# Increasing the sales and profitability of Bhole Bharit and Nashta Center by sustainable customer acquisition practices using various statistical methods

## Final term Submission Report for the BDM Capstone Project


Submitted by

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## Contents

# 1.Executive Summary

Bhole Bharit and Nashta Centre is located on the busy area of Laxmi Nagar which is bustling with schools and colleges making it heart of Jalgaon city. This restaurant is run by Mr. Balkrishna Bhole, a retired school clerk. He started this restaurant in 2021 after his retirement. He himself very much interested in cooking so he tried to take this hobby on grand level. This capstone project is based on the mainly focused on customer acquisition and management of raw material supply chain of the Bhole Bharit and Nashta center.

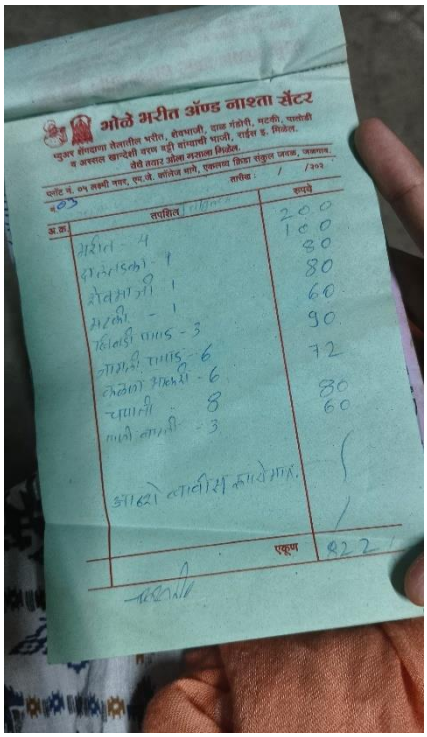
The main goal of our project is to maximize the sales of Bhole Bharit and Nashta Centre through building a proper business model to overcome the problems plaguing the business which are dealt in detail further in the report. To build the model, we will first analyze their daily and weekly sales as well as purchases through line chart, bar chart, pareto Chart. To find the correlation of Menu and order method I have used heatmap using python library (Matplotlib).

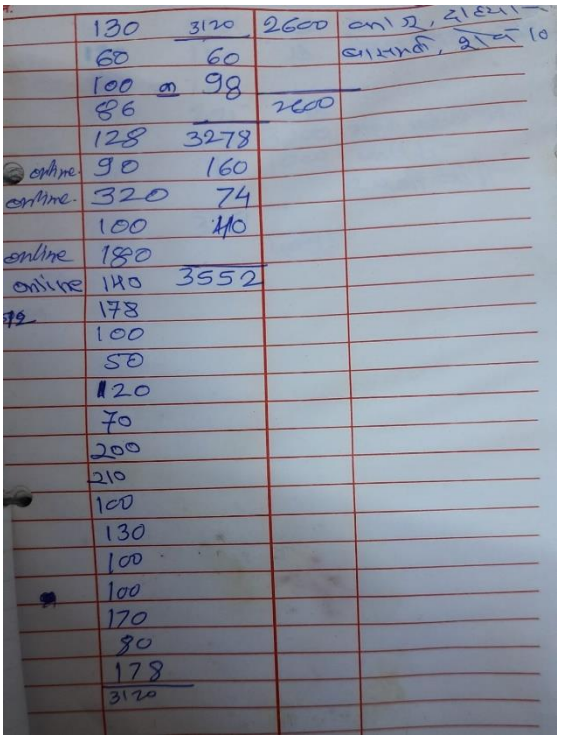
After this analysis, I will check on customer purchase behavior and find the ways to increase sales through innovative marketing techniques, new storage methods and ways to increase ambience in the restaurant.

# 2.Detailed Explanation of Analysis Process/Method

### 1. Data Cleaning and Preprocessing:

The main objective of Data Cleaning process is to ensure that data is cleaned, Error-free and formatted consistently. The business that I've chosen do not have the data in a proper format. The owner of the business noted the daily sales and expanses in raw figures, in order to get correct values for each category I have visited the restaurant multiple times to observed their sales pattern. They have bills for large amount of Dine In service as well as from which I have made the hypothetical data which is later confirmed by the owner.



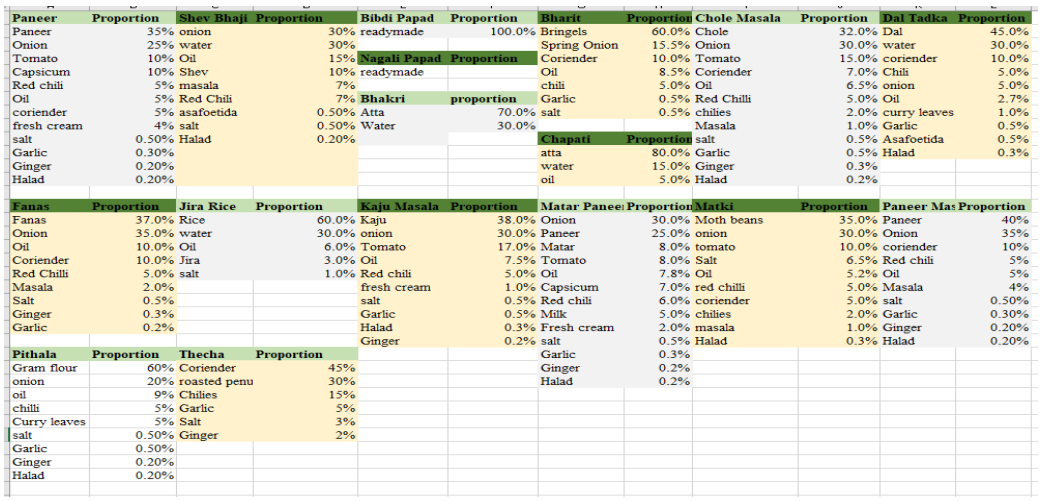

From the above pictures we can see that it contains less information as compared to the dataset that I have made in excel sheets.
To get order to get estimates of Dine-In orders I took a help of Dine-In bills and for the parcel or Zomato orders owner has raw data. In one of our meeting, owner have told me about the observed order pattern of restaurant. In this method I have made the column for Order method.

**Preprocessing (Missing Values, Format In-consistency, Errors, outliers):**
The Sales dataset contains the missing values such as items in Menu column, their quantities and some null values in the order method column.

- To fulfill the items in Menu column, I took a help of survey method in which the dishes which are more prominent in sales are filled in place of missing values in Menu column.
- Quantities are found with the help of total order value and rate chart of the restaurant.
- Null values in order method column are replaced by observing pattern of order method and dishes that has been ordered.
- There are some outlier's values in 'total order value' column those values are remove from the data.
- In one month of the data, in last week there is only three days of data available so for weekly evaluation last week is not considered for evaluation because it can disturb the accuracy of final output due to less values.

