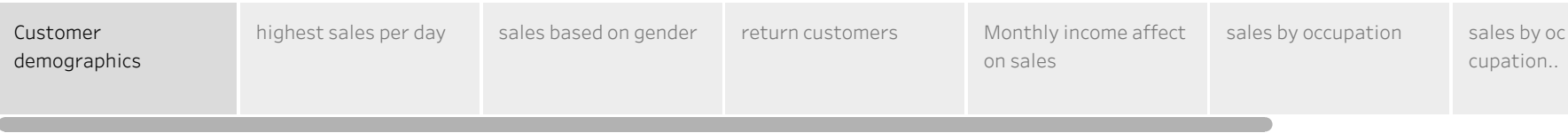


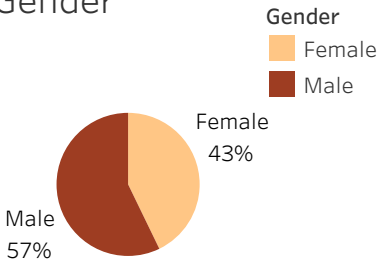
Story 1



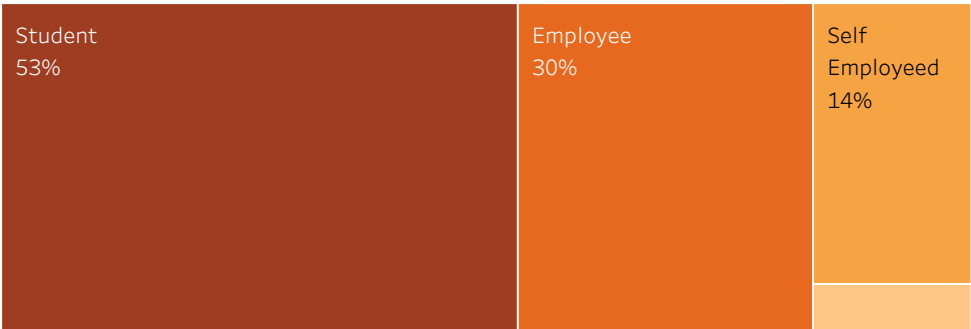
Customer Demographics

Average age	Average Family Size	Total Customers
24.63	3.281	172,352

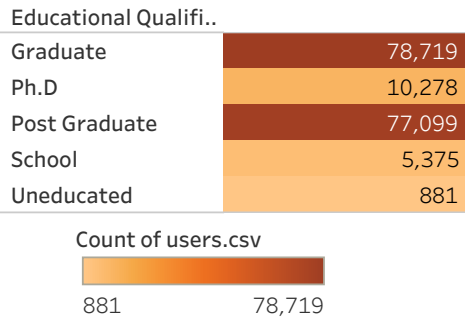
Gender



Occupation



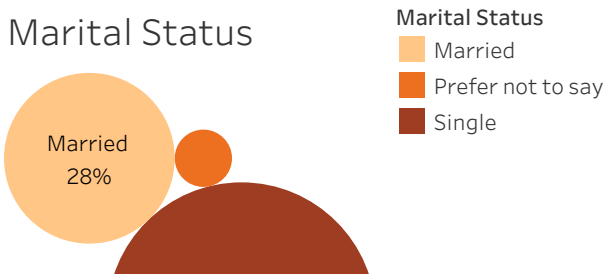
Education



Monthly Income

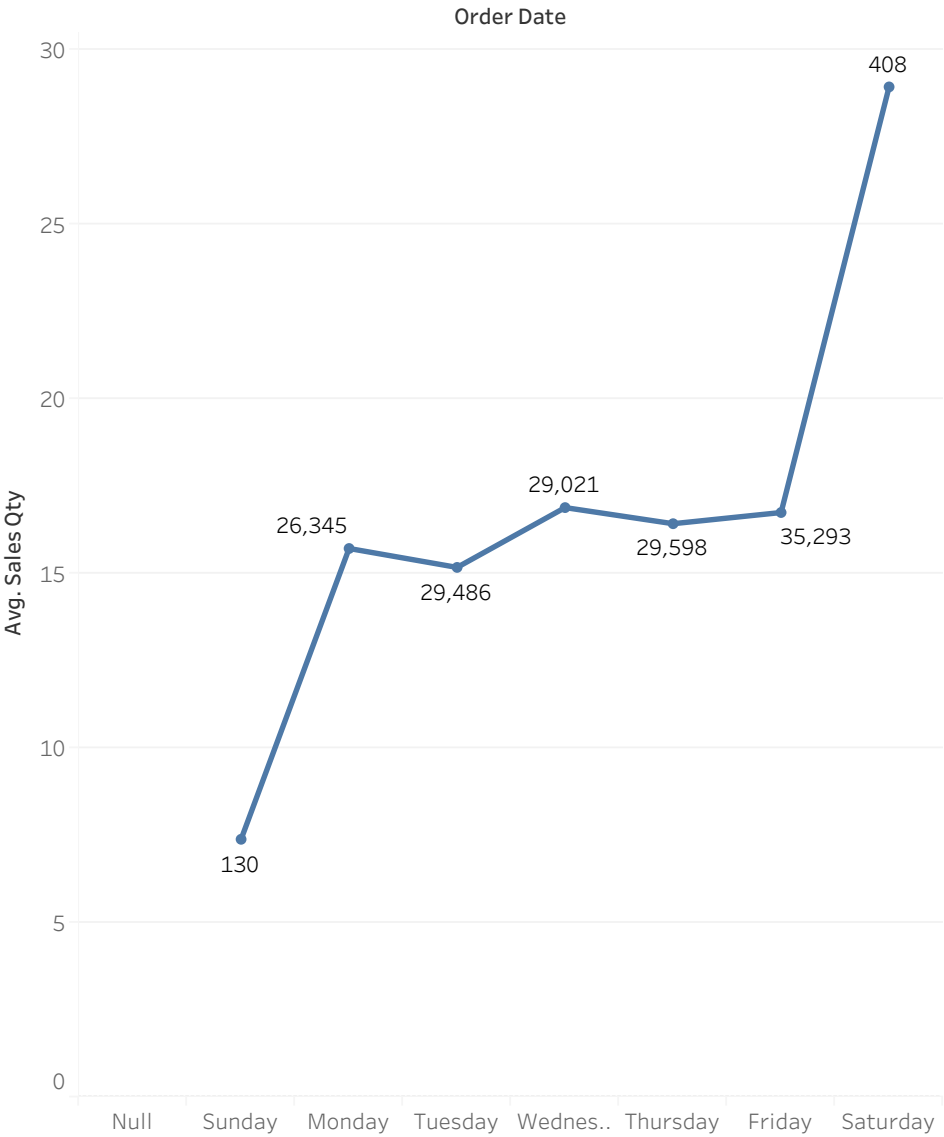


Marital Status



