



Business Data Management Project

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

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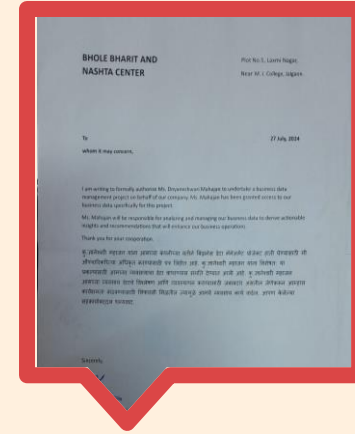
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Background of Organisation

- Bhole Bharit and Nashta Center, located near to the college area, Jalgaon, Maharashtra, is well-known restaurant for it's unique taste and speciality in curries.
- The restaurant has started by Mr. Balkrushna Bhole in 2021. In early days, they had only breakfast and snack services gradually they enlarged their domain and now they provide dine in and parcel service.
- After some time, they stopped breakfast and snacks services. Now they fully in restaurant business.



Understanding the problem



Lack of Advertisement

- misleading name of restaurant. no proper identification of niche customer base and thereby targeted marketing.
- Our Goal: Identification customer preference to each order method and promote targeted advertisement according to demand preference.



Records not in proper format

- Due to inefficient data it becomes challenging to manage orders and forecast the sales.
- The goal is to give suggestions on format of the sales and purchase data.



No proper inventory management

- leading to high cost and low profitability.
- The aim to categorize the raw materials according to their usage and shelf life.

Analysis and key findings



Data Collection:

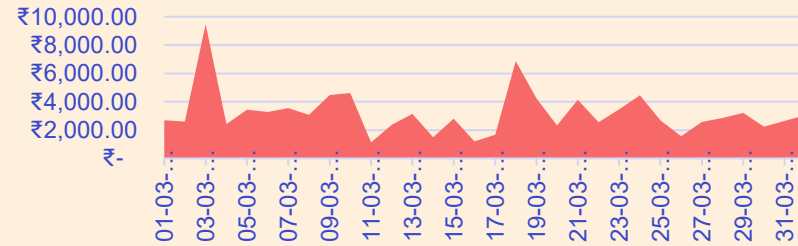
Since restaurant has not maintained electric record of sales. But owner recorded the total sales in a day and some bills for bulk order. The sales data was entered manually into an excel sheet for a month.

Graphs, Plots and Key findings:

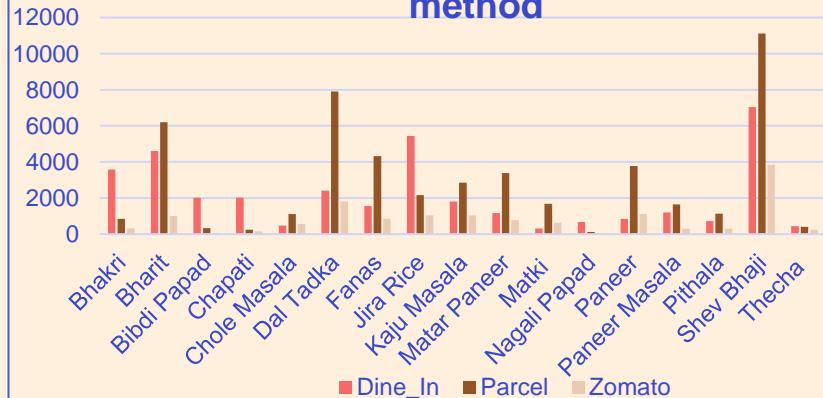
For the March month, we have expenditure data on raw materials - 85,395 Rupees and monthly sales- 99,585 rupees. Thus, profit percentage was 16.61% which is quite low.

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

Daily Sales



Item wise comparison of each order method



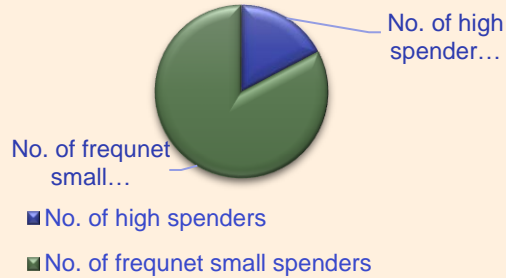
In Dine-In Meals top picks are Shev Bhaji, Jira Rice, Chapati, Bhakri. which tells us that People who eat in the restaurant go for a full meal. They often choose a mix of main dishes and sides like rice and Chapati-Bhakri.

In Parcel Service top picks are Shev Bhaji, Dal Tadka, Bharit, Paneer, Fanas. It tells us that Takeout parcel customers order main curries.

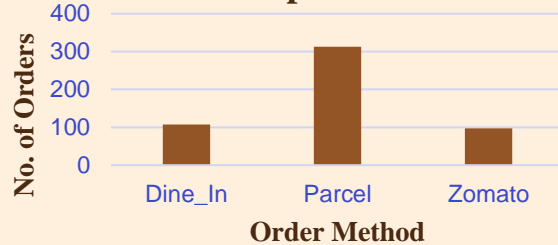
In Zomato Service the popular dishes orders are showing a blend of complete meals and individual items making predictions of orders challenging.