The Purchase data is filled with misleading values rather than errors. There are several categories such as Vegetables, Grocery, Dairy products, Packing materials and salaries of the workers. Sometimes few items are purchased in bulk for a one year and we have encountered the data of only one month, so it becomes difficult to get accurate measure for one month. Moreover, they do not have the data of In-stock materials. In the meeting he has told me that they purchased the vegetables in bulk but sometimes preceding day veggies are left over so they don't buy vegetables on the next day. They purchase Dairy products whenever they need as their shelf life is of only 5-6 days in cold storage. They have invested some amount in cold refrigerator to store the vegetables and Dairy product to extend their shelf life.

Inventory Data is totally missing from the owner's record. all the values are recorded by myself with the help of owner's insights and from the internet I have gathered the information. Additionally, from owner I have get information raw materials that needed for each dish to prepare.
(In mid-term submission I have not made this one file of the of the proportion of raw materials to make one quantity of dish, so I am giving its insights in following data)



| Paneer | Proportion |
|---|---|
| Paneer | 35% |
| Onion | 25% |
| Tomato | 10% |
| Capsicum | 10% |
| Red chili | 5% |
| Oil | 5% |
| coriender | 5% |
| fresh cream | 4% |
| salt | 0.50% |
| Garlic | 0.30% |
| Ginger | 0.20% |
| Halad | 0.20% |

| Shev Bhaji | Proportion |
|---|---|
| onion | 30% |
| water | 30% |
| Oil | 15% |
| Shev | 10% |
| masala | 7% |
| Red Chili | 7% |
| asafoetida | 0.50% |
| salt | 0.50% |
| Halad | 0.20% |

| Bibdi Papad | Proportion |
|---|---|
| readymade | 100.0% |

| Nagali Papad | Proportion |
|---|---|
| readymade | |

| Bhakri | proportion |
|---|---|
| Atta | 70.0% |
| Water | 30.0% |

| Bharit | Proportion |
|---|---|
| Bringels | 60.0% |
| Spring Onion | 15.5% |
| Coriender | 10.0% |
| Oil | 8.5% |
| chili | 5.0% |
| Garlic | 0.5% |
| salt | 0.5% |

| Chapati | Proportion |
|---|---|
| atta | 80.0% |
| water | 15.0% |
| oil | 5.0% |

| Chole Masala | Proportion |
|---|---|
| Chole | 32.0% |
| Onion | 30.0% |
| Tomato | 15.0% |
| Coriender | 7.0% |
| Oil | 6.5% |
| Red Chilli | 5.0% |
| chilies | 2.0% |
| Masala | 1.0% |
| salt | 0.5% |
| Garlic | 0.5% |
| Ginger | 0.3% |
| Halad | 0.2% |

| Dal Tadka | Proportion |
|---|---|
| Dal | 45.0% |
| water | 30.0% |
| coriender | 10.0% |
| Chili | 5.0% |
| onion | 5.0% |
| Oil | 2.7% |
| curry leaves | 1.0% |
| Garlic | 0.5% |
| Asafoetida | 0.5% |
| Halad | 0.3% |

| Fanas | Proportion |
|---|---|
| Fanas | 37.0% |
| Onion | 35.0% |
| Oil | 10.0% |
| Coriender | 10.0% |
| Red Chilli | 5.0% |
| Masala | 2.0% |
| Salt | 0.5% |
| Ginger | 0.3% |
| Garlic | 0.2% |

| Jira Rice | Proportion |
|---|---|
| Rice | 60.0% |
| water | 30.0% |
| Oil | 6.0% |
| Jira | 3.0% |
| salt | 1.0% |

| Kaju Masala | Proportion |
|---|---|
| Kaju | 38.0% |
| onion | 30.0% |
| Tomato | 17.0% |
| Oil | 7.5% |
| Red chili | 5.0% |
| fresh cream | 1.0% |
| salt | 0.5% |
| Garlic | 0.5% |
| Halad | 0.3% |
| Ginger | 0.2% |

| Matar Panee | Proportion |
|---|---|
| Onion | 30.0% |
| Paneer | 25.0% |
| Matar | 8.0% |
| Tomato | 8.0% |
| Oil | 7.8% |
| Capsicum | 7.0% |
| Red chili | 6.0% |
| Milk | 5.0% |
| Fresh cream | 2.0% |
| salt | 0.5% |
| Garlic | 0.3% |
| Ginger | 0.2% |
| Halad | 0.2% |

| Matki | Proportion |
|---|---|
| Moth beans | 35.0% |
| onion | 30.0% |
| tomato | 10.0% |
| Salt | 6.5% |
| Oil | 5.2% |
| red chilli | 5.0% |
| coriender | 5.0% |
| chilies | 2.0% |
| masala | 1.0% |
| Halad | 0.3% |

| Paneer Mas | Proportion |
|---|---|
| Paneer | 40% |
| Onion | 35% |
| coriender | 10% |
| Red chili | 5% |
| Oil | 5% |
| Masala | 4% |
| salt | 0.50% |
| Garlic | 0.30% |
| Ginger | 0.20% |
| Halad | 0.20% |

| Pithala | Proportion |
|---|---|
| Gram flour | 60% |
| onion | 20% |
| oil | 9% |
| chilli | 5% |
| Curry leaves | 5% |
| salt | 0.50% |
| Garlic | 0.50% |
| Ginger | 0.20% |
| Halad | 0.20% |

| Thecha | Proportion |
|---|---|
| Coriender | 45% |
| roasted penu | 30% |
| Chilies | 15% |
| Garlic | 5% |
| Salt | 3% |
| Ginger | 2% |

## 2. Descriptive Statistics

1. Sales data analysis:

From the menu card and daily sale, I have gathered the sales for each category, hence the to compute the revenue following formula has been used,

$$\text{Revenue} = \Sigma \text{Quantity} \times \text{Price}.$$

By calculating the average order value for each order method. This can help in understanding customer spending behavior across different channels.

The average order value is calculated by dividing the revenue amount for a period by the total number of orders placed in the period. Mathematically, it is expressed as:

Average Order Value = Revenue/No. of Orders.

To find the top selling dishes from menu card, breakdown the revenue per dish in the given period.

Revenue for particular menu = Revenue/No. of orders for that menu.

2. Purchase data analysis:

Summaries the total daily and monthly expenditure on raw materials by summing up all the expenditure. Total expenditure is divided in different main categories such as vegetables, grocery, worker's salary, dairy products, packing materials. From the analysis for each category, we can rectify the factors affecting the daily sales and profit margin of the restaurant.

3. Inventory analysis:

The purchase data is divided into different category but each category consists of all raw materials so it is dictionary of all purchase data variety. From the sales data and Inventory data we can conclude that materials are required often. It is calculated with the help of raw materials required for each dish with their proportion in making one quantity and total sales of that dish. By comparing current stock levels with usage rates, we can manage reordering and avoid shortages.

**3. Comparative analysis**

The main objective of comparative analysis to compare different datasets to gain insights into performance and trends.

1. Sales vs. Expenses:

With the help of this comparative analysis calculated the profit margin such as,

Net profit margin = [(Revenue – production cost)/revenue] *1000.

To analyze variation in profitability, need to study variations in expanse.

2. Order method comparison:

By analyzing the sales generated by across different order methods will help to determine which order method is most profitable.