Story 1

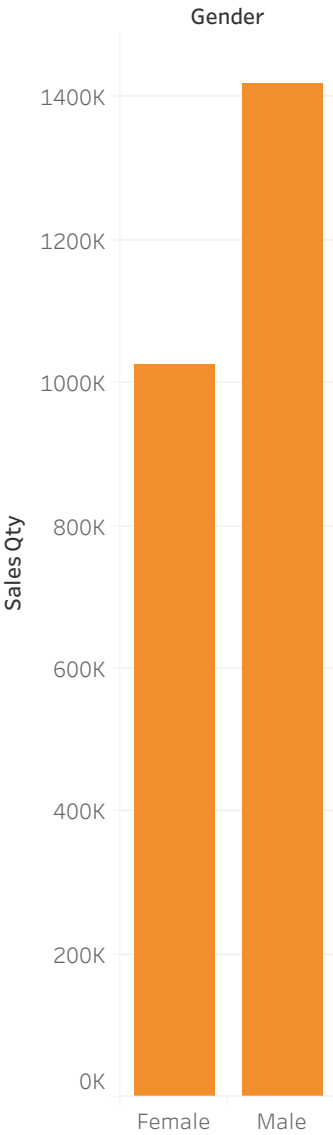
Customer demographics	highest sales per day	sales based on gender	return customers	Monthly income affect on sales	sales by occupation	sales by occupation..
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In this chart we're looking at average sales by day of the week. On Saturday we have an increased amount of sales. Sunday is our lowest performing day.

