

KPIs

Performance

Sales

Orders

Locations

Key Insights



Menu

KPIs

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Peformance

Orders

Key Insights

Clear all slicers

91.13K

Total Sales

5000

Total Orders

\$18.23

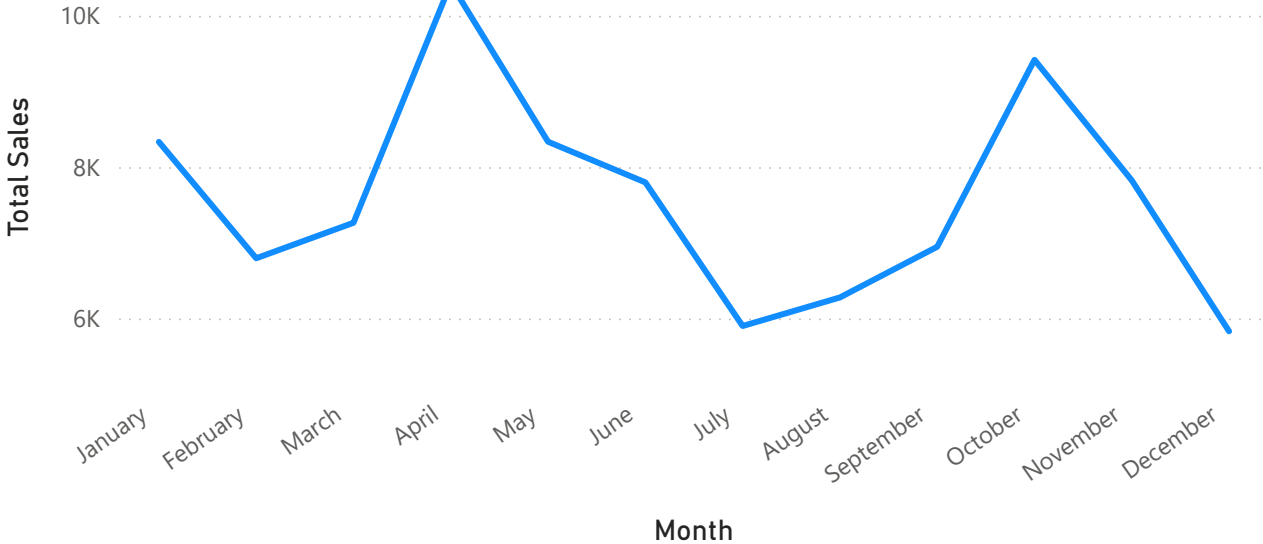
Average Sale per Order

2416

Restaurant Count



Total Sales by Month



Month

- ☐ (Blank)
- ☐ January
- ☐ February
- ☐ March
- ☐ April
- ☐ May
- ☐ June
- ☐ July
- ☐ August
- ☐ September
- ☐ October

