

# **Cafe Presentation**

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## **Executive Summary**

1. The report summarises the analysis results for this particular cafe. The purpose of this document is to present finding from the cafe dataset to measures various trends in the cafe sales and use them to enhance sales in coming future.
2. Observational data is the CAFE\_MRA data collected for around 12 months. Dataset contains more than one lac of billing record for the year 2010- 11.
3. Data has been analysed to detect different trends of sales and to get the best solution for increasing sales. The report says that there are various factors like peak hours , peak months , menu optimisation in a year through which cafe sales can be increased.
4. Statistics used to summarise the association between total cafe sales with different variables present in the dataset.

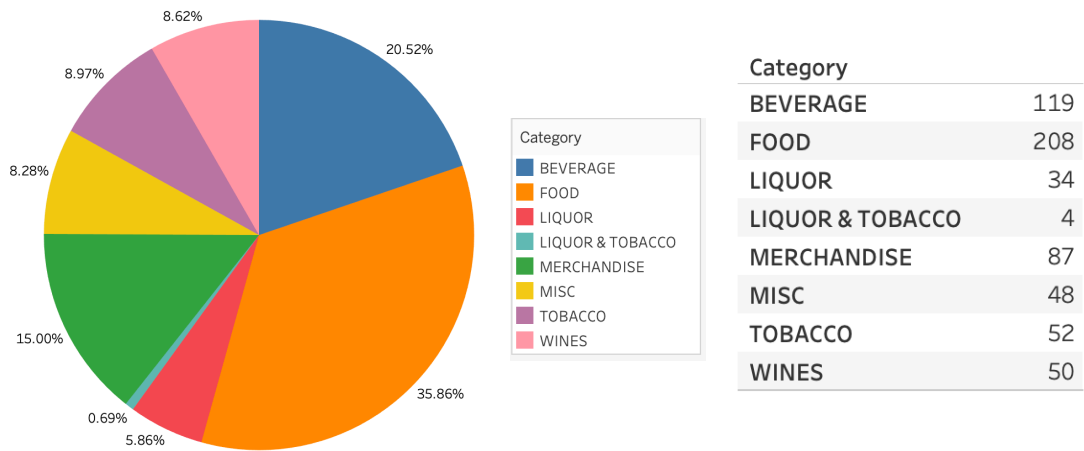
## **INTRODUCTION**

The report has been generated to analyse the cafe data and come up with the best practice that can be followed to increase the sales of the cafe.

Dataset contains 145831 observations and 10 variables stating information like bill number , date and time of billing , quantity , item description , Item category ,rate, total tax , discount value and total amount for that particular bill. Also data contains product and category wise sold item information.