Analysis and key findings

Customer spending

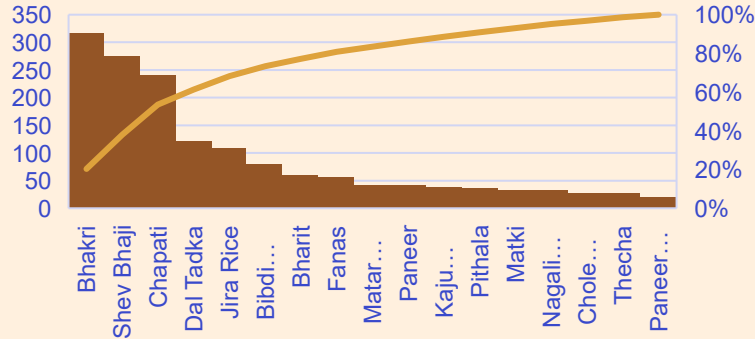


No. of frequent small spenders

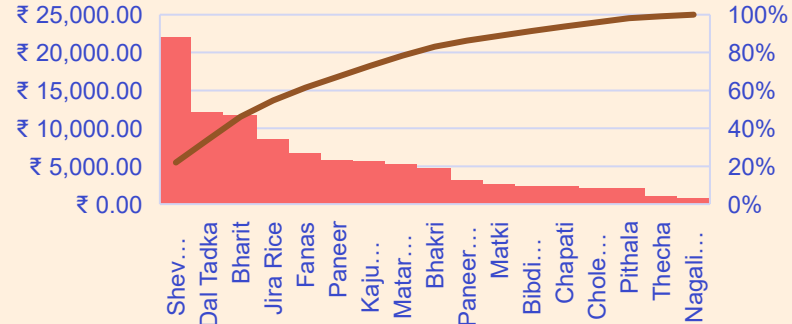


In the total monthly revenue, High spender customers are 17% where as 83% are frequent small orders. These small orders comes from parcel services, which tells us that customers generally prefer to order Main curries only and that's why it is Important to focus at small retail orders.

Order Chart



Revenue chart

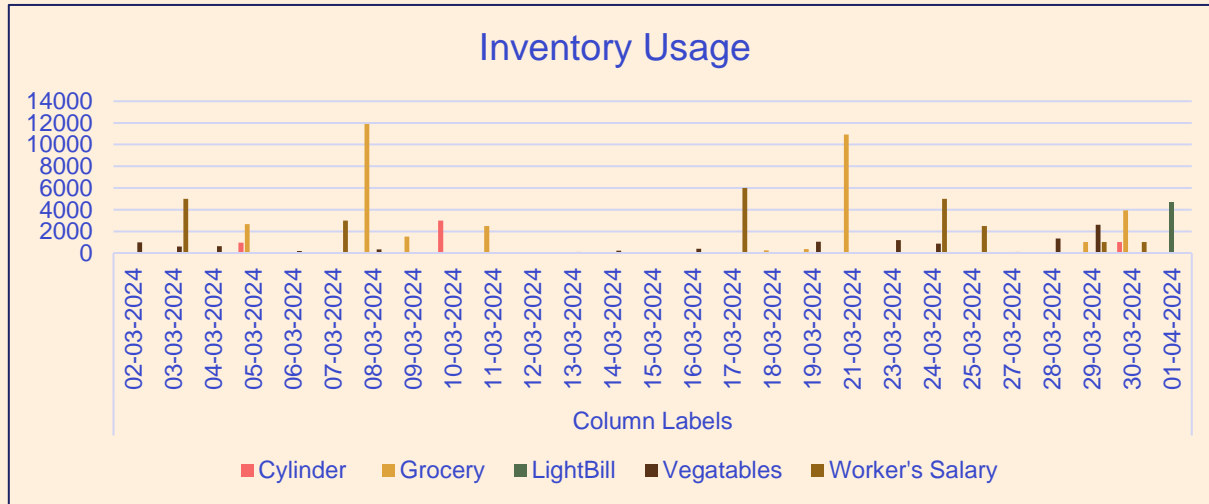


From the both the graphs it is clear that they are Following pareto principle based on the these Graphs I made a Menu engineering matrix, Which categorized the menu based on their percentage in revenue and total orders



Analysis and key findings

Menu Matrix	High Profit	Low Profit
High Sales	Stars: Shev Bhaji, Dal Tadka, Jira Rice	Puzzles: Chapati, Bhakri, Bibdi Papad, Kaju-Masala, Pithala.
Low Sales	Plow Horses: Bharit, Fanas, Paneer, Paneer Masala	Dogs: Thecha, Chole Masala, Nagli Papad, Matki, Matar Paneer.



