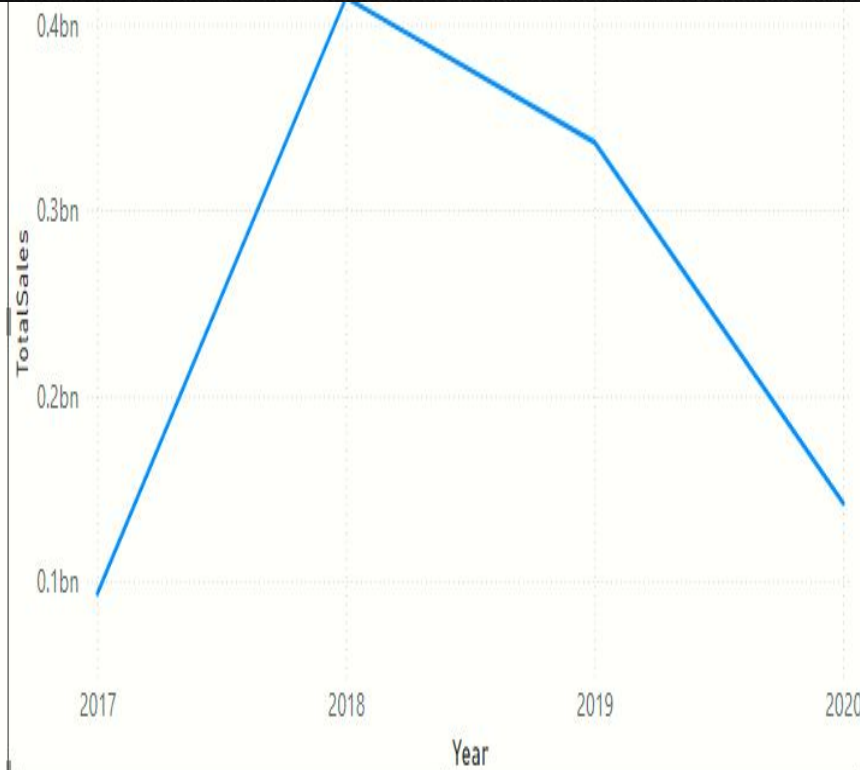


SALES ANALYST DASHBOARD

- What are the sales/revenue trends over time?
- What are the main KPIs driving the sales performance?
- How has the distribution of sales changed over time?
- What insights can we gain from customer purchasing behavior?

LINE CHART

For displaying sales/revenue trends over time.



is (All)

order_date - Month
is (All)

order_date - Quarter
is (All)

order_date - Year
is (All)

TotalSales
is (All)

Add data fields here

Filters on this page

...

X-axis

order_date

Year

Quarter

Month

Day

☐ CohortMonth

☐ Column1

☐ currency

☐ CustomerRete...

☐ CustomerSeg...

☐ CustomerVisit...

☐ IsReturningCu...

☐ Month

☒ order_date

☐ OrderFrequen...