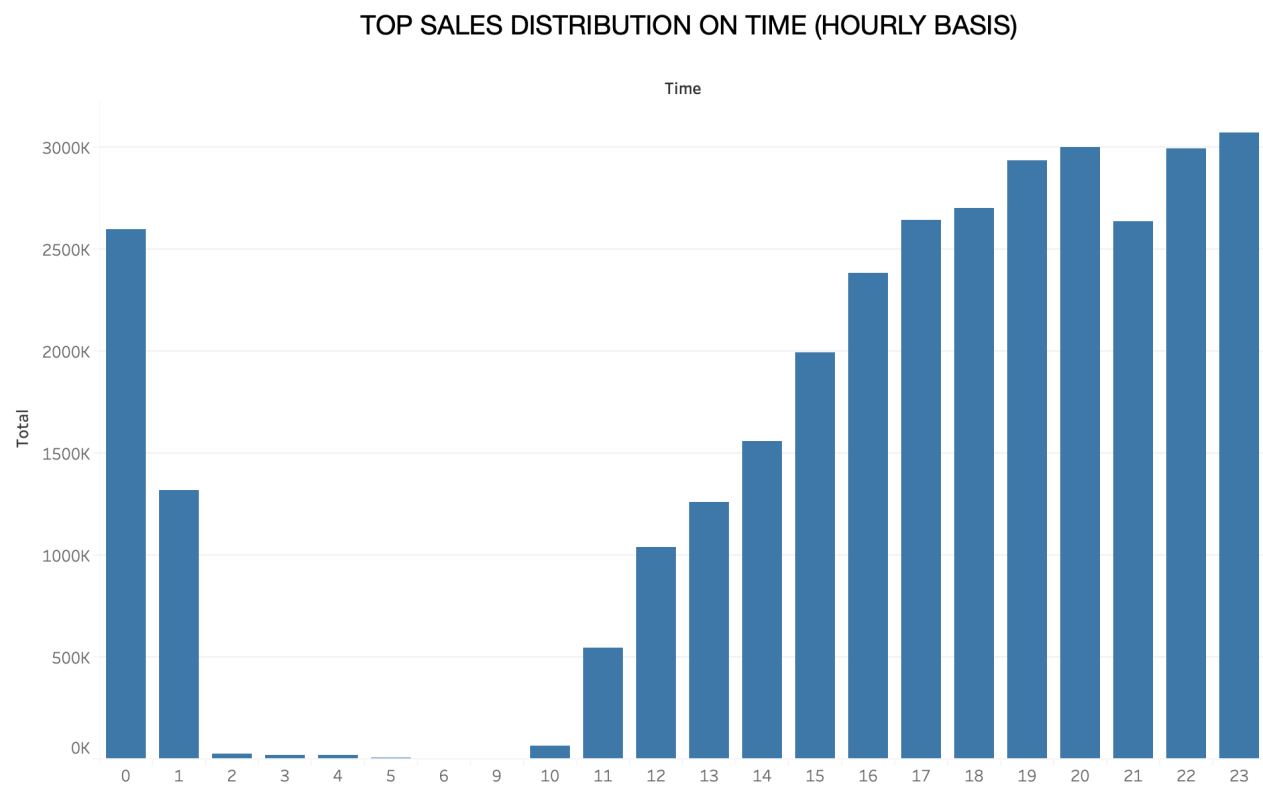
In this report analysis has been performed in different sections and each section contains analysis on different variables with total sales of cafe.

**PRODUCTS IN CAFE**



- 1. Cafe has total of 602 number of products.
- 2. As expected , the most number of products come under the category of food (35%) and least number of products come under the combined category of liquor and tobacco (0.5%).

**TOP SALES DISTRIBUTION ON TIME (HOURLY BASIS)**

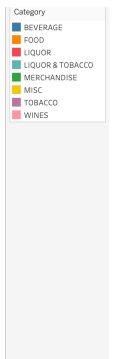
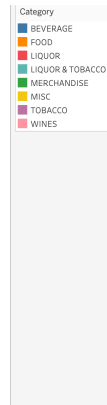
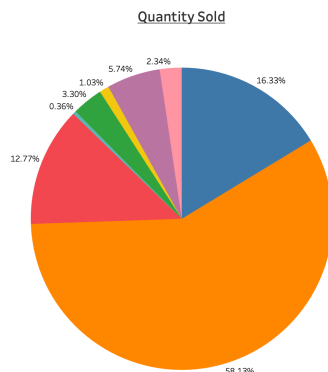


According to data 10 PM to 12 AM is peak time for cafe sale. Time between 6 PM to 12 PM is good time for selling , 12 AM to 2 AM has average sale but time interval 10 AM to 12 PM , 12 PM to 2 PM has less sales. From 2 AM to 10 AM sales are very less.

## **CONCLUSION AND SUGGESTIONS (BASED ON TIME VARIABLE)**

1. Happy hours scheme can be applied for less productive hours.
2. Staff management according to the productivity of the day.
3. New employees or average staff on less productive hours.
4. Number of staff at a time ( day and night ) should also be applied on the basis of less and high sales time slots as idle workers are waste of money.