3. Dish Performance:

Categorized the menu according their sales percentage contributing in the total revenue such as

**Top Performing Dishes:** Identify which dishes contribute most to the revenue.
**Low Performing Dishes:** Find out which dishes are not performing well and might need adjustments.

4.Menu vs order method:

Created a heatmap to show the frequency of orders for each dish by order method. This will reveal customer preferences in different contexts (e.g., which dishes are popular for delivery vs. dine-in).

First need to transform categorical variables into numbers, so with the help of Label Encoder module of Sklearn library, all three Order methods are transformed into numerical labels such as, Zomato is Labelled as 0, Parcel method labelled as 1 and dine-in method labelled as 2.

```
from sklearn.preprocessing import LabelEncoder
le = LabelEncoder()
df['Order Method'] = le.fit_transform(df['Order Method'])
df.head()
```

```
/usr/local/lib/python3.10/dist-packages/ipykernel/ipkernel.py:283: Dep
  and should_run_async(code)
```

| | Date | Menu | Quantity | Rate | Total | Order Method | OrderID |
|---|---|---|---|---|---|---|---|
| 0 | 2024-03-01 | Paneer | 1 | 140 | 140 | 2 | 1 |
| 1 | 2024-03-01 | Shev Bhaji | 1 | 80 | 80 | 1 | 2 |
| 2 | 2024-03-01 | Thecha | 1 | 40 | 40 | 0 | 3 |
| 3 | 2024-03-01 | Shev Bhaji | 1 | 80 | 80 | 1 | 4 |
| 4 | 2024-03-01 | Shev Bhaji | 1 | 80 | 80 | 2 | 5 |

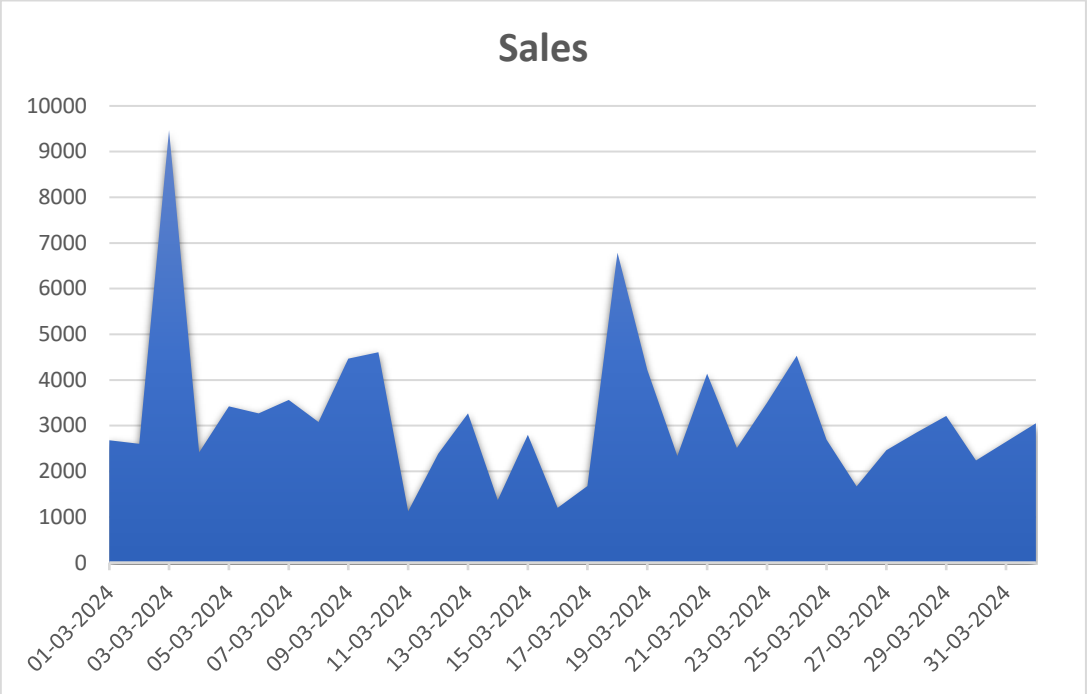
Then further with the help of matplotlib library heatmap is drawn between the menu and order method to find correlation between them.

```
a = df.groupby(['Menu','Order Method']).size().unstack(fill_value=0)
plt.figure(figsize=(12, 8))
sns.heatmap(a, annot=True, fmt="d", cmap="YlGnBu")
plt.title("Frequency of Orders for Each Dish by Order Method")
plt.ylabel("Dish Name")
plt.xlabel("Order Method")
plt.show()
```

## 3.Results and Findings

### 1. Sales Data Analysis

**Total sales over a time:**




The above analysis shows:

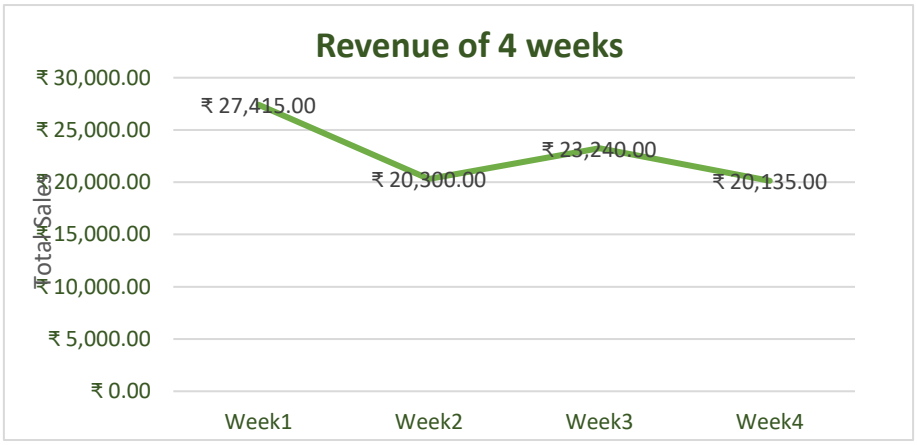
1. Mean of sales: 3212.41935.
The average daily sales are approximately Rs.3212.41. This figure serves as central measure of typical sales associated with productions and customer purchase behaviour.

2. Median of sales: 2850.
The median sales are at Rs.2850. It represents the middle value in the dataset where half of the days sales are higher than this value and half of the days sales are lower than this value.

3.There are highest sales on 3rd march, may be this is because of large order on that day.

4. This graph indicates volatile sales activity with a few days experiencing high sales spikes, but most days showing moderate to low sales.