☐ \sum r_id

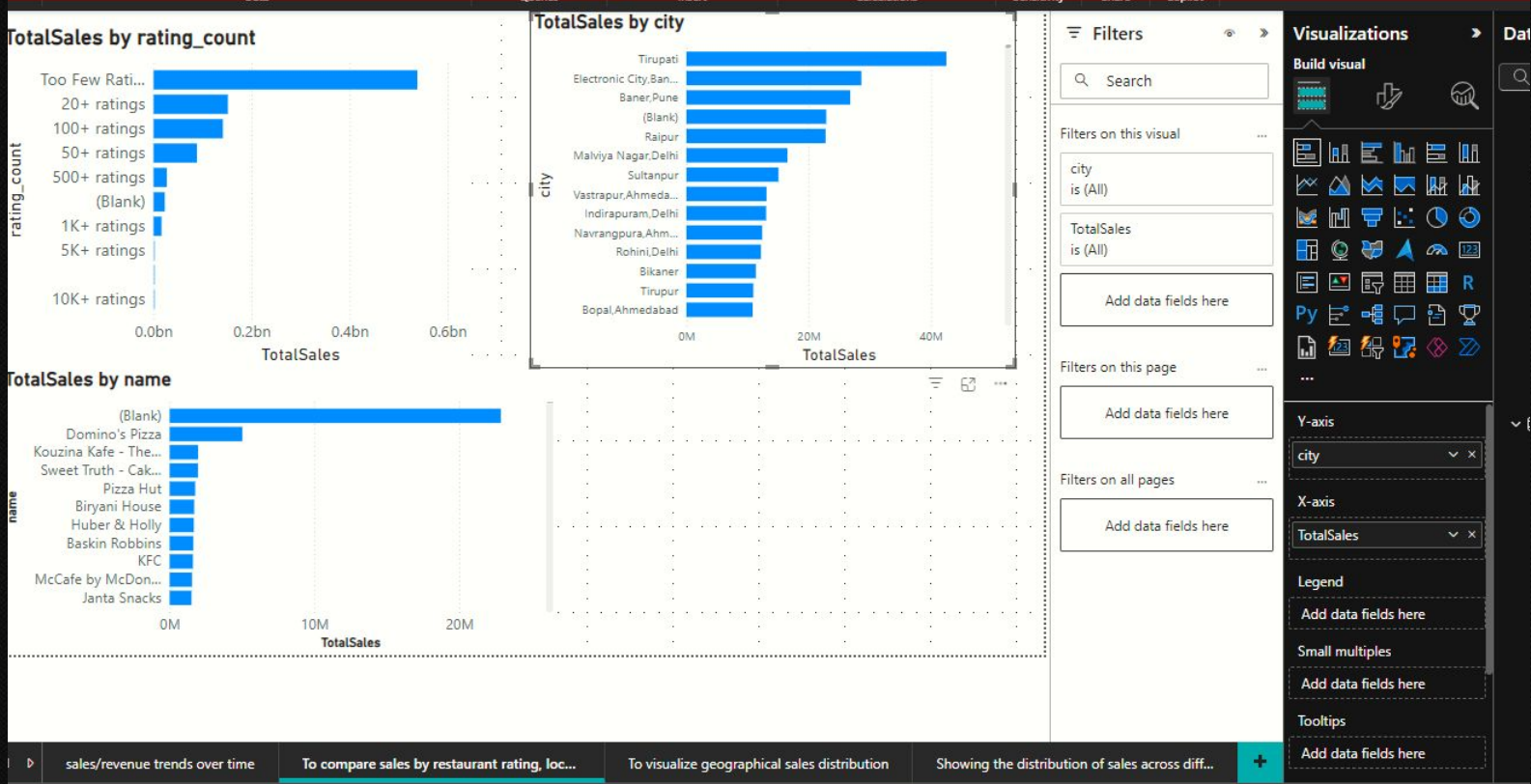
☐ \sum sales_amount

☐ \sum sales_qty

☐ SeasonalityIn...