## TOTAL SALES AND PRODUCT CATEGORY



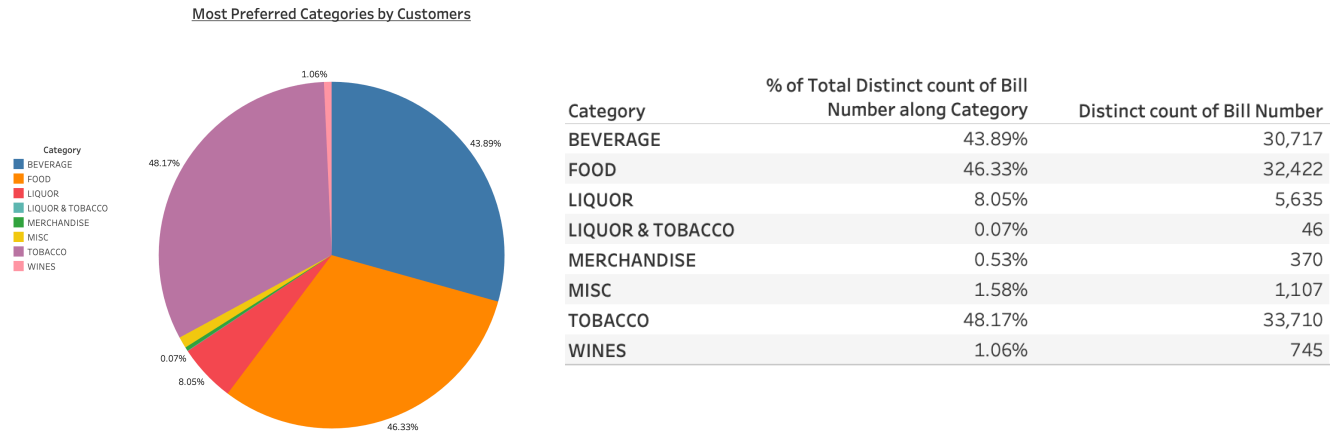
Category	% of Total Quantity along Table (Down)	% of Total Total along Table (Down)
BEVERAGE	30.97%	16.80%
FOOD	38.00%	30.34%
LIQUOR	6.29%	6.44%
LIQUOR & TOBACCO	0.04%	0.13%
MERCHANDISE	0.34%	0.37%
MISC	0.85%	0.63%
TOBACCO	22.86%	44.22%
WINES	0.66%	1.08%

1. Food and Beverages are the highest quantity sold categories and despite of it tobacco has maximum selling across all categories i.e more than 40%.
2. Second highest selling category is food which has share of more than 30%. Food and Tobacco together have more than 70% of all the cafe sales.
3. Wine , MISC and Merchandise has the least selling categories with share of around 2% overall.



