



# *RESTAURANT CONSULTING*

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How does rain impact your business?



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# PROBLEM STATEMENT

- Our client owns a restaurant in a shophouse
- The establishment accepts mostly walk-ins
- Client wants to:
  - 1) Increase revenue
  - 2) Optimise operations
  - 3) Improve manpower allocation efficiency due to current manpower crunch situation



# DATASETS AVAILABLE




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## A. Rainfall Data

- Monthly rainfall volume in Singapore from 1982-2022
- Hourly rainfall data in Singapore from 01 Jan 2022 to 30 Jun 2022

## B. Client Data

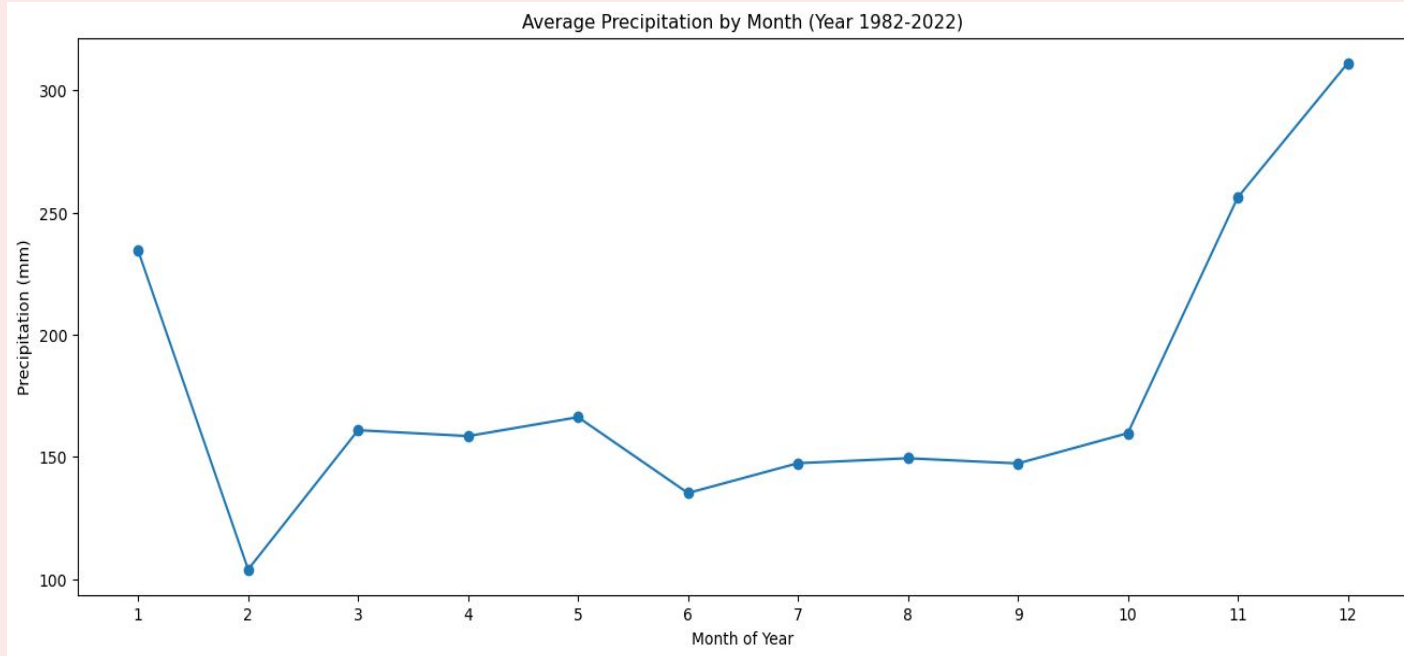
- Sales volume of the client from Jan 2022 to Jun 2022
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# QUESTIONS AND ANALYSIS

- What is the trend of rainfall in Singapore?
- How does rainfall affect the sales of the restaurant? In terms of:
  - Hourly sales
  - Daily sales
  - Daily dine in sales
  - Does the impact of rain differ according to days of the week?
- How can the above analysis better equip the business for long-, mid-, and short-term plannings