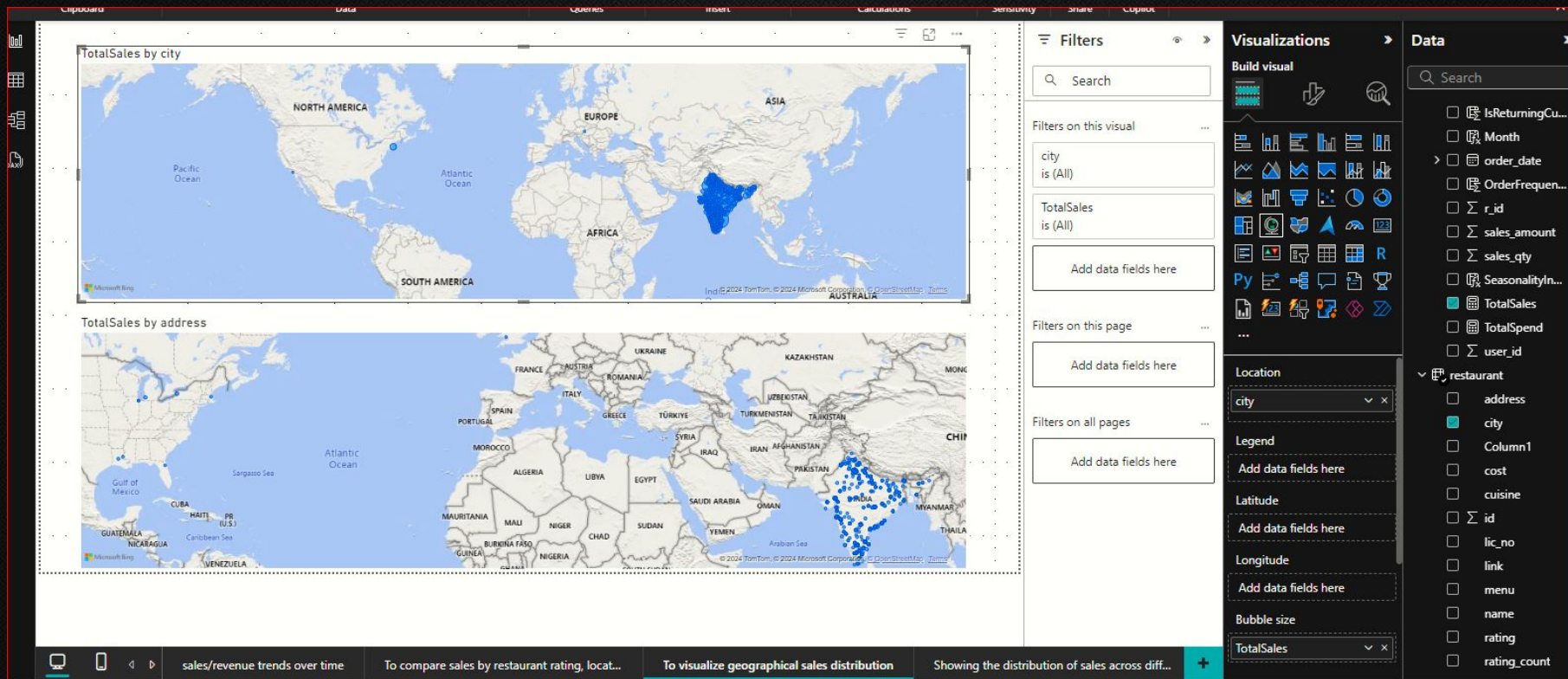
BAR CHARTS

To compare sales by restaurant rating, location, and customer segments.



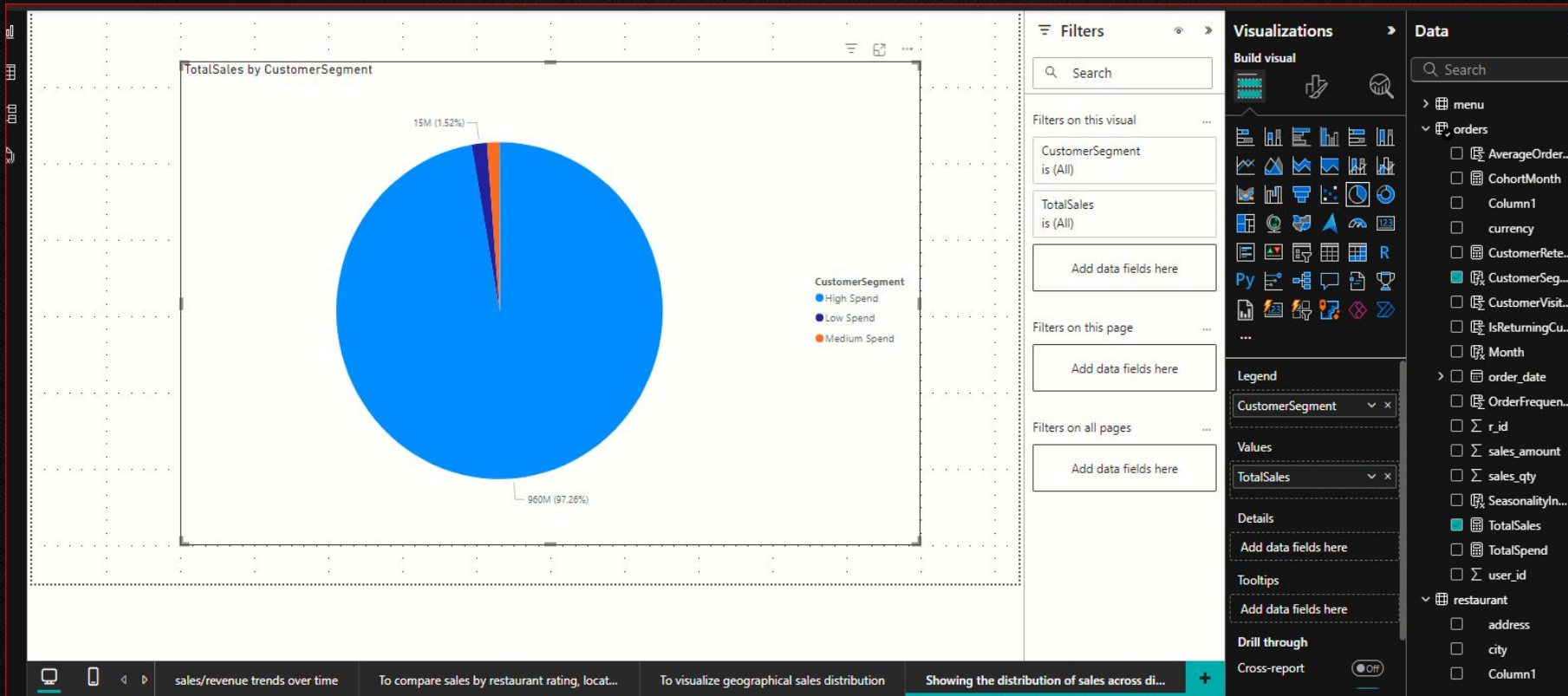
HEAT MAP

To visualize geographical sales distribution.