Story 1

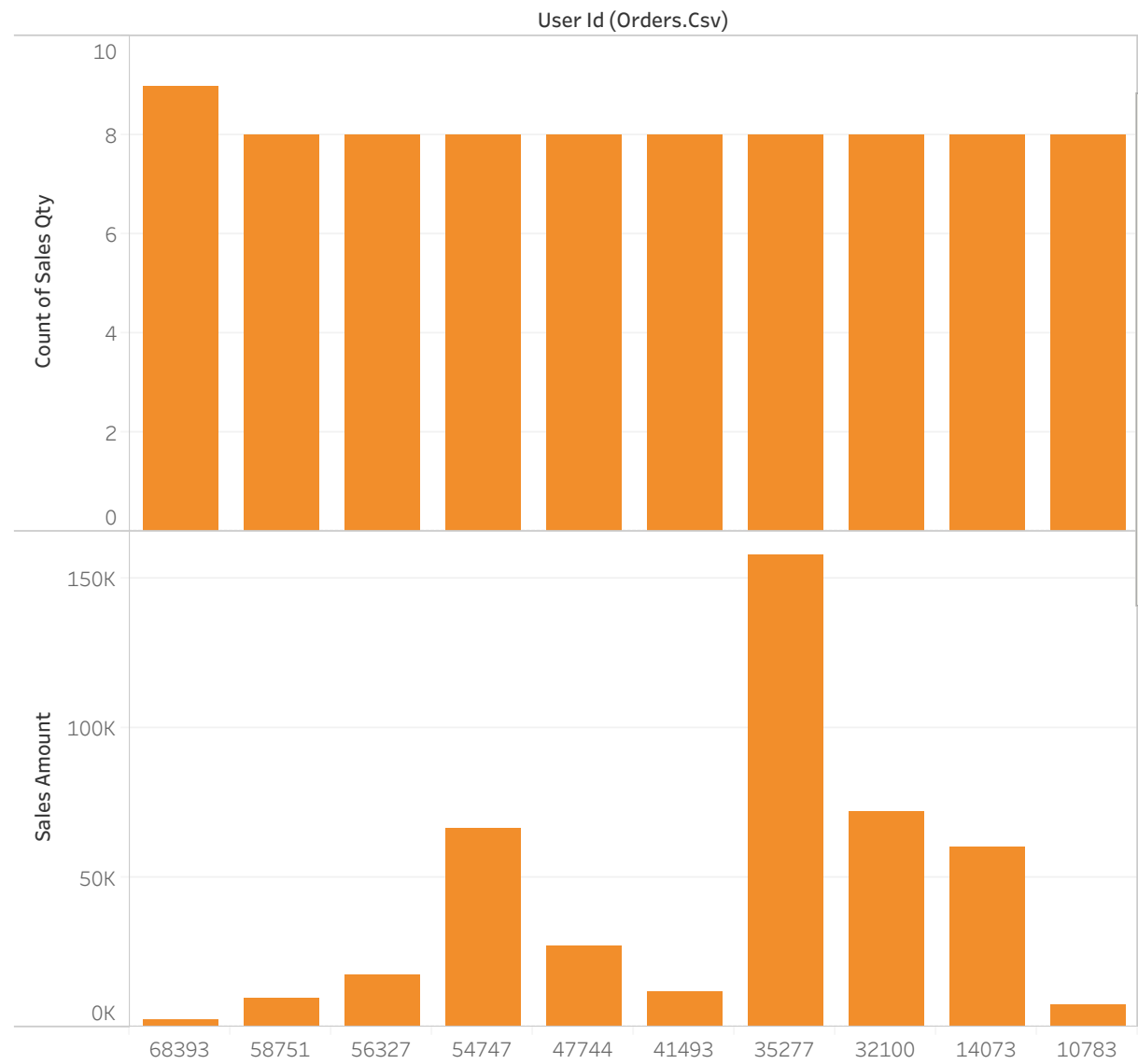
Customer demographics	highest sales per day	sales based on gender	return customers	Monthly income affect on sales	sales by occupation	sales by occupation..
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In this chart we're looking at amount of sales based off of gender. Men are spending more money then woman.

