Samba Bar & Restaurant:

Branch Management Dashboard

– Power BI Solution

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Executive Dashboard

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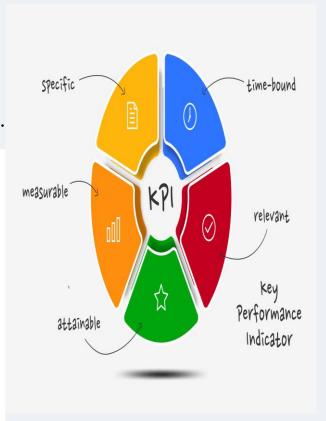# INTRODUCTION

Client: **Samba Bar & Restaurant (Kenya)**
Project Scope: **Design and development of an interactive performance dashboard covering operational data from 2009 to 2024.**
Objective: **To empower the management of Samba Bar & Restaurant with a data-driven overview of 15 years of operational performance. This tool enables the quick identification of long-term trends, monitoring of key metrics, and informed strategic decision-making for future growth.**

Key Performance Indicators (KPIs)

1. Executive Key Performance Indicators (KPIs)
A suite of high-level KPIs provides an immediate, at-a-glance assessment of the establishment's health and performance over the extensive dataset.

- **Total Sales (YTD):** Tracks the cumulative revenue generated year-to-date, serving as the primary measure of overall performance.

- **Sales vs. Target (%):** Quantifies performance against predefined sales goals, instantly highlighting achievement levels.

- **Average Transaction Value (ATV):** Measures the mean revenue per transaction, providing insight into customer

spending behaviour and menu pricing effectiveness.

- **Total Units Sold:** Tracks the aggregate volume of menu items (food & beverage) sold, measuring pure sales activity.

- **Revenue Growth (YTD YoY):** Calculates the year-over-year percentage change in YTD revenue, illustrating the growth trajectory from 2009 to the present.

a) **Sales Trend Analysis (2009-2024)**

    a. **Visual:** Line Chart

    b. **Purpose:** Tracks sales performance across the entire 15-year history to identify long-term growth patterns, seasonal cycles, and the impact of specific events or strategic changes.

b) **Monthly Sales vs. Target**

    a. **Visual:** Stacked Bar Chart

    b. **Purpose:** Provides a clear, monthly comparison of actual sales achieved against target goals, visually emphasizing performance gaps and successes over time.
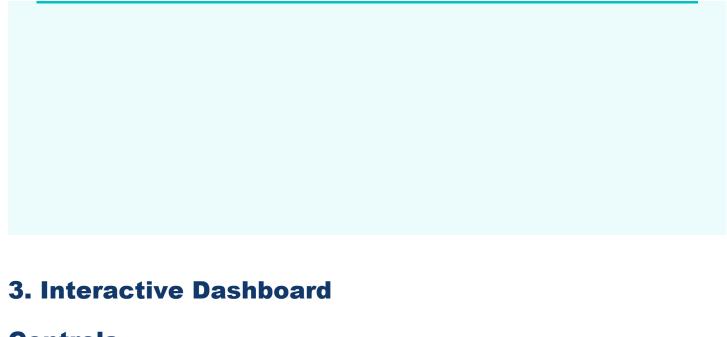
c) **Menu Performance (Pareto Analysis)**

    a. **Visual:** Bar Chart (Ranked)

    b. **Purpose:** Identifies the "Top N" menu items (food and beverage) that have driven the majority of revenue since 2009, enabling strategic menu planning and inventory focus on high-margin, popular items.

d) **Peak Period Heatmap**

    a. **Visual:** Matrix Heatmap

    b. **Purpose:** Visualizes sales volume by hour of the day and day of the week. This analysis is critical for optimizing staff scheduling, planning promotional "Happy Hours," and managing inventory during peak demand at the bar and restaurant.

3. Interactive Dashboard Controls

The following filters and slicers allow for dynamic exploration of over a decade of data:

- **Historical Date Range:** A comprehensive slicer for the full period (2009-2024), with drill-down to Year, Quarter, Month, and Day.
- **Menu Analysis:** Slicers for Menu Category (e.g., Appetizers, Main Course, Beverages, Bar) and specific Menu Item.
- **Performance Drill-Down:** Filter by Staff/Server to analyse individual contribution trends over the years.

This Power BI dashboard transforms 15 years of operational data for Samba Bar & Restaurant into a clear, actionable strategic asset. By consolidating key performance indicators—from sales and growth to menu and staff performance—into a single, interactive view, it provides management with an unparalleled, data-driven foundation for decision-making.

The solution moves beyond simple reporting to enable deep historical analysis, empowering the team to not only understand past trends but also to optimize future operations, refine menus, enhance staffing efficiency, and ultimately drive sustained growth for the business.

-Conclusion