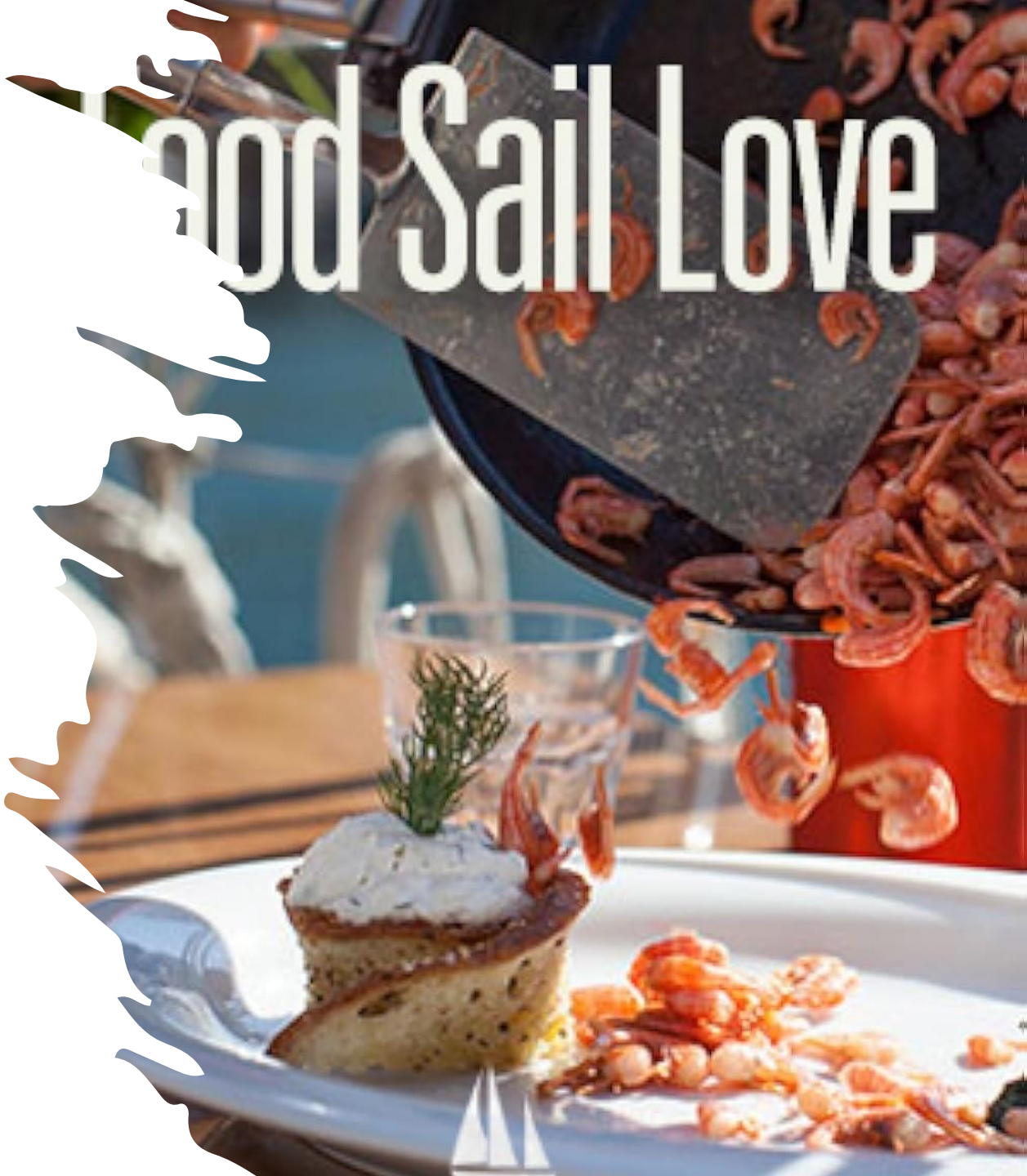
SailFoods



Group 10

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Introduction

- Sail foods is an emerging startup which focuses on providing world class culinary services to the customers on the SHIPS.
- Recently Sail foods won a contract from the US Navy to handle the On-ship kitchen for the Nimitz class Aircraft carrier CVN-71: Theodore Roosevelt.
- This is the biggest contract that Sail foods has received since their beginning as this Aircraft carrier houses 5000+ sailors i.e. 15000+ meals per day.
- In this case study, we will be discussing the digital, logistics and requirements of this operation in detail.