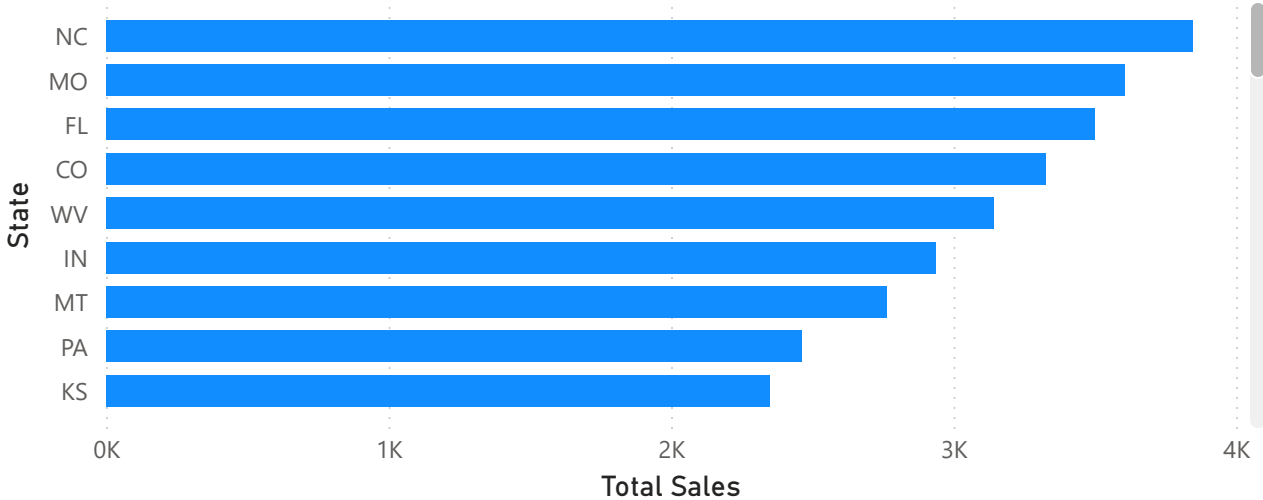


State

- ☐ (Blank)
- ☐ AK
- ☐ AL
- ☐ AR
- ☐ AZ
- ☐ CA
- ☐ CO
- ☐ CT
- ☐ DE
- ☐ FL
- ☐ GA



Total Sales by State



Restaurant Name

- ☐ #9 Steakhouse
- ☐ #frsfuelschi: Baseball Open...
- ☐ @7th Restaurant
- ☐ 100% de Agave Mexican G...
- ☐ 1130 The Restaurant
- ☐ 11th Street Precinct Bar
- ☐ 12 Baltimore
- ☐ 27 Mix
- ☐ 28 West + Lounge - Morga...



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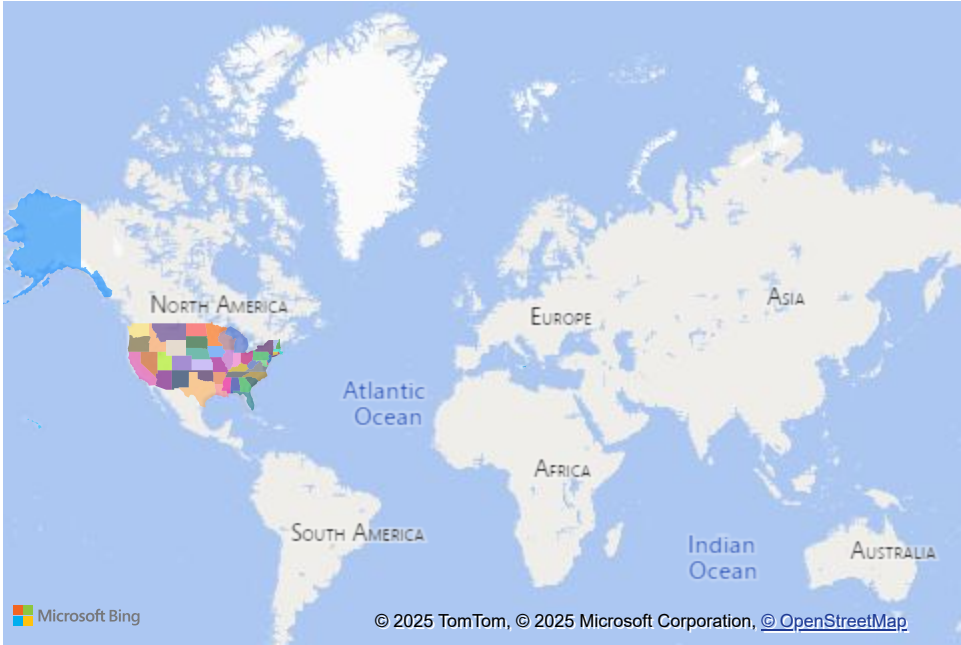
Orders

