in **displays and marketing campaigns**.
- **Evaluate minor products:** Conduct **profitability analysis** to decide whether to **discontinue, improve, or promote**.

6. Conclusion & Future Outlook

This project has **successfully converted raw data into actionable insights**. The recommendations can be **immediately implemented** to improve **operational efficiency and profitability**.

Future Analysis Opportunities

- **Profitability analysis** by including **cost data**.
 - **Market basket analysis** to identify products often bought together.
 - **Sales forecasting** to predict revenue and improve budgeting.
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