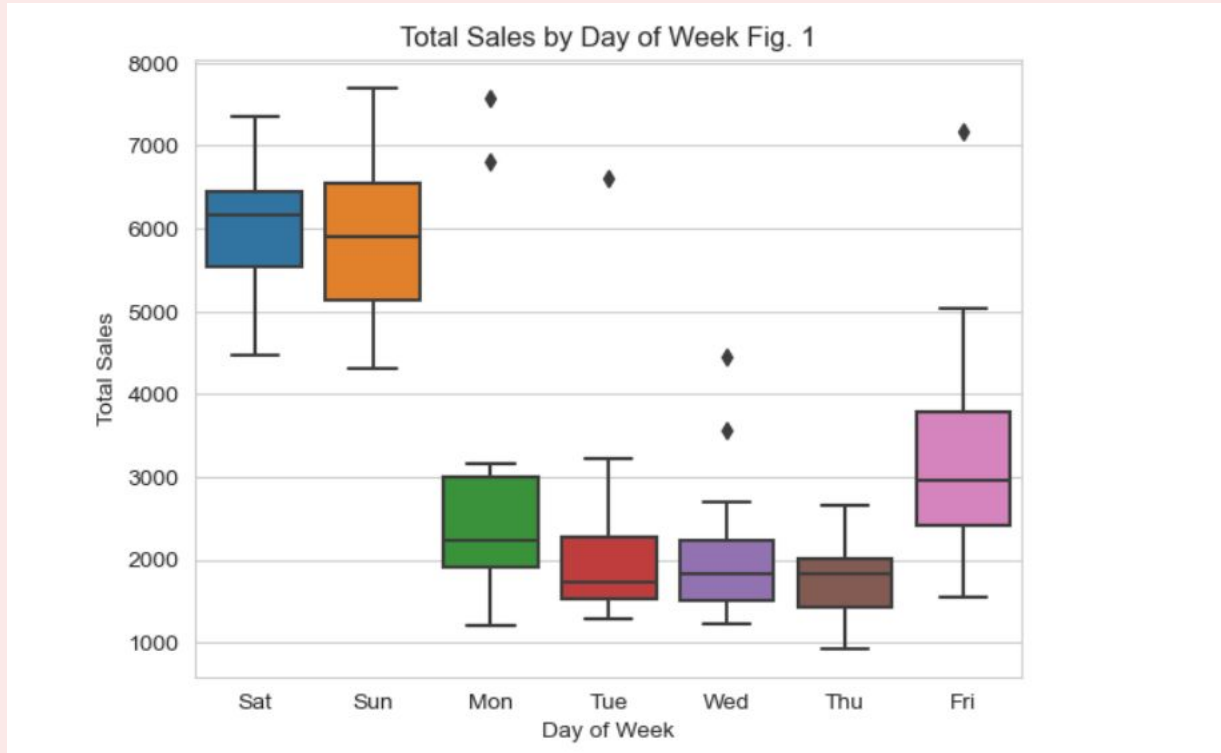


# ANALYSIS ON RAINFALL TREND



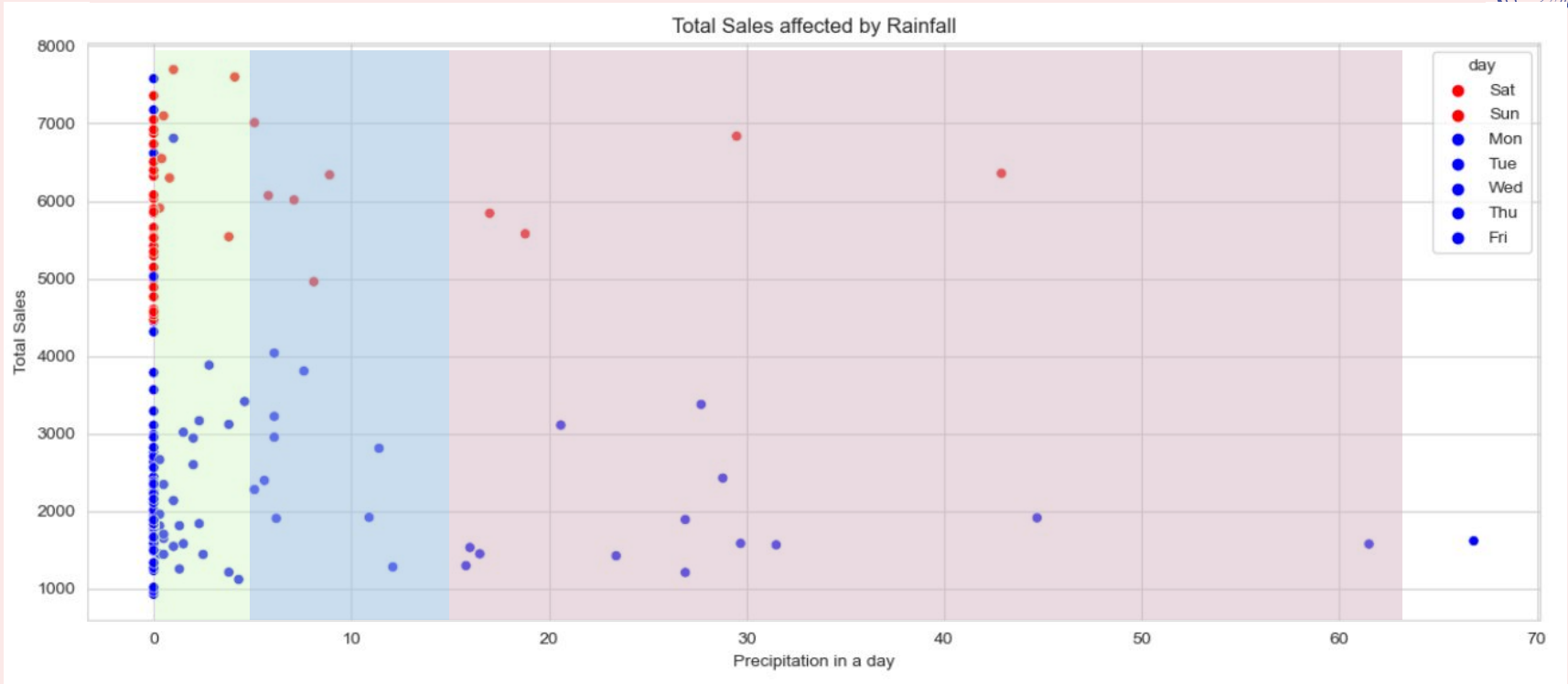
The highest amount of rainfall is usually around December while the lowest is usually around February.