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Clear all slicers

Total Sales by State and State

State AK AL AR AZ CA CO CT DE FL GA HI IA



Total Sales by State



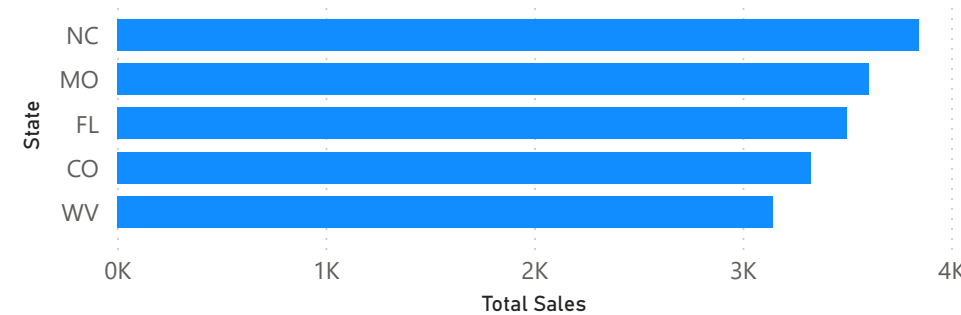
State

- (Blank)
- AK
- AL
- AR
- AZ
- CA
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- CT
- DE
- FL
- GA

Order Date

02/01/2019 31/12/2019

Total Sales by State



State	Orders by City	Total Sales	Total Orders
	5000		4524
AK	5000	1,283.68	8
AL	5000	748.64	5
AR	5000	1,987.51	8
AZ	5000	1,690.71	7
CA	5000	1,350.92	8
CO	5000	3,326.04	14
Total	5000	91,131.45	5000



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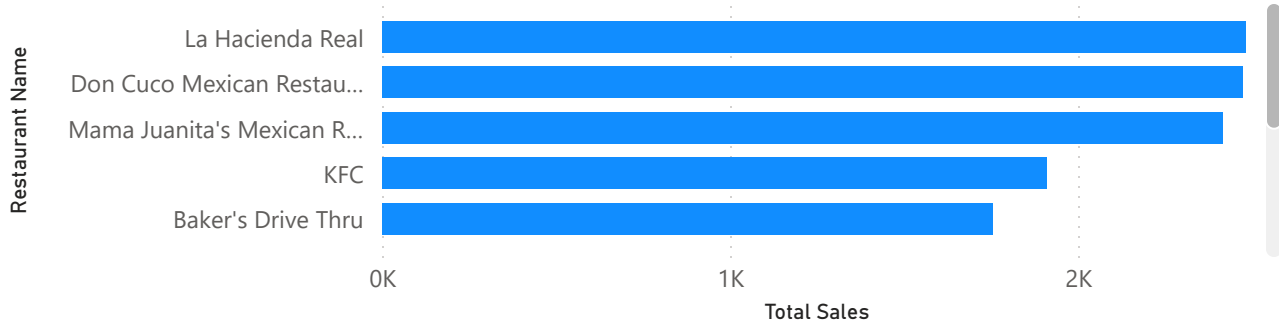
Orders

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Clear all slicers

Restaurant Name	Total Sales	Total Orders	Average Sale per Order
La Hacienda Real	2,482.61	12	\$206.88
Don Cuco Mexican Restaurant	2,472.75	9	\$274.75
Mama Juanita's Mexican Restaurant	2,415.69	10	\$241.57
KFC	1,909.95	10	\$191.00
Baker's Drive Thru	1,753.41	10	\$175.34
Cancun Taqueria	1,643.02	7	\$234.72
Don Pedro's Family Mexican Restaraunt	1,640.32	5	\$328.06
Casa-Rica	1,603.25	6	\$267.21
Chick-fil-A	1,523.82	8	\$190.48
Carl's Jr.	1,518.60	38	\$39.96
Taco Bell	1,514.96	36	\$42.08
Casa Ole	1,491.16	14	\$106.51
Green Cactus Mexican Grill	1,302.00	14	\$93.00
Mary Ann's Chelsea Mexican	1,225.29	5	\$245.06
Baja Fresh	1,153.78	17	\$67.87
Manny's Cocina	1,135.95	4	\$283.99
Abuelo's Mexican Restaurant - Amarillo	1,113.68	4	\$278.42
Jalapenos Mexican Restaurant	1,074.40	5	\$214.88
Total	91,131.45	5000	\$18.23