## Most Preferred Categories by Customers

Lets understand customer behaviour with respect to categories



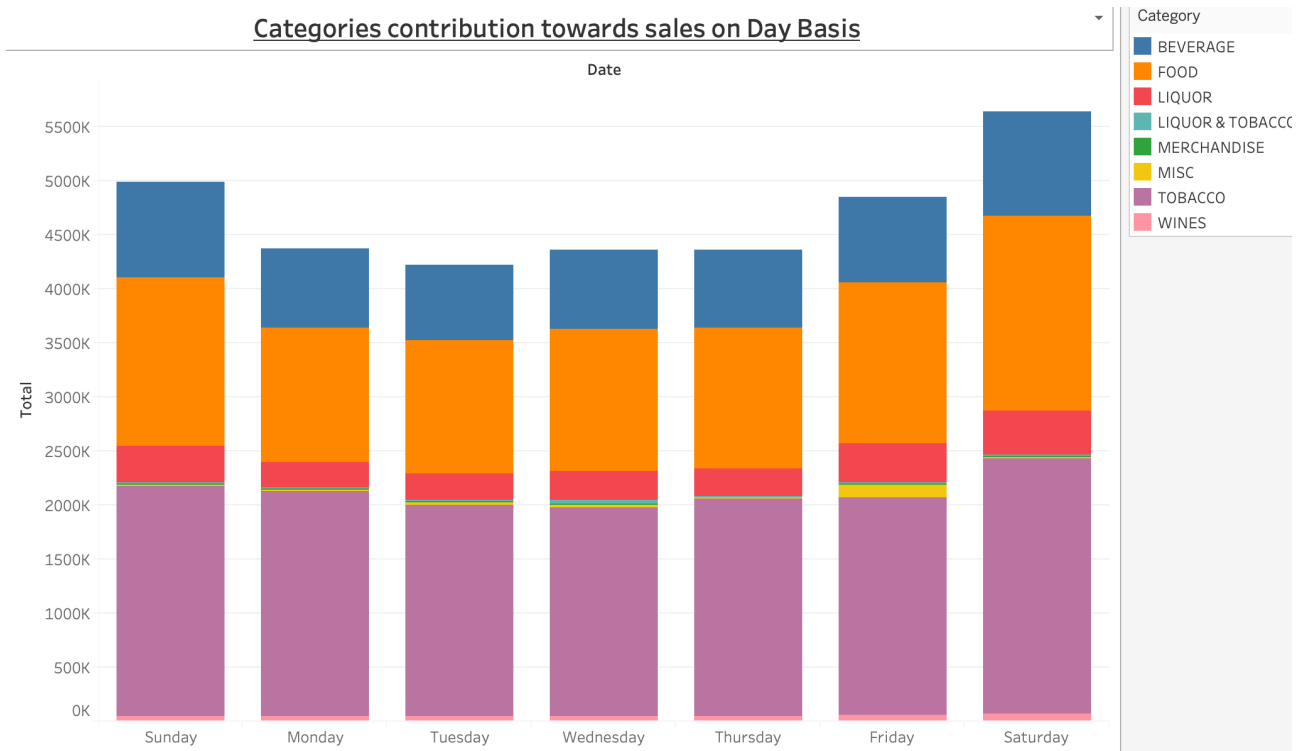
On the basis of analysis of bills , we observed that -

1. Maximum customers (48 %) visit cafe for tobacco products.
2. Food and beverages products are purchased secondly by customers.
3. Only 8% of customers purchase liquor products.
4. Very less go for wine and merchandise.

## **CONCLUSION AND SUGGESTION (BASED ON CATEGORY)**

1. After knowing the category in demand inventory can be easily maintained according to demand. Items should be stocked as per the demand. For example tobacco and food.
2. Most preferred category by customers (Tobacco) should have good inventory.
3. Adding more items in menu for categories like tobacco and food will increase more options for category of his choice. Also helps in attracting more customers.