**Weekly Sales:**

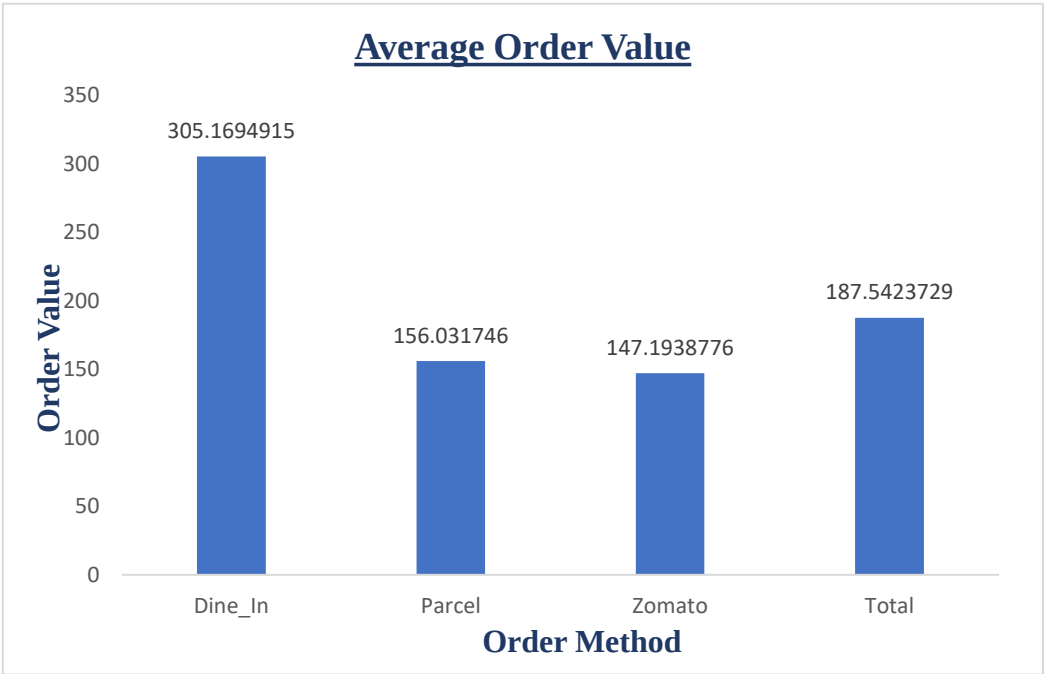



The revenue generated for 4 weeks is taken in the analysis however the last week information is not taken due to its less information. This four weeks of data shows that revenue is less variable in their figures, as a result it is more about linear.

The revenue for every week is ranges from 20,000 to 30,000.

**Average Order Value:**

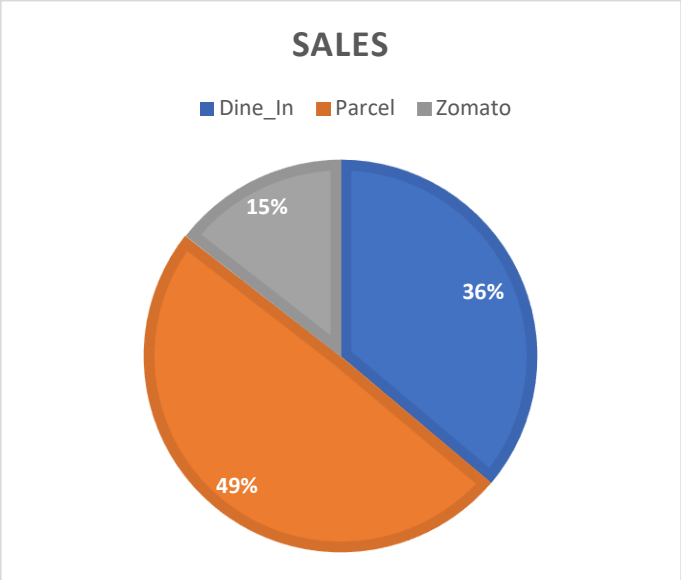
The following fig shows the average order value for each order method and overall average order value for the comparison.

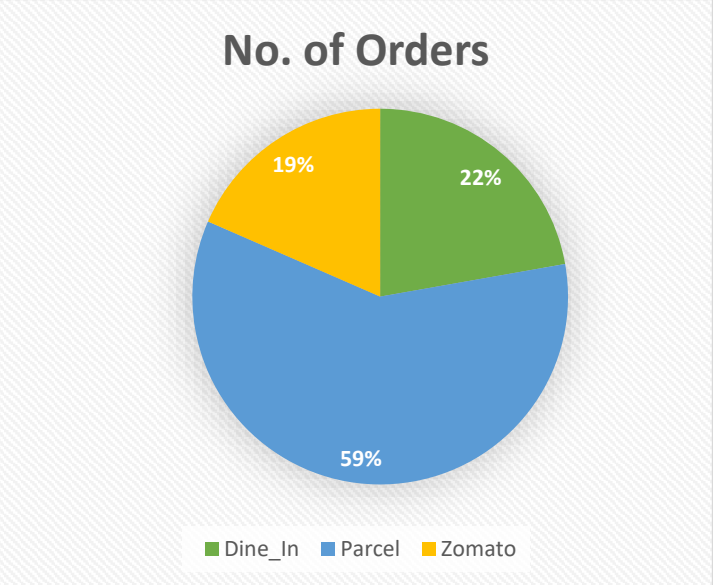


From the above analysis:

1. The average order value is much higher for Dine-In method than all other services as a result increasing number orders in Dine-In sector will growth in revenue will large amount.

2. Parcel and Zomato method both have significantly same average order value and it is less than overall aod, this both methods are responsible for reduction in the overall average order value.
To understand which method is more profitable we need to analyze revenue proportion of each method.



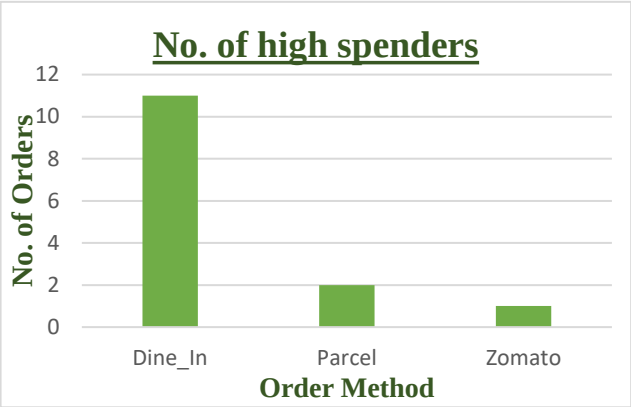



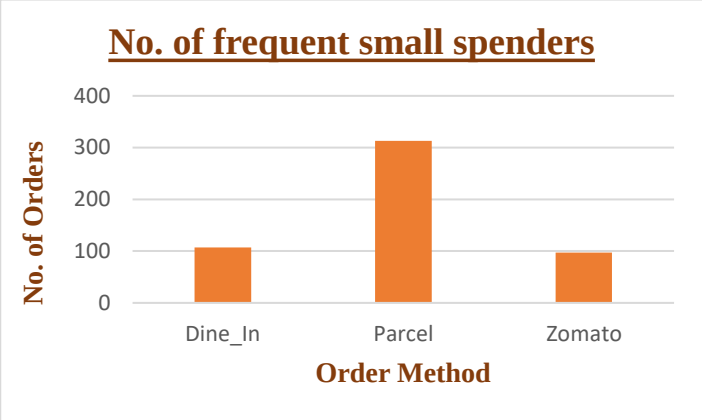

From the figures it is clear that Parcel method is more contributing in the revenue than the other two method. As a result, for the restaurant, parcel method is more profitable.
Dine-in service has significantly higher proportion in sales than the proportion of no of orders, hence it shows that restaurant has less orders of Dine-in service but it is significantly contributed in revenue of restaurant.
Zomato method has higher proportion in No. of orders but it contributes less in the revenue, hence it shows that Zomato is not contributing in profit that much.