PIE CHART

Showing the distribution of sales across different customer segments.



COHORT ANALYST

To track customer retention and behavior over time.

Month	CohortMonth	Sum of CustomerVisitCount	TotalSales
April	2018-04	32487	88838211
August	2018-08	23297	71671699
December	2017-12	31203	84820144
February	2018-02	33764	89374095
January	2018-01	34773	99713214
July	2018-07	25581	71420820
June	2018-06	31259	75055812
March	2018-03	33302	92779487
May	2018-05	33428	83613171
November	2017-11	35213	93308613
October	2017-10	33980	80805648
September	2018-09	22190	55164102
Total	2017-10	370477	986565016

Filters

Search

Filters on this visual

CohortMonth
is (All)

Month
is (All)

Sum of CustomerVisit...
is (All)

TotalSales
is (All)

Add data fields here

Filters on this page

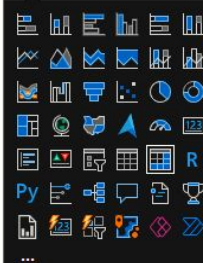
Add data fields here

Filters on all pages

Add data fields here

Visualizations

Build visual



Rows

Month

Columns

Add data fields here

Values

CohortMonth
Sum of CustomerVisit...
TotalSales

Drill through

Cross-report

Off

Keep all filters

Data

Search

food

menu

orders

AverageOrder...

CohortMonth

Column1

currency

CustomerRete...

CustomerSeg...

CustomerVisit...

IsReturningCu...

Month

order_date

OrderFrequen...

r_id

sales_amount

sales_qty

SeasonalityIn...

TotalSales

TotalSpend

user_id

restaurant

address

city



sales by restaurant rating, locat...

To visualize geographical sales distribution

Showing the distribution of sales across diff...

To track customer retention and behavior ...



Key Findings Summary of Insights

Sales Trends:

- Revenue Spikes: Significant sales increases during holidays and weekends, confirming seasonal peaks.
- Consistent Growth: Overall sales have shown steady growth over time, with noticeable jumps in specific months.

Key Performance Indicators (KPIs):

- Total Sales: \$9,865,650.16 from 370,477 customer visits, indicating robust customer activity.
- Average Order Value (AOV): Consistently high AOV, particularly in high-rated restaurants, driving substantial revenue

Key Findings Summary of Insights

Customer Segments:

- **Frequent Buyers:** A notable percentage of high-frequency buyers contribute significantly to total sales.
- **Segment Contribution:** High-spending customers account for a large portion of revenue, highlighting their importance.

Geographical Insights:

- **Top Locations:** Certain locations consistently outperform others in terms of sales, suggesting targeted marketing opportunities.
- **Sales Hotspots:** Urban areas show higher sales volumes, indicating greater market potential.

Key Findings Summary of Insights

Customer Retention:

- Retention Rates: Positive customer retention trends, with a substantial number of returning customers.
- Cohort Analysis: Retention rates remain stable across cohorts, with a slight increase during promotional periods.

Additional Insights:

- Promotions Impact: Promotions and discounts lead to temporary spikes in sales, confirming their effectiveness.
- High-Rated Restaurants: High-rated restaurants consistently generate more revenue, emphasizing the importance of customer satisfaction and reviews.

RECOMMENDATION

- Enhance Promotions: Leverage seasonal trends with targeted promotions to boost sales during peak periods.
- Focus on Top Segments: Develop strategies to engage high-spending and frequent buyers further.
- Geographical Expansion: Consider expanding marketing efforts in top-performing urban areas.
- Customer Engagement: Implement loyalty programs to enhance customer retention and encourage repeat purchases.

CONCLUSION

- The analysis highlights key areas of strength and opportunities for growth. By focusing on high-performing segments and leveraging promotional periods, there's significant potential to drive even greater revenue.

THANK YOU



morrisgeorg@outlook.com



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