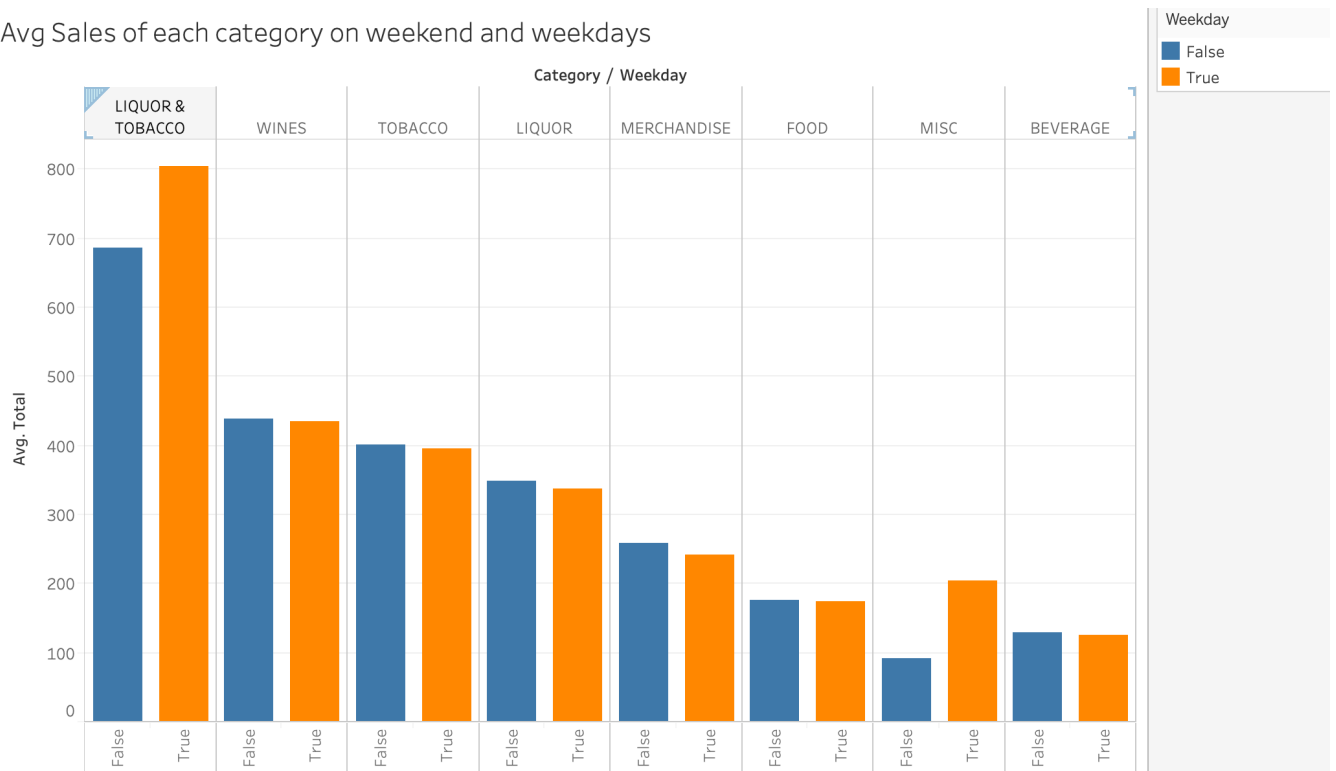
## SALES ON WEEKLY BASIS



1. Saturday is the highest quantity of product sold and revenue generated day of the week.
2. Least productive day is Tuesday with lowest number of products sold and lowest revenue generated.