From the above Order method analysis, it is clear that customers mostly preferring parcel method than Dine-In method and at last Zomato.

But what factors are makes in variability of their order method, to understand this we will look into another two factors such as
1. In which Order method Customer spending their more money and categories them as a

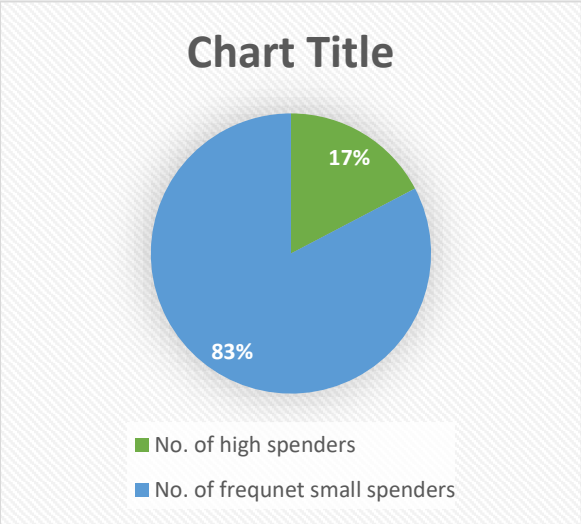
- High spenders (>500)
- Less spenders (<=500)




It is clear from the bar chart, that high spenders are comes from Dine-in order method. Customers are more willing to pay in Dine-in method than the parcel or Zomato.

From the bar chart of frequent small orders, it is easy to analyze that for the small purchase customers mostly choose Parcel method. Zomato and Dine-in method has almost equal contribution in it.




In the total revenue, High spender customers are 17% where as 83% of revenue comes from frequently small orders.

From each analysis, it is clear that Parcel services are main source of running the restaurant. It is highly profitable as well as it contributes majorly in the revenue.

2. Creating a Heatmap to find correlation between each particular menu and order method, which can help to understand the preference of customers in every order method. With this analysis we can find most selling or famous dish in particular order method.

Heatmap transformed categorical variables of order methods in numerical labels as

- Zomato: 2  Parcel: 1  Dine – In: 0


From the heatmap, I have concluded some results such as:

1. In Dine-In method, Shev bhaji, Jira rice, chapati, bhakri are pretty popular. From my observations customer orders, a full course meal as a result Jira rice, chapati and bhakri are most selling in Dine-in method.

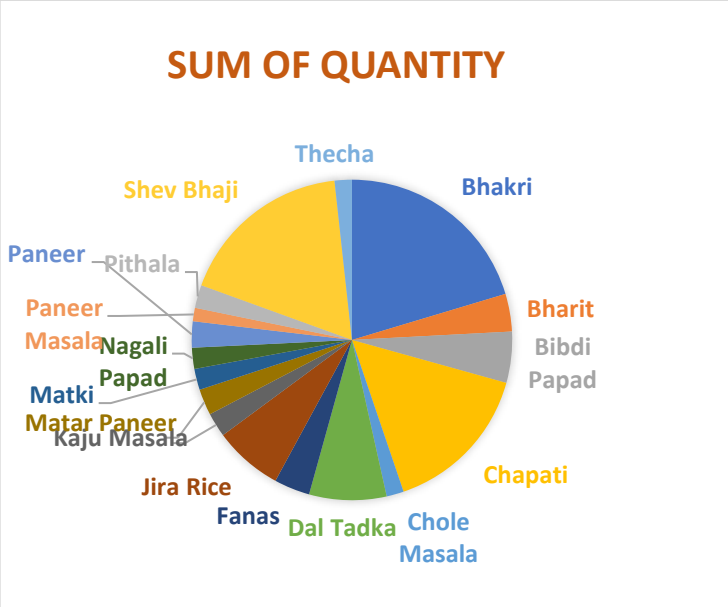
2. In parcel service, customers mostly purchase curries such as Shev bhaji, Dal Tadka, bharit, panner, Fanas. Because to save expenditure on complementary items such as chapati and rice which many people make at their home. From this pattern it is confirmed that customers which prefer parcel method are small buyers.

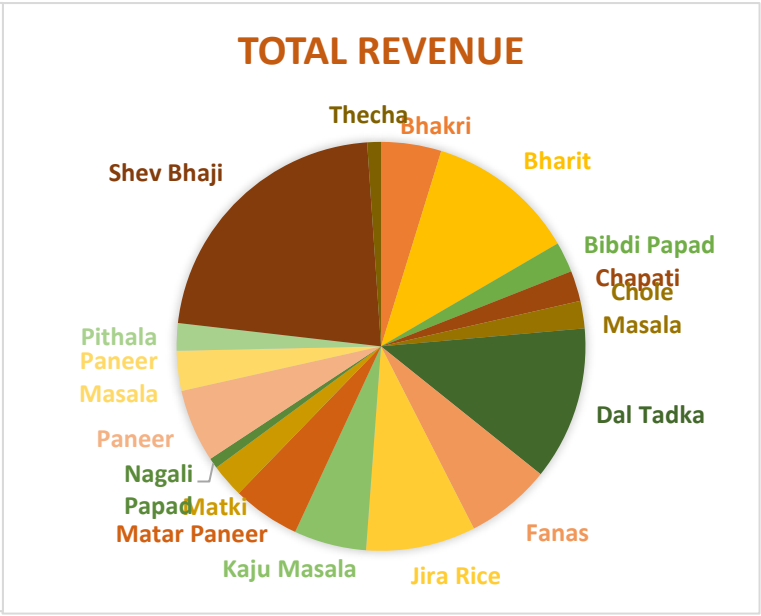
3. Zomato method mostly contained mix of dine-in and parcel method, so it is slightly unpredictable to what kind of an order will come. It can be a full course meal or something following pattern like a parcel method.

**Menu Engineering Matrix:**

To increase the profitability of the business it is important to understand which menu is selling most and contributing in the revenue of the restaurant. It will

help the owner to optimize the menu of his restaurant. For the analysis I have categorized menu on the basis of their performance in sales and revenue.

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"Stars" (high profit, high sales): Shev bhaji, Dal Tadka, Jira Rice.

"Puzzles" (high profit, low sales): Bharit, Fanas, Panner, Paneer Masala.

"Plow horses" (low profit, high sales): Chapati, Bhakri, Bibdi Papad, Kaju Masala, Pithala.