SailFoods

Goals

Goals

Sailfoods is planning to expand their On-ship kitchen network to other Ships and Cruiser, for this we will utilize the values data that we gained from the current operation and try to optimize the upcoming operations.

Below are our goals from our Sailfoods Datawarehouse:

1. Analyze the Popularity of the dishes.
2. Understand resource allocation according to demand surge.
3. Reduce cash usage for better record keeping.
4. Reward employee on the basis of performance.
5. Track revenue growth.

SailFoods

Insights

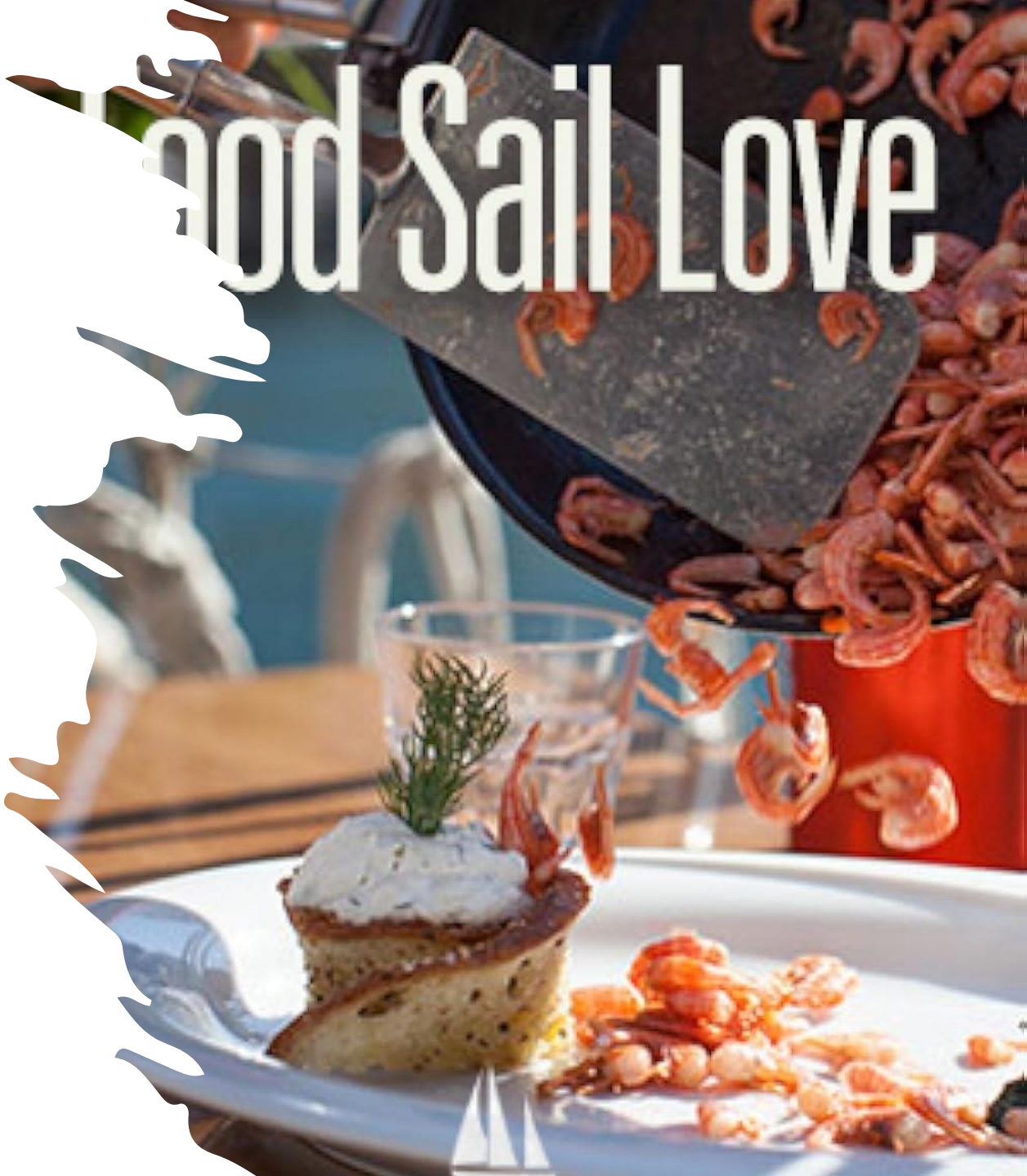
Insights

After reviewing our data dashboards, we were able to uncover the following insights:

1. We got to know that for each season there is a popular dish that has a demand surge. We can use this information to optimize our inventory order for the ingredients that are required for that dish and reduce the inventory for the ingredients that are used in the least popular dishes.
2. As members on a ship are limited, the resource allocation becomes a really important task to manage the kitchen for a whole ship. We uncovered seasonal customer order surge which will be helpful in resource allocation.
3. We noticed that most of the customer/ sailors are using digital payment methods such as Zelle, Credit cards etc. Some of the customers are still relying on cash, which is not a reliable payment method on a ship and it makes it difficult to keep track of the revenue. Hence, we can use this data to promote using digital payment more for the orders.
4. We were able to get the employee performance data, which shows us how many orders an employee is preparing during a period of time. Sailfoods management can use this data to reward their hardworking employees.
5. We also tracked yearly sales and were able to generate sales growth based on time (year-on-year, month-on-month), this data will help Sailfoods management decide their yearly budgets and adjust all of the before mentioned goals

SailFoods

Dashboards



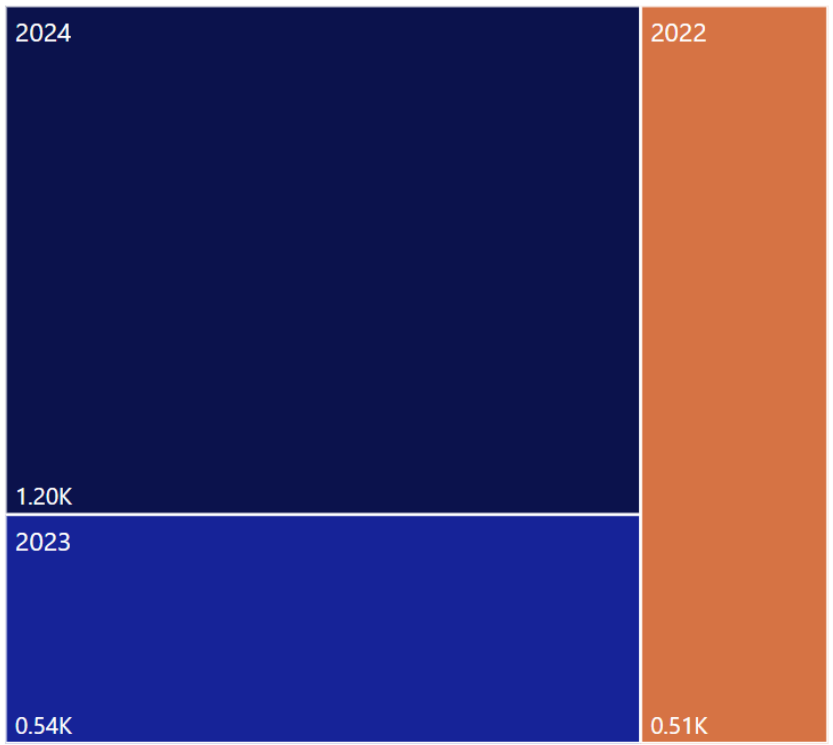
SailFoods Kitchen Analysis

Organizational Goals

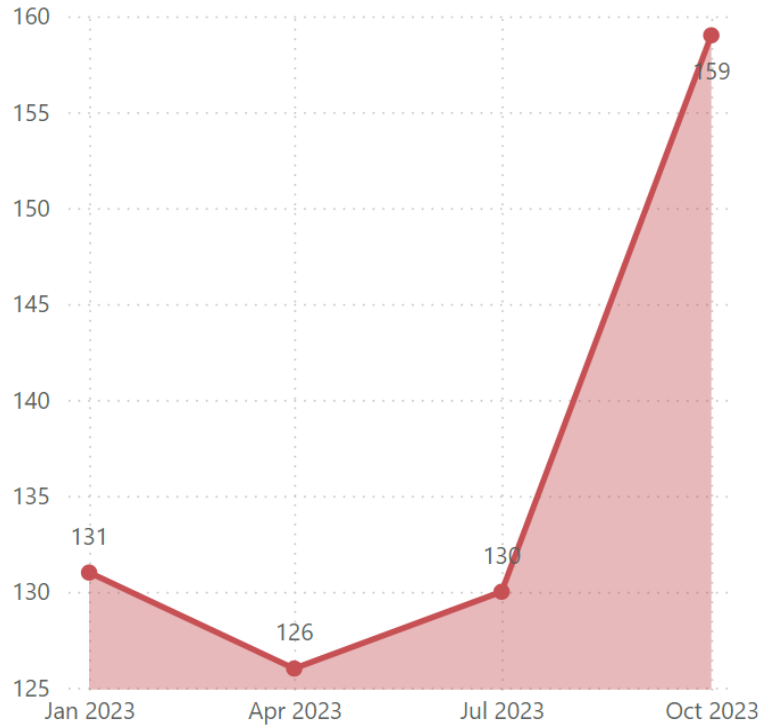
Goals	Overdue	Behind	At risk	On track	
✓ Goals 2	Overdue 0	Behind 0	At risk 0	On track 2	Show 2 more

