

2023-08-08

PRESENTATION TITLE

SUBTITLE HERE

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01

Background

Background

Recently, the merchant's turnover has shown a significant decline. To understand the causes of this issue and propose improvement strategies, we conducted a detailed analysis of the merchant's data.

02

Analysis Process

Analysis Process

The analysis mainly includes the following steps:

1. Revenue Trend Analysis: Observing the daily changes in turnover to identify any significant declining trends.
2. Order Type Analysis: Checking the proportion of dine-in and takeout orders to see if one type of order is declining.
3. Time Period Analysis: Checking if there are significant differences in turnover between lunch and dinner to see if the turnover is declining during specific time periods.
4. Dish Sales Analysis: Checking which dishes have the highest sales and which dishes' sales are declining.
5. User Analysis: Analyzing user consumption habits, such as the repurchase rate and average transaction value.
6. Discount Analysis: Analyzing the use of discounts to see if providing discounts has a negative or positive impact on turnover.

03

Analysis Results

Analysis Results

Based on the above analysis, we found:

Revenue Trend

Order Type Analysis

Time Period Analysis

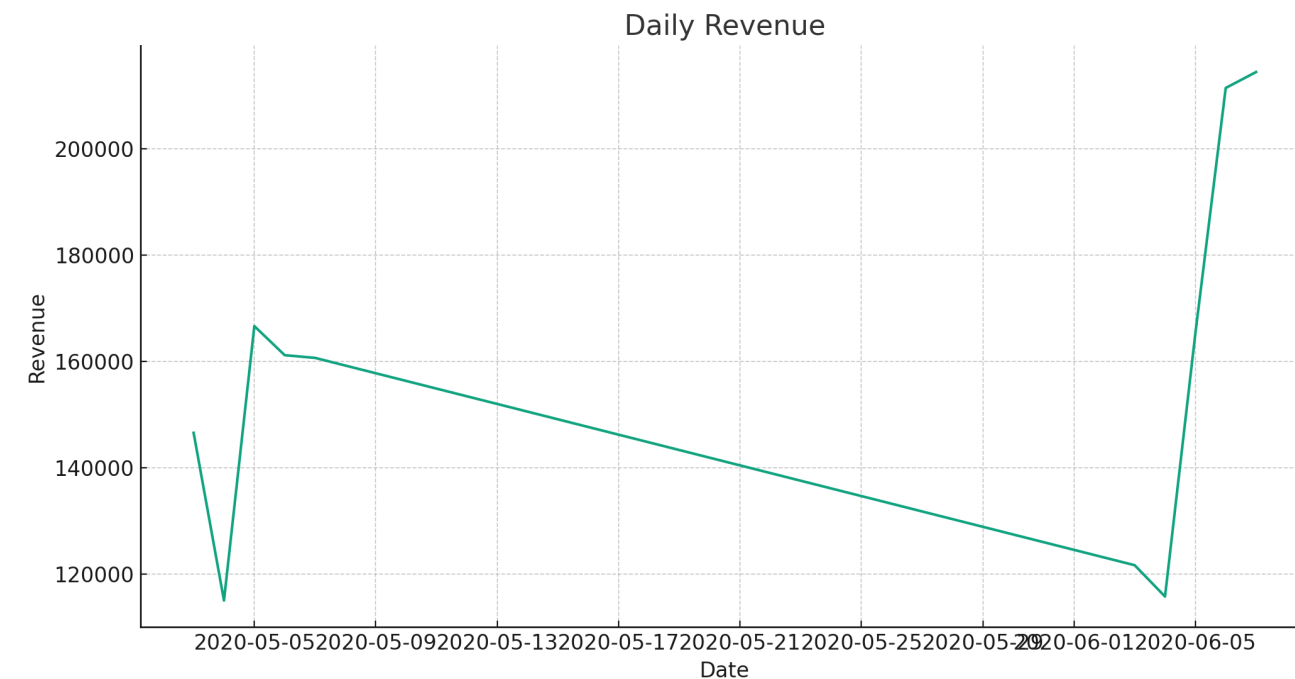
Dish Sales Analysis

Discount Analysis

Analysis Results

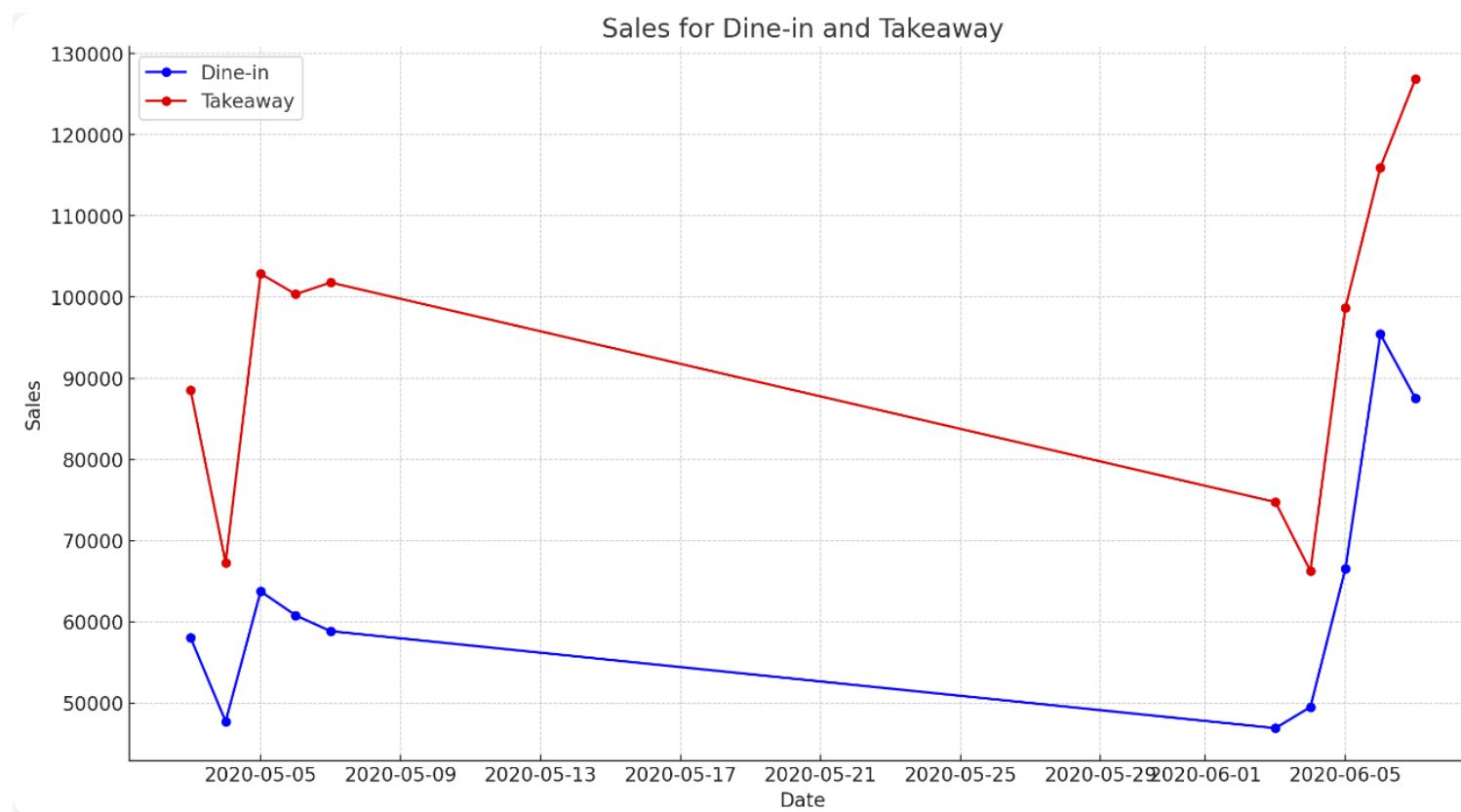
1. No matter the order type, time period, or dish, turnover is showing a declining trend. This indicates that the decline in turnover is a comprehensive problem and is not limited to a specific order type, time period, or dish.
2. The repurchase rate of users is high, but the frequency of consumption is relatively low, and the average transaction value is also relatively low. This may be one of the reasons for the decline in turnover.
3. The average discount per order is relatively high compared to the payment amount. This may indicate that excessive discounts may have a negative impact on turnover.