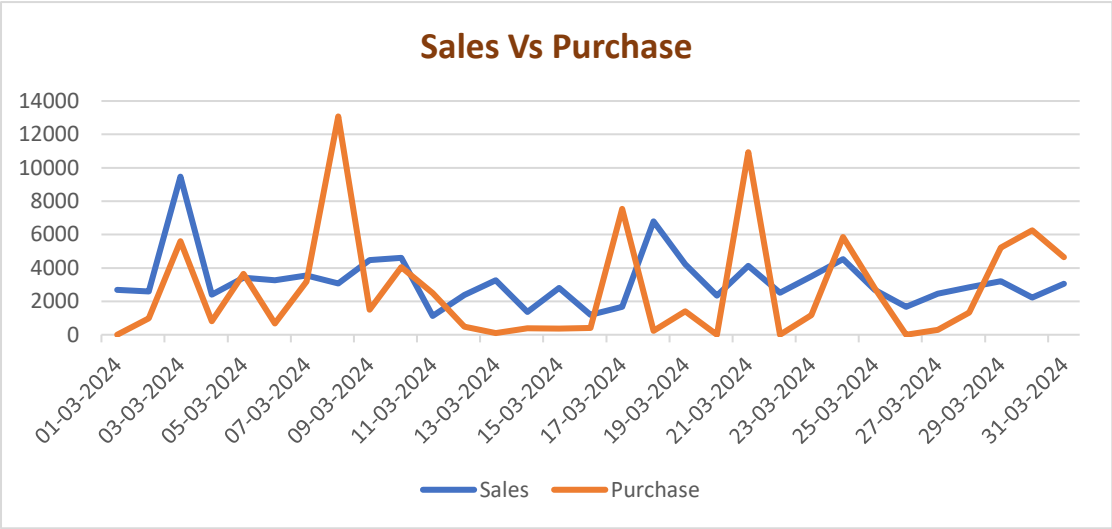
“Dogs” (low profit, low sales): Thecha, Chole masala, Nagli papad, Matki, Matar panner.

From the above categories it will help to understand sales and need to increase of Puzzles category and some Dogs category menu can be removed from the menu card as it is not that profitable as well as not in sale.

## Purchase Data Analysis:

**Sales vs Purchase:** Sales and Purchase comparative line chart showing the cash flow of one month.

There are several spikes and dips in both sales and purchases throughout the month.



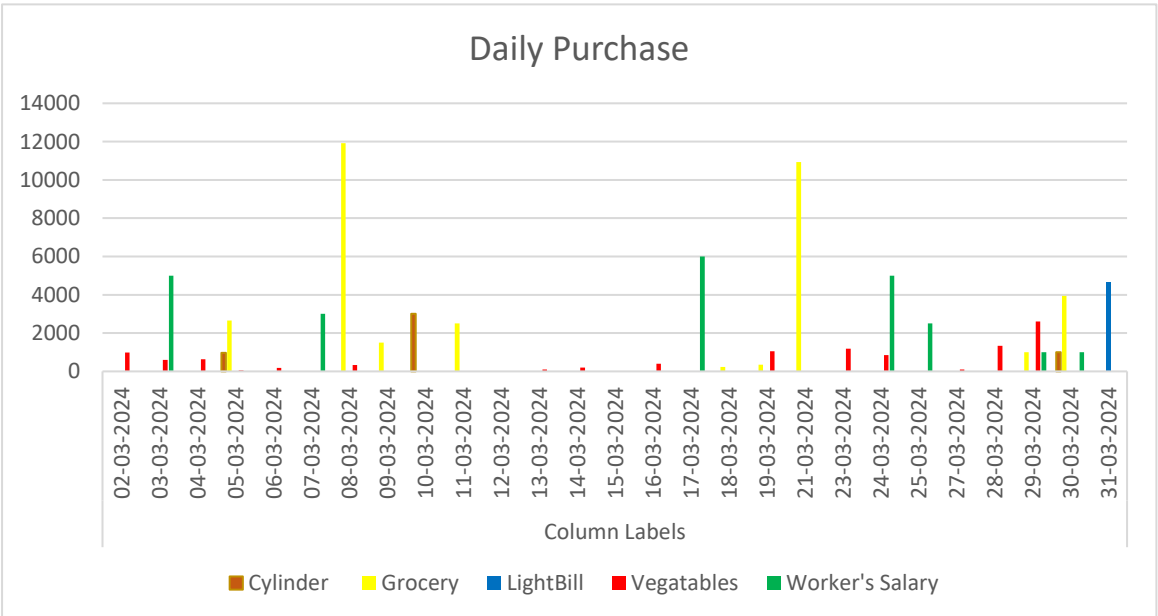

Purchases show significant hikes on specific dates, particularly on March 8th, March 12th, and March 22nd, reaching peaks above 10,000.

Sales are more stable than the purchases but also show fluctuations, with notable peaks on March 6th and March 22nd, reaching values around 8,000.

There appears to be some correlation between sales and purchases, particularly around the middle of the month where both show significant activity.

On several days, a spike in sales is followed by a spike in purchases, suggesting that the increase in sales directly affecting the expenditure on purchases.

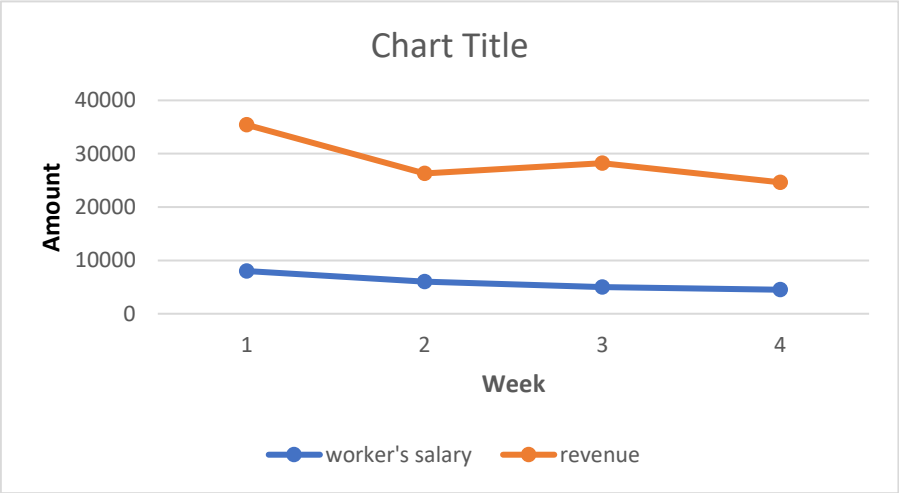
For the notable peaks in the month, what are those material is purchased on that day, with the help of this information we can get information about what are those materials are highly affecting the purchases graph.



From the above graph is clear that, peak in the purchase graph is mainly occur due to grocery. Hence Grocery has high and variable expanses. While vegetables and Worker's salary have comparatively smaller and more consistent expanses.

**Worker's Efficiency on sales:**

The following line chart is comparing the worker's salary and revenue over four weeks. The x-axis represents the weeks, while the y-axis represents the amount of salary and revenue.




**The following observations are made on the graph as:**

1. **Worker's Salary:**
   The worker's salary slightly declining from week 1 to week 4.
2. **Revenue:**
   The revenue starts high at around 35,000 in 1st week.
   It then drops significantly to about 25,000 units in 2nd week.
   After a slight increase in 3rd week, the revenue again decreases slightly in 4th week stabilizing around 24,000 units.
3. The worker's salary, on the other hand, shows a steady and gradual decline over the all four weeks.