## Lets see the average sales of products on weekday/weekend basis

Avg Sales of each category on weekend and weekdays



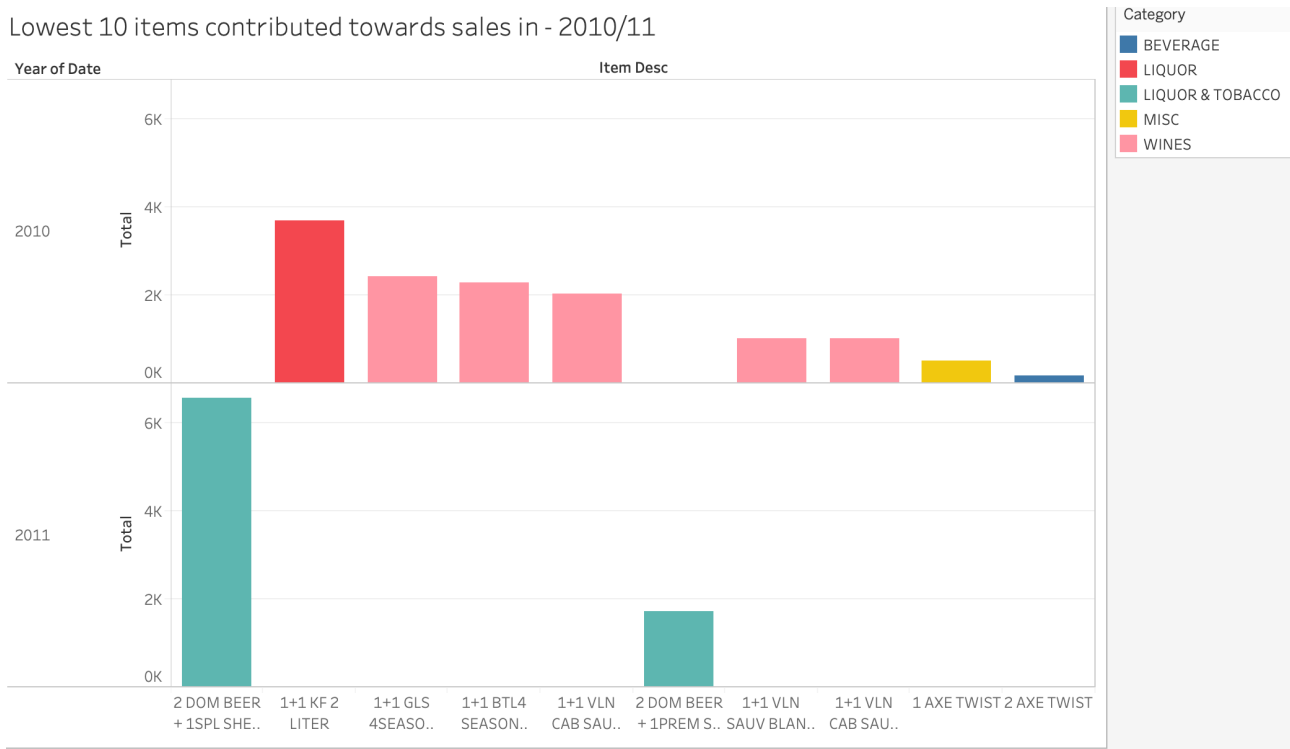
1. It is observed that combined average sales of Tobacco and liquor is more on weekday than on weekend.
2. Misc products average sales is more on weekdays than weekends.
3. Rest all products have more or less same average sales on weekend and weekdays.

## **CONCLUSION AND SUGGESTIONS (BASED ON WEEKDAYS TREND)**

1. Many offers like happy hours and discounts can be offered on the less productive days like Tuesday to attract more customers.
2. Some good offers can be given on the selective categories which have less average sales on weekend like liquor and Tobacco.
3. Operational cost can be reduced by using new and less number of staff on less productive days like Tuesdays.
4. More and efficient staff on busy days like Saturdays , so that heavy customer crowd can be easily managed.

## LOWEST PERFORMING ITEMS IN THE YEAR 2010-11

Lowest 10 items contributed towards sales in - 2010/11



1. It is observed that Beverage , Liquor , Liquor and tobacco , Misc and wines category items are in the lowest 10 items in the year 2010 and 2011.
2. 2 AXE twist , 1 Axe twist , Sauv Blan , Cab Sau , 4 season. These items are among the ones which do not contribute much in the sales of cafe.