# GENERAL SALES TREND



Weekend sales are consistently higher than weekday sales.

# ANALYSIS ON RAINFALL VS DAILY TOTAL SALES



Total daily sales decreases as precipitation increases.

## Rainfall Category

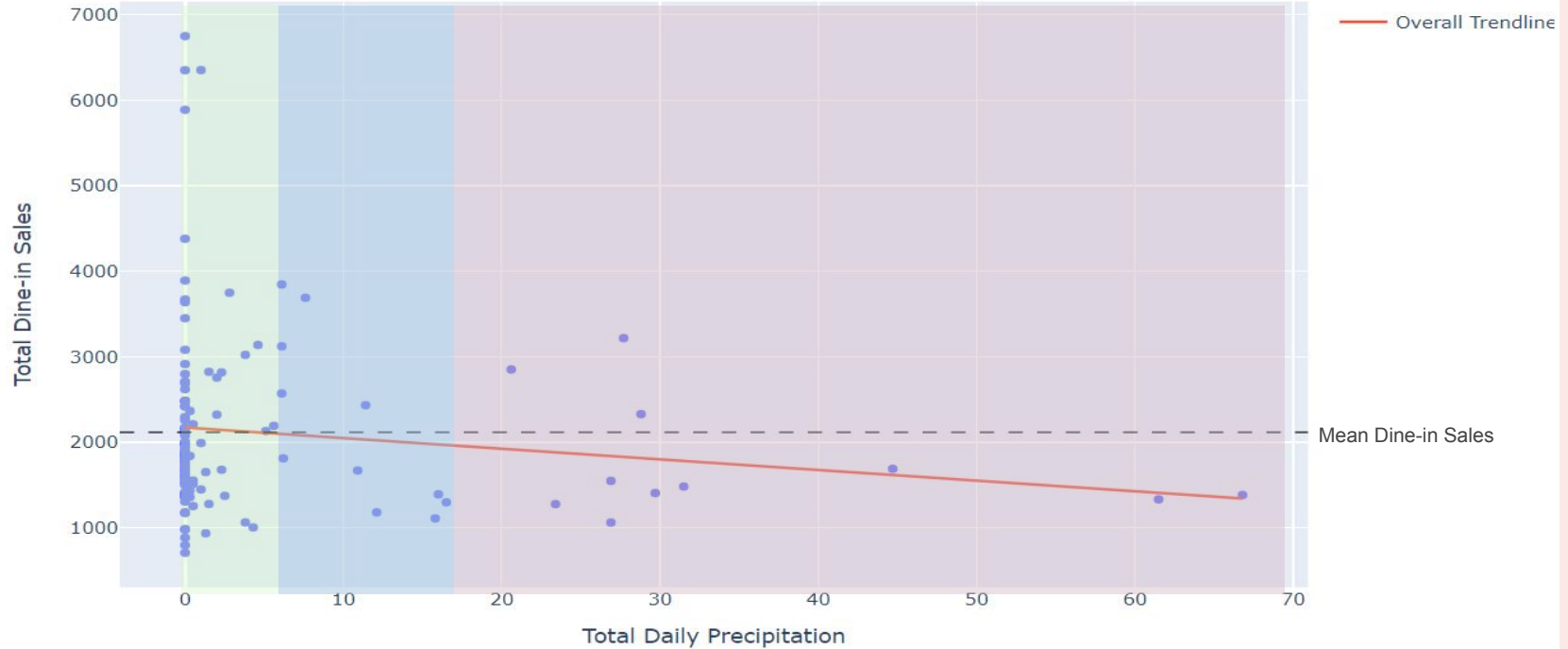
Light: <4mm (Green)

Moderate: <16mm (Blue)

Heavy: <32mm (Red)



# ANALYSIS ON RAINFALL VS DAILY DINE-IN SALES



Dine-in sales also decreases as precipitation increases.