Story 1

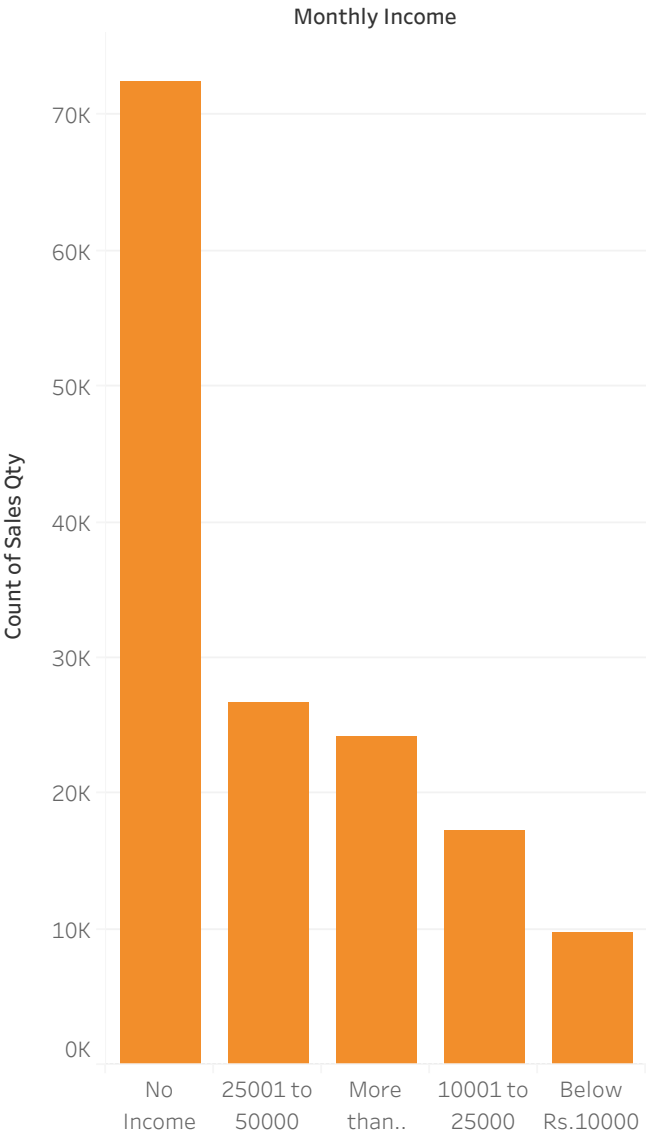
Customer demographics	highest sales per day	sales based on gender	return customers	Monthly income affect on sales	sales by occupation	sales by occupation by year
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During my initial plan I hypothesized return customers would have a high amount spent. I was incorrect Customers that had higher return rates did not spend more money

Story 1

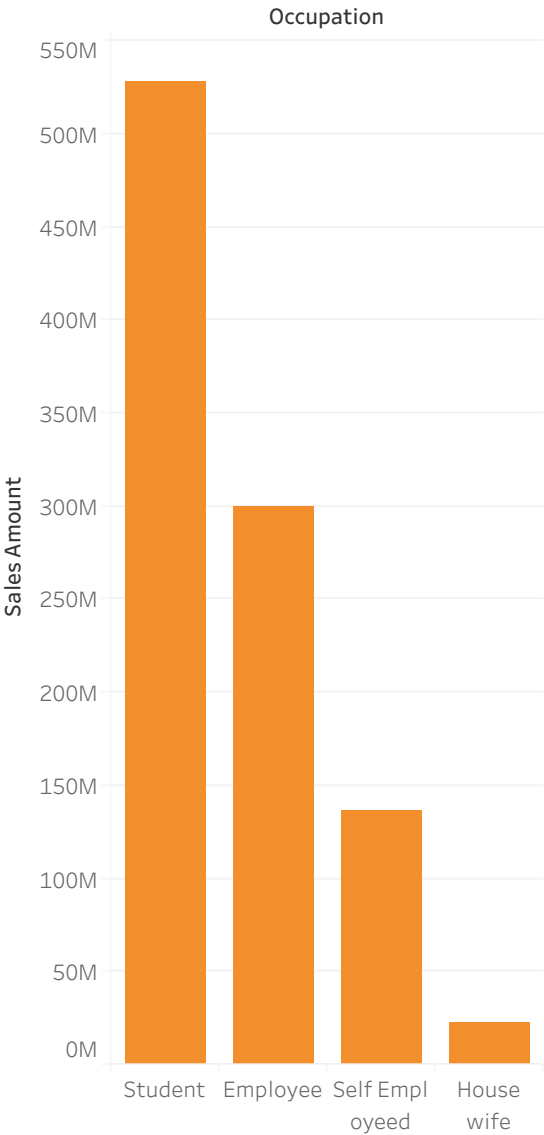
highest sales per day	sales based on gender	return customers	Monthly income affect on sales	sales by occupation	sales by occupation by year	conclusion
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In this chart we are taking a look at quantity of sales based off of monthly income. People with no income had higher sales. I found this interesting because people who made under 10,000 were our lowest sales.