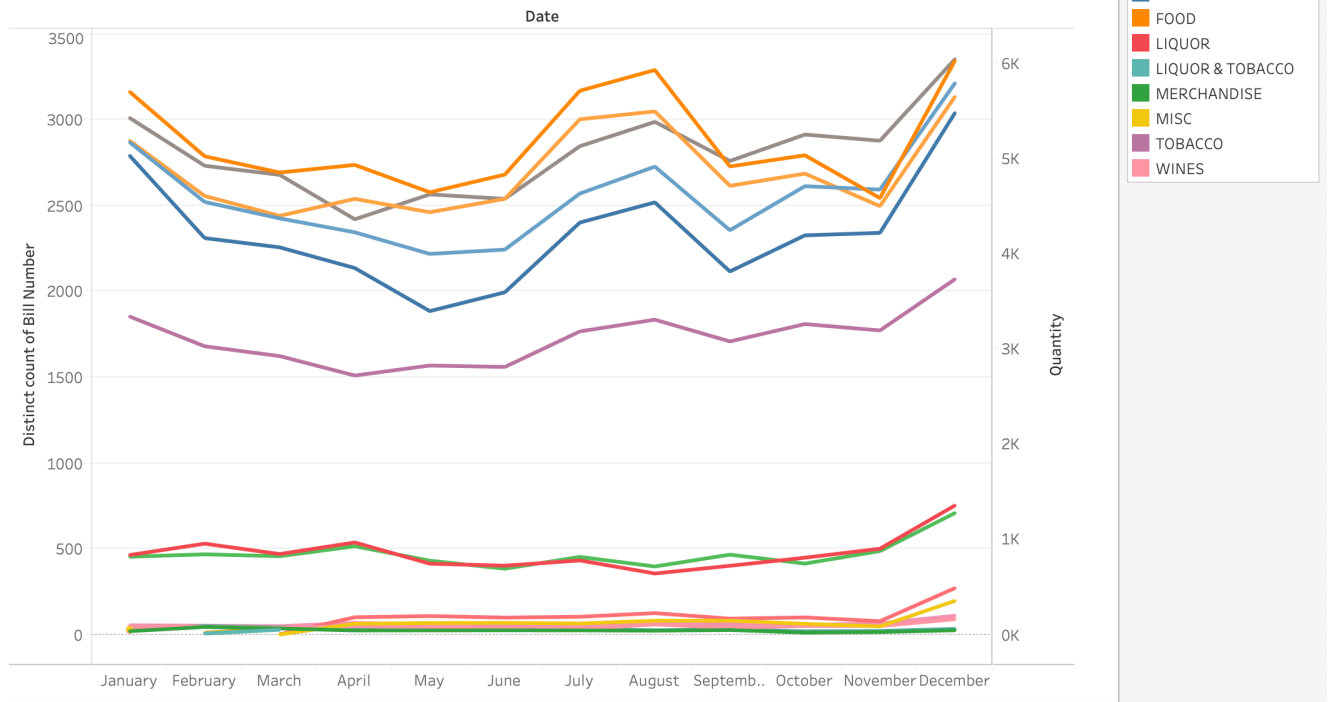
## **CONCLUSION AND SUGGESTIONS (BASED ON LOWEST ITEMS)**

1. 2 AXE twist , 1 Axe twist , Sauv Blan , Cab Sau , 4 season are the items which can be removed from the menu.
2. Heavy discount can be given to the customers on these items fore these particular category.

## TRENDS OF CATEGORIES ACROSS MONTHS

Let's see how different categories are performing across months in terms of customers reaction and quantity being sold.

Trends of categories across Months



1. From this we have observed that there is increase in customers count and quantity being consumed from the June till August.
2. These categories mainly are food , beverage and tobacco.
3. There seems to be no trend in categories like Wines , Misc, Merchandise.
4. There seems to be a drop in top performing categories like food , beverage and tobacco from the month of Jan - May.



## **CONCLUSION AND SUGGESTIONS (BASED ON MONTHS TREND)**

1. More stock for the high sales months for fulfilment of the customer.
2. Less inventory for low sales months (Jan-May) to minimise the inventory cost.
3. Category based inventory for seasonal demand will help in improving sales.
4. Good Offers can be given during low sales months to improve the sales.

## **RECOMMENDATIONS**

1. Give happy hours offer in liquor category to increase the sales of liquor during day time.
2. Combine the food product with tobacco product with discounted prices.
3. Combine different food products and sell them on discounted prices.
4. Operate the cafe during morning time to increase the sales and include some low category items.
5. During weekday sell the items at discounted prices.
6. Increase the sales of merchandise and wines by providing them at discounted price with different food combination or introducing by 2 get 1 scheme.
7. Combine items like hookah with food or beverage or liquor items to increase the sales.

**THANK YOU !!**