Revenue Trend



No matter the type of order, time period, or type of dish, the turnover is showing a downward trend. This indicates that the decline in turnover is a comprehensive problem and is not limited to a specific order type, time period, or dish.

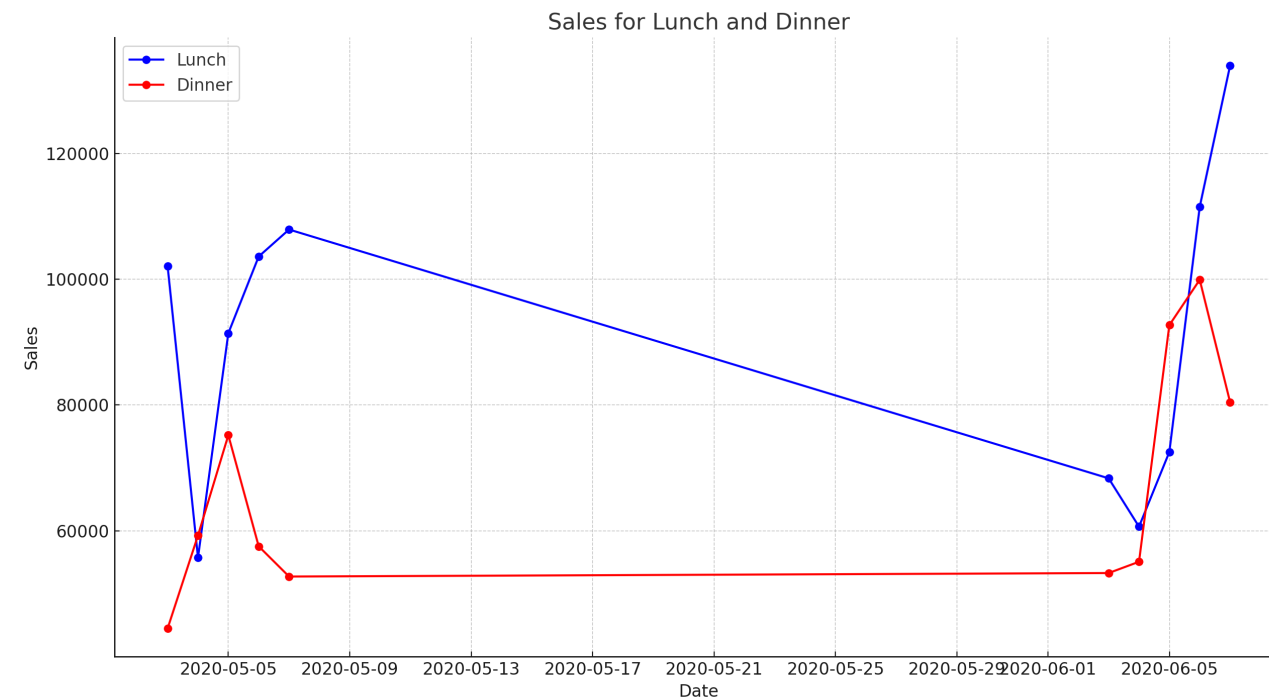
Order Type Analysis



Whether it's dine-in or takeout, turnover is declining. This indicates that the decline is not just occurring in one type of order.