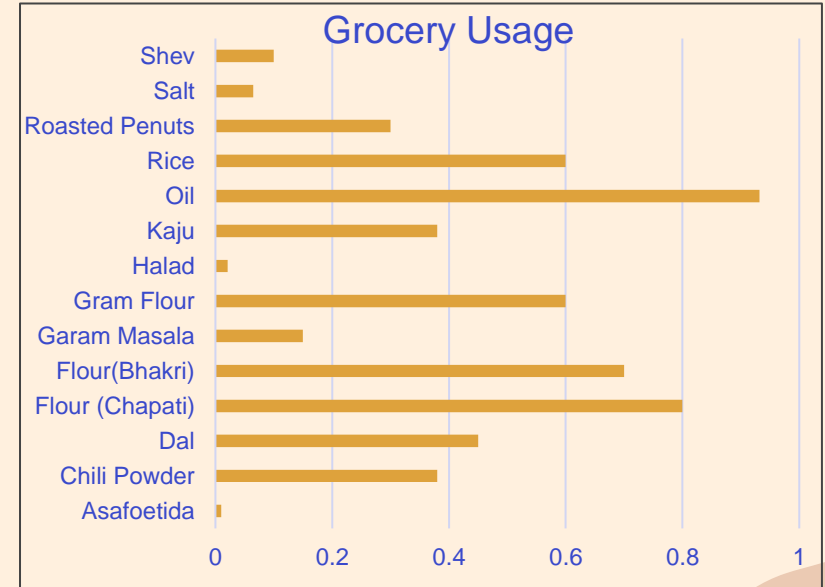
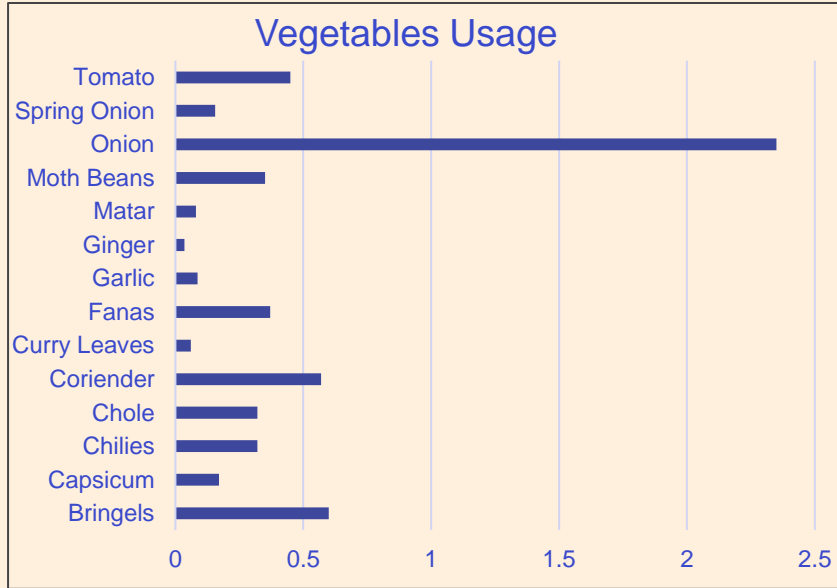
The most expenditure is on grocery, vegetables and worker's salary.



Analysis and key findings



The widely used vegetables and groceries' prices can affect the making cost of dish. Among the vegetables, Onion used in almost all dishes and other vegetables such as bringels, moth beans , chole, spring onion are only used in particular dish. In grocery, there is high usage of oil, dal, flour, and some spices.



Recommendation

- Change the name of restaurant as it is misleading. Firstly, they now provide only restaurant services not breakfast services. Secondly, Bharit is not their major selling item (it is Shev bhaji as we saw before). Corrected name of the restaurant should be “Bhole Khandeshi Restaurant and Parcel Services”. Khandesh region is famous for its spicy curries and world famous dish “Bharit”, the Bharit is prepared from Brinjals which had got GI tag in 2016.
- Maintain sale and purchase data in proper format in order to get idea about sale trends and profit margin.
- Dine-In services has high average value, this is an opportunity to increase customer retention by improving the ambience of the restaurant and by running eye-catching offers and focusing on marketing efforts.
- Parcel services drives most of the revenue so it's crucial to make this process more efficient to handle larger volumes. They can think about consumer loyalty programs to keep small but frequent spenders coming back.
- Update the menu by highlighting top dishes such as Shev bhaji and Dal Tadka by putting effort into advertising special deals and put the dishes such as bharit, Fanas which are high-profit at front and center on the menu. Rethink about taking off dishes that don't sell well or give them makeover to make them more appealing.





Recommendation

- Buy onion, garlic in bulk and increase their storage capacity as they have longer shelf life. Onion and Garlic are volatile items subject to cost push and demand driven inflation. Bulk buy and making 6 month inventory plan will reduce the cost by purchasing at wholesale rate.
- Buy the freezer with extra capacity to increase shelf life of vegetables by few days. purchase vegetables such as tomatoes, ginger, coriander in bulk which are used in preparation of almost every dish.
- Keep an eye on prices of seasonal veggies like brinjal, jackfruit to adjust menu costs.
- Oil and spices have a big effect on dish costs. Buy in bulk or lock prices with wholesale suppliers to handle price changes.
- Go for digital marketing for wider reach by taking support of social media platforms like Facebook and Instagram

