Global Restaurant Sales Performance Analysis (Nov – Dec 2022)

1. **Introduction**

This report provides an analysis of the restaurant sales performance from November to December 2022. The insights highlight revenue trends, customer behavior, product performance, and managerial effectiveness. Recommendations are directly incorporated within each section to ensure immediate relevance and strategic applicability.

2. **Overall Sales Performance and Strategic Implications**

The restaurant achieved a total revenue of $769.515,86 and sold 116,995 items during the two month period. The average revenue per order was $3.029,59. Monthly performance comparison shows a significant improvement:

- November Revenue: $332.114,66
- December Revenue: $437.401,20

The 31.7% increase from November to December aligns with holiday-driven consumer spending.

Recommendation:

Given the strong seasonal uplift, the company should plan anticipatory holiday campaigns, introduce limited time menu items, and reinforce inventory planning for November–December. Seasonal staffing adjustments may also be required to meet peak demand efficiently.

3. **Payment Method Preferences and Operational Action Points**

Customers predominantly used:

- Credit Card   : 120 transactions
- Cash   : 76 transactions
- Gift Card   : 58 transactions

Credit card usage clearly dominates, signaling a preference for quick and convenient transactions.

Recommendation:

The chain should strengthen contactless and digital payment options, maintain reliable card terminals, and promote gift card programs, particularly during holiday seasons. Offering small incentives such as bonus points for non-cash payments, could further streamline checkout speeds and enhance customer satisfaction.

4. **City Level Revenue Performance and Location Strategies**

City revenue distribution reveals strong geographic disparities:

- Lisbon: $241.714
- London: $211.201
- Madrid: $136.200
- Berlin: $100.600

- Paris: $79.800

Lisbon and London are the top performing cities, while Paris and Berlin trail far behind.

Recommendation:

High performing cities should be leveraged as models for operational best practices, particularly regarding staffing, product mix, and promotional strategies. Meanwhile, underperforming cities like Paris may require local market research, menu adjustments to fit regional tastes, targeted advertising, or strengthened managerial coaching. Conducting a store audit in low performing locations can help identify bottlenecks such as pricing, customer footfall, or operational inefficiencies.

5. **Product Performance Insights with Strategic Recommendations (Quantity Based Performance)**

Top items by volume:
- Beverages: 34.983 units
- Fries: 32.034
- Burgers: 29.022
- Chicken Sandwiches: 11.136
- Sides & Other: 9.820

Beverages and fries are strong volume drivers.

Recommendation:

These high volume items should be used to create bundle promotions (e.g., "add fries & drink for less"), increasing average order value. Maintaining fast preparation times and ensuring consistent quality is critical to keep these items profitable at scale.

6. **Product Performance Insights with Strategic Recommendations (Revenue Based Performance)**
Top items by revenue:
- Burgers: $377.000
- Fries: $125.674
- Chicken Sandwiches: $114.642
- Beverages: $103.200

Burgers are the primary revenue engine due to their pricing and high margin structure.

Recommendation:

To maximize profits, the chain should promote premium burger variations, enhance product presentation, and feature burgers prominently in advertising. Bundling burgers with high volume add ons can further push revenue.

7. **Managerial Performance and Recommendations**

Revenue by manager:
- Joao Silva: $241.714
- Tom Jackson: $211.201
- Pablo Perez: $136.200
- Walter Muller: $100.600
- Remy Monet: $79.800

Joao Silva and Tom Jackson outperform others, while Remy Monet ranks lowest.

Recommendation:

Best performing managers should be used as mentors for lower performing ones, sharing proven operational practices. Implementing performance based incentives can motivate improvement. Low performing stores may benefit from leadership support, staff training, or improved workflow processes.

8. **Daily Revenue Trend and Business Recommendations**
   The daily revenue trend shows fluctuations throughout November, followed by a stable upward trend in December. A notable spike appears early November, likely linked to a promotion or seasonal surge.
   Recommendation:
   The restaurant should analyze the factors driving early November revenue spikes to replicate successful strategies. Since December shows consistently higher revenue, implementing month long December campaigns, early promotions, and pre-holiday marketing may increase performance in future years.

9. **Product Level Efficiency: Combined Quantity and Revenue Interpretation**
   Products like burgers show high revenue but lower volume, while beverages and fries sell in larger quantities but contribute less revenue per unit. This distinction highlights two different performance roles, margin leaders and volume drivers.
   Recommendation:
   A balanced strategy is needed:
   - Promote margin leading products (burgers, chicken sandwiches) through premium offers.
   - Use volume drivers (beverages and fries) to attract customers and build bundle sales.