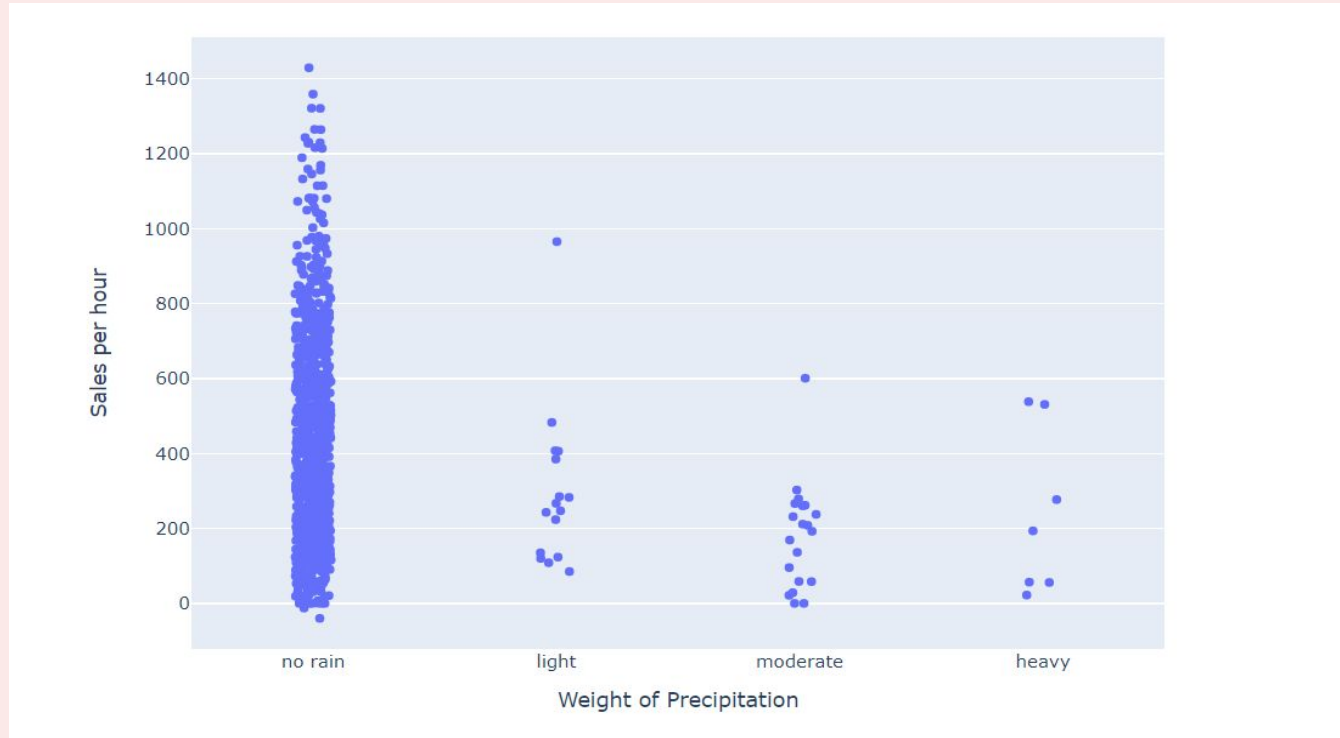
## Rainfall Category

Light: <4mm (Green)

Moderate: <16mm (Blue)

Heavy: <32mm (Red)

# ANALYSIS ON RAINFALL VS SALES PER HOUR



Hourly sales decreases drastically when it rains.

# RECOMMENDATIONS



Business can make use of rain forecast to make  
operational decisions

i.e. Scheduled closures or manpower allocation



Promotions can be created for rainy seasons to  
drive up revenue on weekdays



Menu offerings can differ based on rain trends  
across the months and years



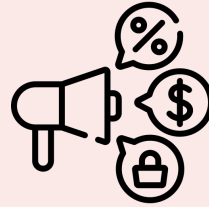
# **LIMITATIONS**



## **1. Festive Periods & Holidays**

Sales are influenced by festive periods and holidays

i.e. sales in Dec is usually higher than that of Feb



## **2. Promotions**

Promotional events could temporarily boost sales

Customers are still attracted to visit despite the weather conditions



## **3. Misinformation**

There are some information that are not recorded/reflected in the sales records

e.g. Skillsets of different staff that can affect productivity and sales



***THANK YOU***