Story 1

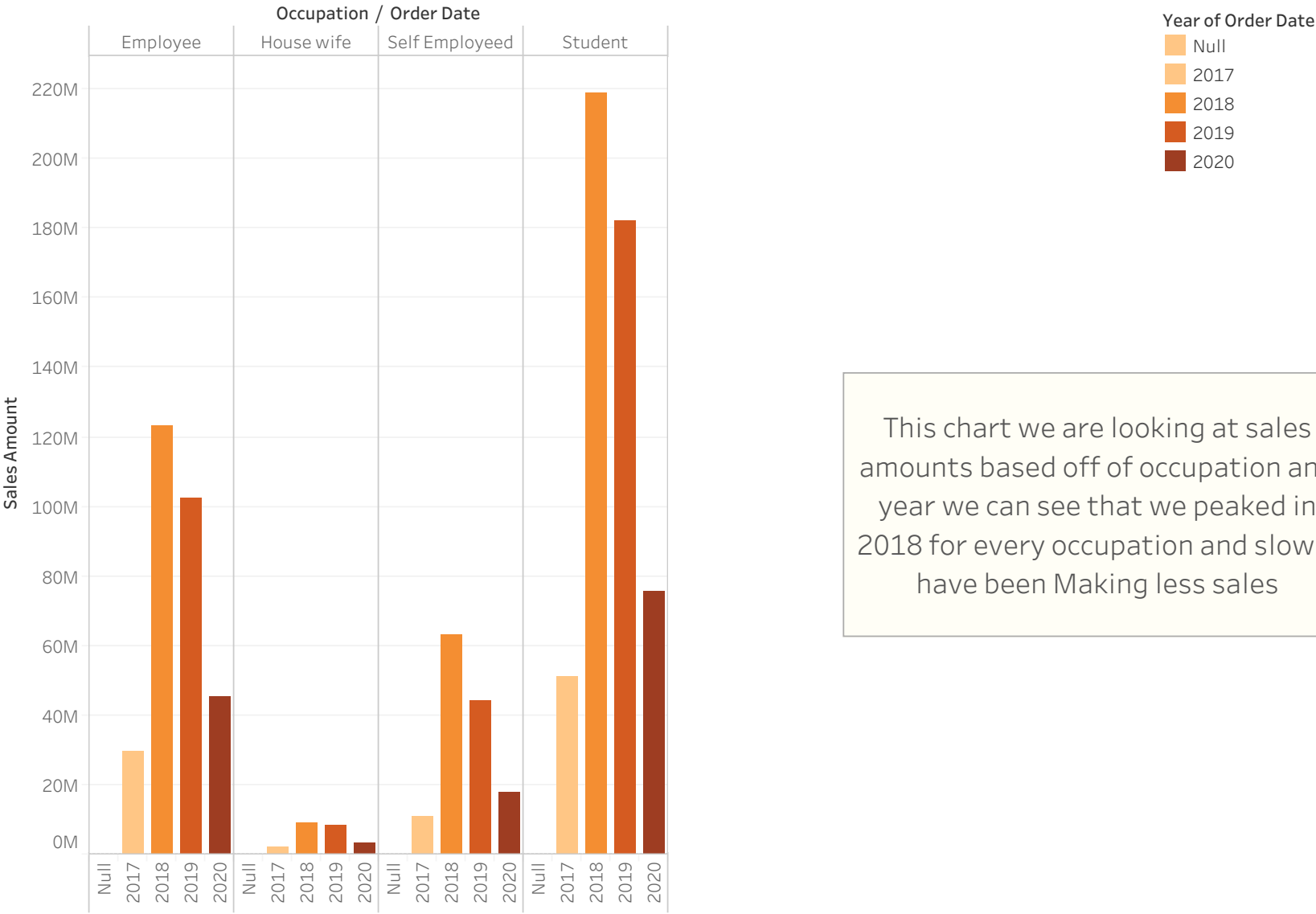
highest sales per ..	sales based on gender	return customers	Monthly income affect on sales	sales by occupation	sales by occupation by year	conclusion
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In this chart we are looking at sales based off of occupation. Students spend the most money. As seen in the previous chart most of the time the students do not have income therefore people with no income is that more money

Story 1

highest sales per ..	sales based on gender	return customers	Monthly income affect on sales	sales by occupation	sales by occupation by year	conclusion
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This chart we are looking at sales amounts based off of occupation and year we can see that we peaked in 2018 for every occupation and slowly have been Making less sales

Story 1

highest sales per ..	sales based on gender	return customers	Monthly income affect on sales	sales by occupation	sales by occupation by year	conclusion
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Conclusion: Throughout this project I learned that our clientele is majority student majority male and Customers with no Monthly income seem to be making the most amount of purchases. Within my hypothesis I had stated that I thought that return customers would have higher amount of money spent but I was incorrect. During my initial plan I was expecting the data to show location of the customers since that was not included I did not add that information. I also intended to include Popular menu items but there was a lot of additional data that would compromise my charts for the customers. If that is needed I can do a separate dashboard from this with that data.

Recommendations:

Open up more locations in college towns

Create some incentive for people to come in on Sundays Perhaps a coupon or special for Sundays.

Look back at our trends for 2018 see if there was something that we stop doing during that time that may be impacted sales in the coming years

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