Total Sales by Restaurant Name



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- ☐ FL
- ☐ GA
- ☐ HI

Order Date

02/01/2019

31/12/2019





Year	Month	Count of	Order ID	Restaurant Name	City	State	Total Sales	Entrée Description
2019	January	1		7-Eleven	San Leandro	RI	82.45	soft tacos are floppy a and cheese taquito pa
2019	January	1		Abuelo's Mexican Restaurant - Amarillo	Amarillo	NH	346.36	slow-roasted shredd and sour cream swirl
2019	January	1		Baker's Drive Thru	Ontario	AK	220.65	seasoned lean shredd
2019	January	1		Boulevard Grill	Hilliard	KS	304.04	our house marinated herbs, mexican cheese
2019	January	1		Carl's Jr.	San Diego	ID	217.25	scrambled eggs, grille
2019	January	1		Casa-Rica	Westminster	HI	160.01	a humongous cheese cheese. served with sc
2019	January	1		Chevys Fresh Mex	Modesto	UT	40.18	two handmade soft flo
2019	January	1		Chick-fil-A	Austin	VT	132.58	corn tortillas, crispy fi
2019	January	1		Cinco De Mayo	Ridgeland	CA	21.24	prepared with special,
2019	January	1		Cowgirl Sea-horse	New York	PA	48.23	two tacos per order. c and pico de gallo.
2019	January	1		Don Jose Mexican Restaurant	Jonesboro	WI	233.73	an extra large flour to our red chile sauce an
2019	January	1		El Mexsal	Provo	NE	285.64	three soft corn shell ta silotro
2019	January	1		El Paso Mexican Grill	Brooklyn	CT	274.66	choice of flour or whc
2019	January	1		El Pollo Loco	Newhall	MD	134.04	carnitas, jack cheese, j
2019	January	1		El Sol De Tala Traditional Mexican Cuisine	Indianapolis	VA	96.74	your choice of pork al
Total		476		91,131.45				

Order Date

02/01/2019

31/12/2019

State

☐ (Blank)

☐ AK

☐ AL

☐ AR

☐ AZ

Restaurant Name

☐ #9 Steakhouse

☐ #frsfuelschi: Baseball Opening Day

☐ @7th Restaurant

☐ 100% de Agave Mexican Grill & Cant...

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**Sales concentration by restaurant**

Even with your small sample, one pattern is obvious: **Paloma Blanca Mexican Cuisine drives the highest revenue per order** (orders of \$187–\$340). In a full dataset, this typically leads to insights like:

- A few restaurants contribute a disproportionate share of revenue.
- High-ticket restaurants may be clustered in specific states or cities.
- Menu type (Mexican cuisine, breakfast burritos, etc.) may correlate with higher order values.

**Why it matters:** You can identify your “hero restaurants” and focus marketing, partnerships, or promotions around them.

**State-level revenue differences**

Your sample shows orders across NJ, PA, IN, CO, HI — but the **order value varies dramatically by state**.

Typical insights you’ll see once the model is built:

- Some states consistently generate higher average order values.
- Some states have high order volume but low revenue per order.
- Regional patterns emerge (e.g., West Coast vs East Coast).

**Why it matters:** You can prioritize expansion or targeted campaigns by state or region.

**High variability in order value**

Your sample ranges from **\$15 to \$340** — a huge spread.

This usually indicates:

- Multiple order types (single meal vs catering)
- Different restaurant tiers
- Different customer segments

**Why it matters:** You can segment customers or restaurants by order size.

**City-level hotspots**

Cities like **San Antonio** appear multiple times in your sample — a sign of potential clustering.

In a full dataset, you’ll uncover:

- Cities with the highest order density
- Cities with the highest average sale
- Cities with the most profitable restaurant mix

**Why it matters:** You can identify where demand is naturally strongest

**Entrée descriptions reveal menu patterns**

Your entrée descriptions are long, detailed, and ingredient-rich. This allows for **text analytics**, such as:

- Most common ingredients (e.g., eggs, tortillas, salsa)
- Cuisine categories (Mexican, breakfast, fast food)
- Correlation between entrée type and order value

**Why it matters:** You can understand what types of food drive higher sales.