Inventory Order	AP Ankur Pandey	On track	50K/30K	Jan 7, 2025

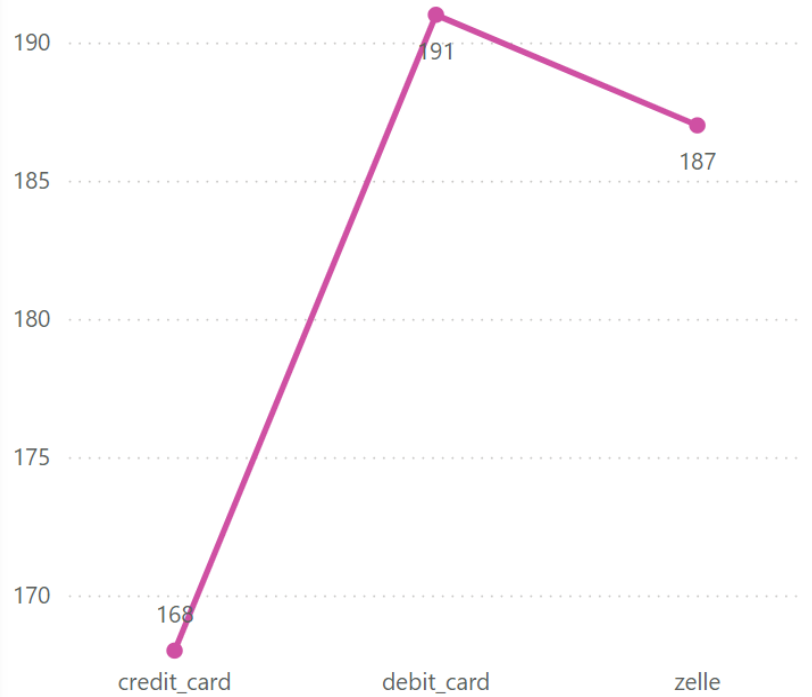
Analysis of most sold dishes



Order Frequency Analysis



Payment Method Analysis

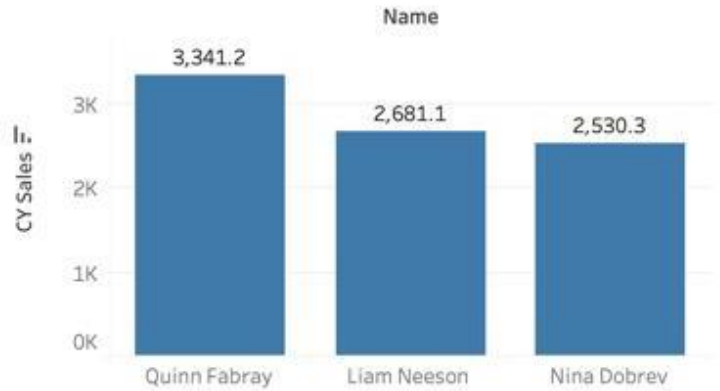


Employee Metrics

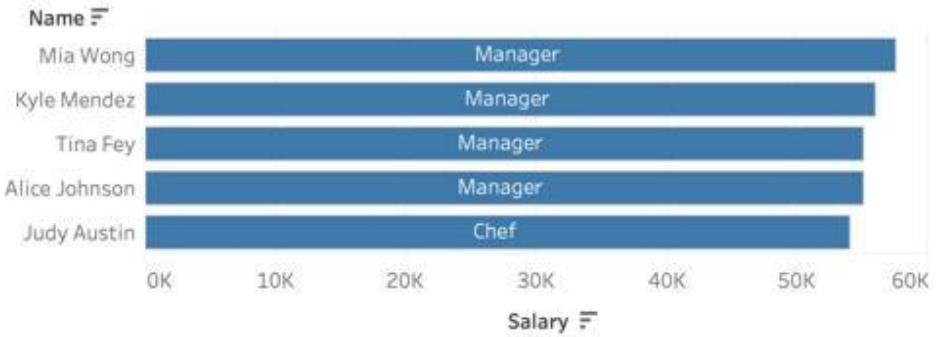
Select Year
2023

No. of Employees
20

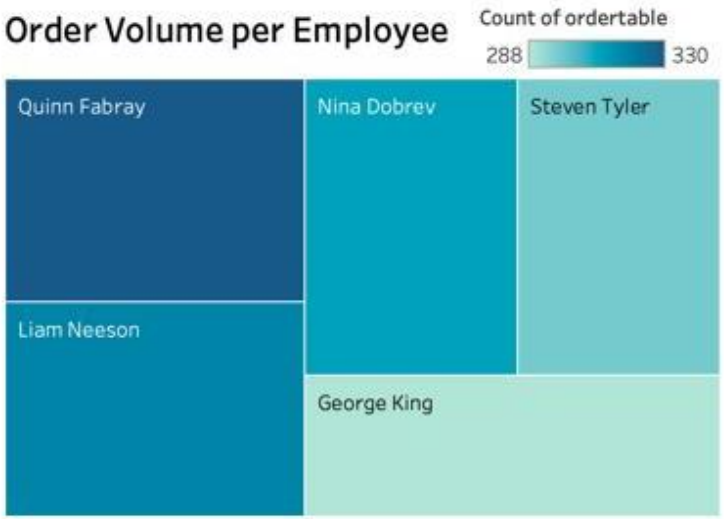
Top Employees By Revenue



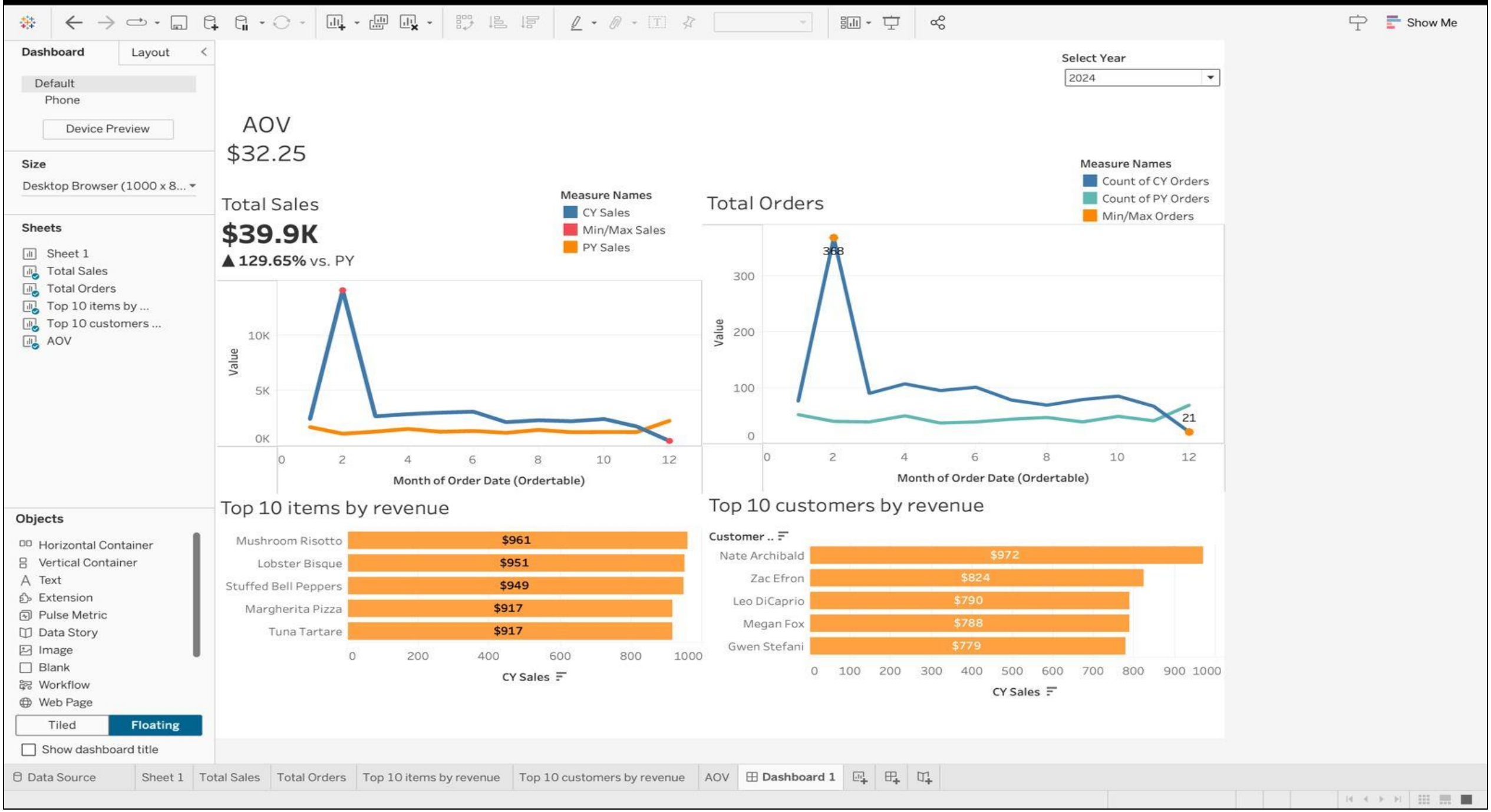
Highest Paid Employee



Order Volume per Employee



Analyzing Salary Spread by Employee Type


Dashboard