To determine staff efficiency, comparing the worker's salary (cost of labour) to the revenue generated.

**Efficiency Ratio:**
A simple way to quantify efficiency is to calculate the revenue-to-salary ratio for each week:

- **Week 1:** 35,000 / 6,000 ≈ 5.83
- **Week 2:** 25,000 / 5,500 ≈ 4.55

- **Week 3:** 26,000 / 5,300 ≈ 4.91
- **Week 4:** 24,000 / 5,000 ≈ 4.80

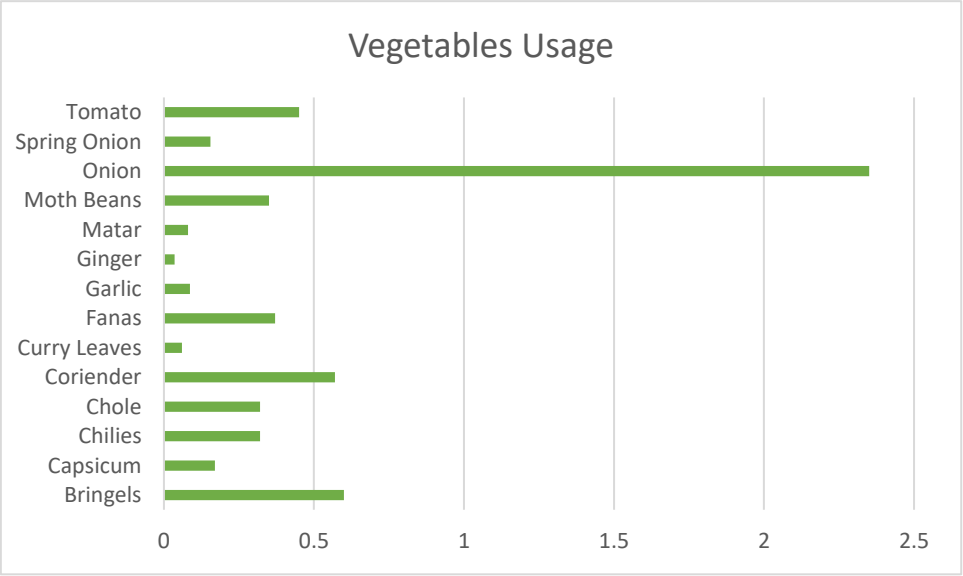
**Conclusion:**

- **Week 1:** Highest efficiency with a ratio of 5.83.
- **Week 2 to Week 4:** Reduced efficiency with ratios around 4.5 to 4.9. The declining trend in the revenue-to-salary ratio suggests a decrease in staff efficiency over the periods is observed.

## Inventory Data Analysis:

### Inventory Usage:

The following bar charts is the distribution of mainly three categories as Grocery, Vegetables, Dairy products of Inventory data.



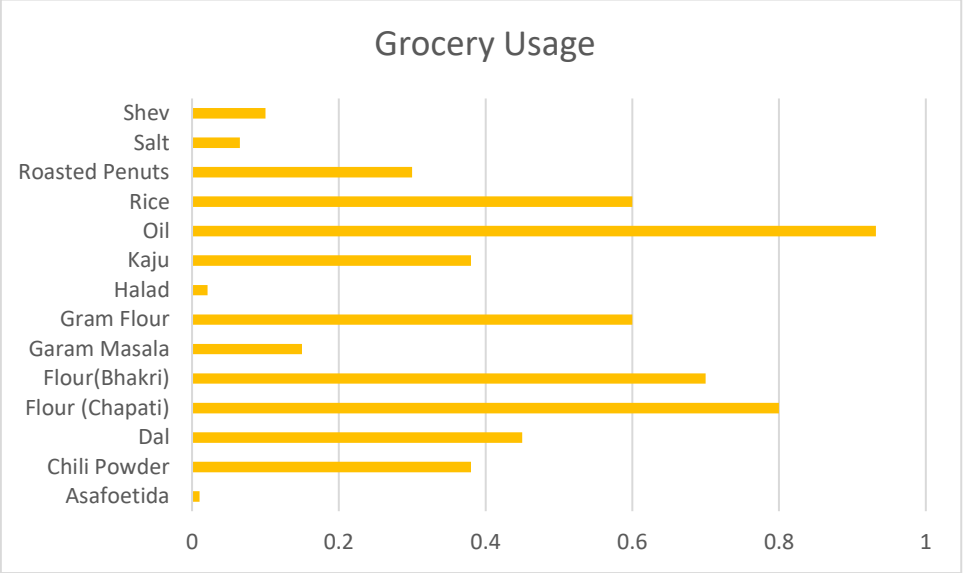

The clustered bar chart of Vegetable usage is showing the vegetables are mostly used in making the various dishes of the menu of restaurant.
Here, Onion is widely used. It is used in almost all the curries that's why owner stored the onion in bulk. So, the purchase expanse of Onion is proportionally divided into cost of making each menu.

Same as onion, coriander and tomato, Ginger and garlic almost used in every curry expect some of them. Hence their expanses also proportionally divided into cost of making of each menu.

The brinjals also have significantly large proportion but it only used in making Bharit. As a result, cost of making bharit is totally depends upon the current

market rates of bharit.

like brinjal, Jackfruit, Chole and Matki only used in their respective curries hence, their cost of making totally depend upon the current market rate of respective vegetable.

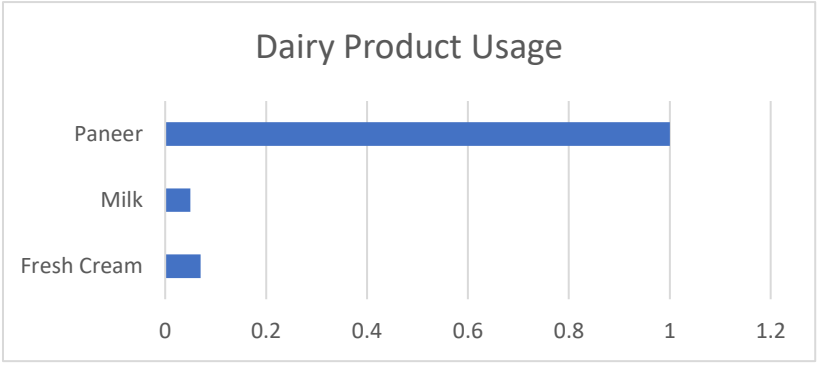



The clustered bar chart of grocery usage is showing the materials which are widely used in making the various dishes of the menu of restaurant.

The Oil has biggest proportion in the grocery list as it used in making almost every menu. Volatile rate of Oil will affect the cost of making of every menu.

Same as Oil there are other materials such as salt, turmeric powder, Garam masala used in almost every dish but it does not contribute much as compared to Oil. Hence the increase in rate of these materials will not affect the cost of making of menu.

There are some materials which are only used in making of single item such as Dal, Kaju, Roasted peanuts, flour types, rice. so, fluctuation in their rates will result in cost of dish.



The above graph is showing distribution of dairy products.

Panner is most used item in the dairy products hence its usage and rate will also affect in making cost of dish which include paneer as main ingredient. Hence those all-paneer curries depend upon the quality of paneer as well as cost of it.