As can be seen from the chart, the sales of takeout orders are usually higher than that of dine-in orders, which may mean that customers prefer to choose takeout rather than dine-in. This

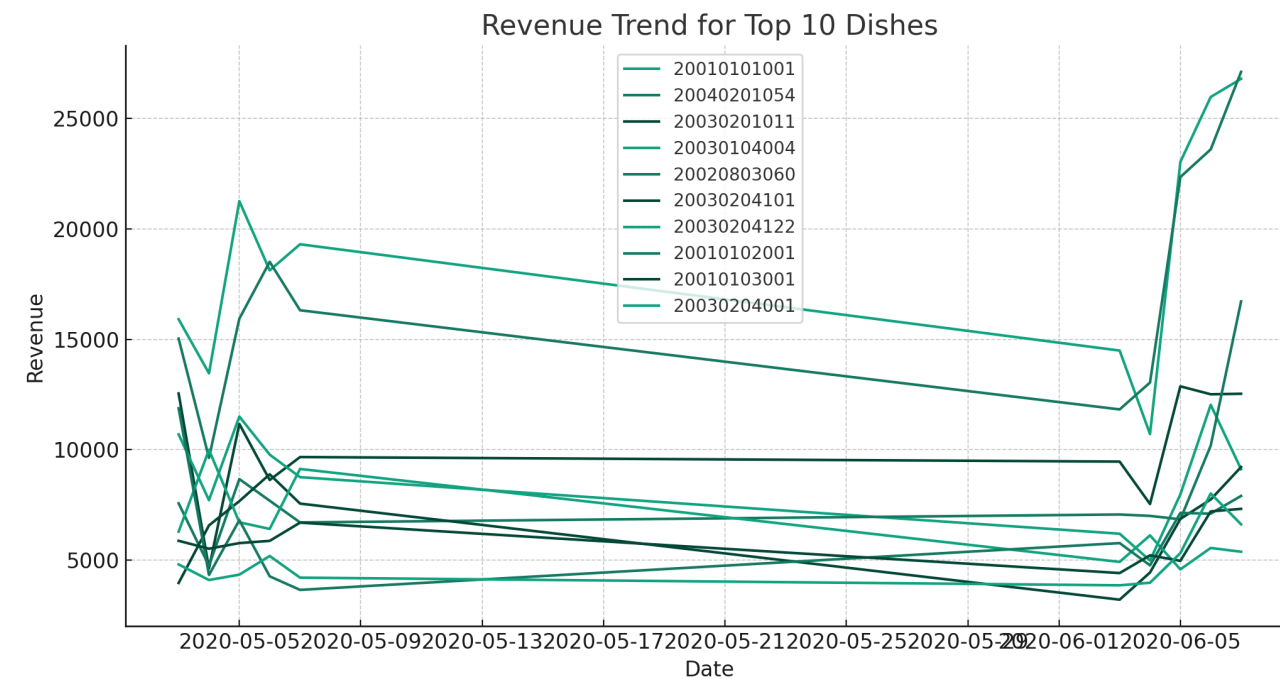
Time Period Analysis



Whether it's lunch or dinner, turnover is showing a declining trend. This indicates that the turnover decline is not limited to a specific time period.