Layout
Default
Phone
Device Preview
Size
Desktop Browser (1000 x 8...
Sheets
Sheet 1
Total Sales
Total Orders
Top 10 items by ...
Top 10 customers ...
AOV
Objects
Horizontal Container
Vertical Container
Text
Extension
Pulse Metric
Data Story
Image
Blank
Workflow
Web Page
Tiled
Floating
Show dashboard title
Show Me
Select Year
2024
AOV
$32.25
Total Sales
$39.9K
▲ 129.65% vs. PY
Measure Names
CY Sales
Min/Max Sales
PY Sales
Value
10K
5K
0K
0
2
4
6
8
10
12
Month of Order Date (Ordertable)
Total Orders
Measure Names
Count of CY Orders
Count of PY Orders
Min/Max Orders
368
21
300
200
100
0
Value
Month of Order Date (Ordertable)
Top 10 items by revenue
Mushroom Risotto $961
Lobster Bisque $951
Stuffed Bell Peppers $949
Margherita Pizza $917
Tuna Tartare $917
0
200
400
600
800
1000
CY Sales
Top 10 customers by revenue
Customer ..
Nate Archibald $972
Zac Efron $824
Leo DiCaprio $790
Megan Fox $788
Gwen Stefani $779
0
100
200
300
400
500
600
700
800
900
1000
CY Sales
Data Source
Sheet 1
Total Sales
Total Orders
Top 10 items by revenue
Top 10 customers by revenue
AOV
Dashboard 1


Thank You