Fresh cream also used in many curries but its proportion is small as compared to other products.
Milk only used in Matar panner resulting its proportion is large there.

## 4.Interpretation of Results and Recommendation:

**Interpretation of Results**

**1. Sales Data Analysis:**

**Average Daily Sales:** The daily sales average is around Rs.3212.41, which points to moderate daily income with occasional jumps.

**Order Methods:** Customers tend to spend more when they eat in the restaurant. Takeaway orders bring in the most money overall, while Zomato gets the most orders but adds the least to the total income.

**Customer Spending:** People who spend a lot (over 500) choose to Dine-in, while those who spend less (500 or under) prefer takeaway parcel. Small frequent orders make up 83% of the money earned, which shows how crucial it is to keep these small orders coming in.

**Menu Engineering:** The Menu Engineering Matrix groups dishes by sales and profit giving insights to improve the menu.

Stars (High Profit, High Sales): Shev Bhaji, Dal Tadka, Jira Rice.
These top sellers should get prime spots and promotion to boost income.

Puzzles (High Profit, Low Sales): Bharit, Fanas, Paneer, Paneer Masala.
These dishes can make good money but need smart marketing to sell more.

Plow Horses (Low Profit, High Sales): Chapati, Bhakri, Bibdi Papad, Kaju Masala Pithala.
People love these dishes, so they're key to keep customers coming back, but we need to watch costs to make more profit.
Dogs (Low Profit, Low Sales): Thecha, Chole Masala, Nagli Papad, Matki,

Matar Paneer.
These dishes don't do well so we might want to take them off the menu or swap them out.

We should focus on dishes that do well like Shev bhaji and Dal Tadka, while we might need to rethink or remove dishes that don't sell much.

**2. Comparing Order Methods:**

**Dine-In vs. Parcel:**

Dine-In Meals:
Top Picks: Shev Bhaji, Jira Rice, Chapati, Bhakri.
What This Tells Us: People who eat in the restaurant go for a full meal. They often choose a mix of main dishes and sides like rice and Chapati-Bhakri.

Parcel Service:
Top Picks: Shev Bhaji, Dal Tadka, Bharit, Paneer, Fanas.
What This Tells Us: Takeout parcel customers order curries and main dishes. They make Chapati-bhakri at home. This shows they're buying small to save money on extras.

Zomato Service:
Popular Dishes: Orders vary showing a blend of complete meals and individual items.
Insight: Zomato's service shows diverse ordering habits, without a clear preference for full meals or single dishes making predictions challenging.

**Sales vs. Purchase:**

Big jumps in purchases for groceries, match increases in sales showing a clear link between sales and stock needs.
Worker Efficiency: A dropping revenue-to-salary ratio points to lower staff productivity over time, which might need our attention.

**3. Inventory Data Analysis:**
Vegetable and Grocery Use: Main items like onions, oil, and paneer which are volatile in nature, have a big impact on dish costs. Price changes in these items can affect overall profits.

**Vegetables:**
Onion, Coriander, Tomato, Ginger, and Garlic: Most curries use these vegetables a lot. So, their buying costs are split up into the cost to make each

menu item.
Brinjals: Bharit uses brinjals. This means the cost of Bharit depends a lot on what brinjals cost in the market right now.
Jackfruit, Chole (Chickpeas) Matki (Moth Beans):
These veggies show up in their own special dishes so their prices depend on current trends in the market.

**Grocery Items:**
Oil: Oil is used in almost every dish on the menu. When oil prices go up or down, it changes how much it costs to make all the food.
Salt, Turmeric Powder, Garam Masala: We use these a lot, but they don't affect the cost as much as oil does.
Specialty Items (Dal, Kaju, Roasted Peanuts, Flour Types Rice): These ingredients play a role in certain dishes, and their price fluctuations have an impact on the costs of those specific meals.

**Dairy Products:**
Paneer: Paneer stands out as the dairy product they use most. Its price and quality influence the dishes that contain paneer.
Fresh Cream: they use it in many dishes, but in smaller amounts compared to other ingredients.
Milk: they use milk to make Matar Paneer, so the price of milk affects this dish's cost.

**Recommendation:**

**1. Boost Eat-In Experience:**

The high average order value for eat-in presents an opportunity to increase big-ticket orders. They can achieve this by improving the atmosphere running promotions, and focusing on marketing efforts.

**2. Fine-tune Takeaway Services:**

Parcel services drive most of the revenue, so it's crucial to make this process more efficient to handle larger volumes. They can think about special deals rewards programs to keep small but frequent spenders coming back.

**3. Update Menu:**

Highlight Top Dishes: they can put more effort into advertising special deals, and prime
menu spots for best-selling dishes to drive up their sales even more.

Boost Puzzles: Make high-profit dishes more popular and sell more through targeted ads and putting them front and center on the menu.

Optimize Plow Horses: they can Keep costs in check and pair these items with dishes that make more money to improve overall profits.

Rethink Dogs: they can Think about taking off dishes that don't sell well or giving them a makeover to make them more appealing.

Keep Tabs Constantly: by looking at sales numbers and what customers are saying often to make smart changes making sure the menu stays profitable and in line with what customers want.

**4. Handle Stock Smartly:**

They can put a close eye on important stock items and buy different amounts based on how well things are selling to avoid having too much or running out. Put in place a better system to track stock to handle this well.

**5. Boost Staff Productivity:**

Finding out why staff productivity is dropping. They can train employees, adjust staff numbers, or offer performance rewards to increase output.

**6. Use Data to Guide Decisions:**

Keep track of sales and stock data to make smart choices. Listen to what customers say to adjust the menu and services so they better match what people want.

**7. Use Inventory:**

Vegetables:
Buy in Bulk: Keep buying large amounts of onions, coriander, tomatoes, ginger, and garlic to control costs, since they use these a lot.
Monitor Market Prices: Keep an eye on brinjal, jackfruit, chole, and Matki prices to adjust menu costs or find cheaper suppliers.

Grocery Items:
Oil Management: Oil has a big effect on dish costs. Buy in bulk or lock prices with suppliers to handle price changes.

Use Less: For salt turmeric powder, and garam masala, use less to keep costs steady even though they don't cost as much.
Find Good Suppliers: Get reliable suppliers for special items to avoid price swings affecting certain dishes.

Dairy Products:
Paneer Quality and Cost: Strike a balance between quality and cost for paneer, as it has a direct impact on many dishes. Think about locking deal suppliers for regular supply at reasonable cost or finding other sources.
Keep an Eye on Dairy Prices: Track the prices of fresh cream and milk to tweak the menu pricing if needed.

**8.General Strategy:**

Cost Analysis: Often check costs for all ingredients to make sure menu pricing stays profitable while staying competitive.
Supplier Relationships: Build stronger ties with suppliers to get better prices and ensure they don't run out of popular items.
Menu Adjustments: Be ready to change the menu or pricing when ingredient costs change a lot to keep making money.

Putting these suggestions into action can boost lasting sales growth and profits for Bhole Bharit and Nashta Center setting them up for success in the long run.