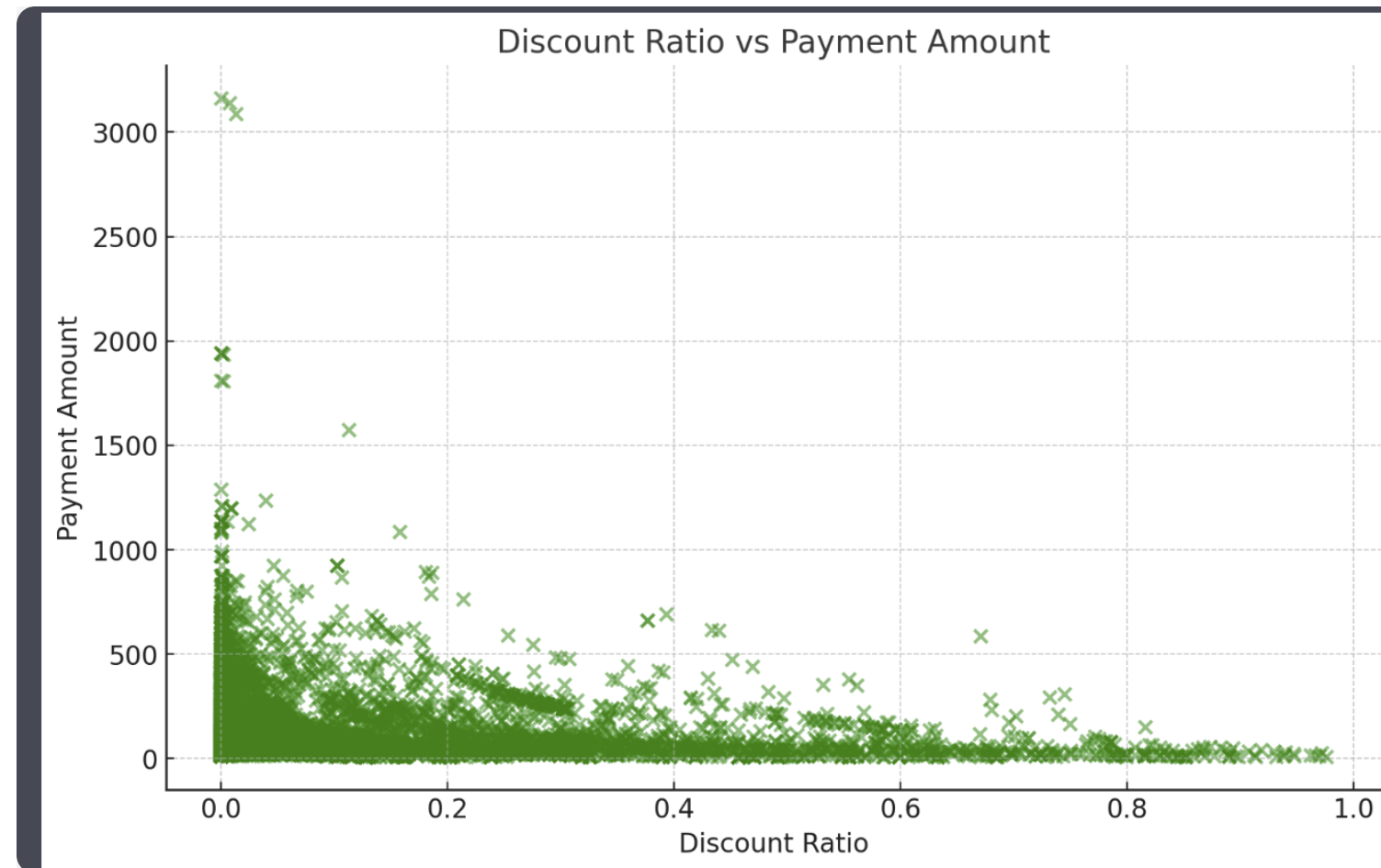
It can be seen that the sales during lunchtime are usually higher than during dinnertime, which may mean that customers are more willing to dine at this restaurant during lunchtime. In addition, the sales of both lunch and dinner show a certain degree of fluctuation, which may be related to specific discount activities or the difference in sales between weekends and weekdays.

Dish Sales Analysis



Among the top 10 dishes with the highest sales, most dishes' sales are also declining. This could be a significant reason for the overall decline in turnover.

Discount Analysis



From the chart, it can be seen that there is no clear positive or negative correlation between the discount ratio and the payment amount. There's a slight negative correlation.

04

Strategy

Strategy

Based on the above analysis, we propose the following improvement strategies:

1. Optimize dishes: You can further analyze the dishes with declining sales to see if it is possible to increase sales by improving the quality of dishes, adjusting prices, etc.
2. Improve service quality: If there are problems with service quality, it may lead to customer loss. Merchants can understand the problems of service quality through surveys or feedback collection and make improvements.
3. Optimize discount strategy: If it is found that the discount strategy has a negative impact on turnover, the discount strategy can be adjusted, such as adjusting the size of the discount, providing targeted discounts, etc.
4. Increase the frequency of consumption and average transaction value of users: Merchants can increase the frequency of consumption and average transaction value of users by providing better service, better quality dishes, and more attractive discounts.



THE END
THANKS