



## Project Presentation

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# 1.0 Project Charter



**Project Name: Enhancing Sales Efficiency & Customer Experience**

**Department: Sales, Marketing and Operations**

**Focus Area: Payment Processing and Inventory Management**

**Product: Food Service Products (Fries, Beverages, Sides & Other, Burgers, Chicken Sandwiches)**

**Process: Streamlining the payment process and optimizing inventory based on sales data**

## 2.0 Project Purpose and Objectives



### **Project Purpose:**

To improve the efficiency of payment processing and inventory management in order to enhance customer satisfaction, increase sales revenue, and reduce operational costs.

### **Project Objective:**

- To analyze and understand the current sales data, focusing on the impact of payment methods and product popularity on overall sales performance.
- To implement a more efficient payment processing system that accommodates a variety of payment methods, reducing transaction times and enhancing customer experience.
- To develop an inventory management system that is responsive to sales trends, thereby ensuring product availability and reducing waste.

## 3.0 Project Goal and Project Scope



### **Project Goal:**

To increase sales revenue by 10% and customer satisfaction scores by 20% within one year of project implementation, while also achieving a 15% reduction in waste due to unsold inventory.

### **Project Scope:**

In Scope:

- Analysis of sales and inventory data.
- Development and implementation of an improved payment processing system.
- Development and implementation of a dynamic inventory management system.
- Training staff on new systems and processes.

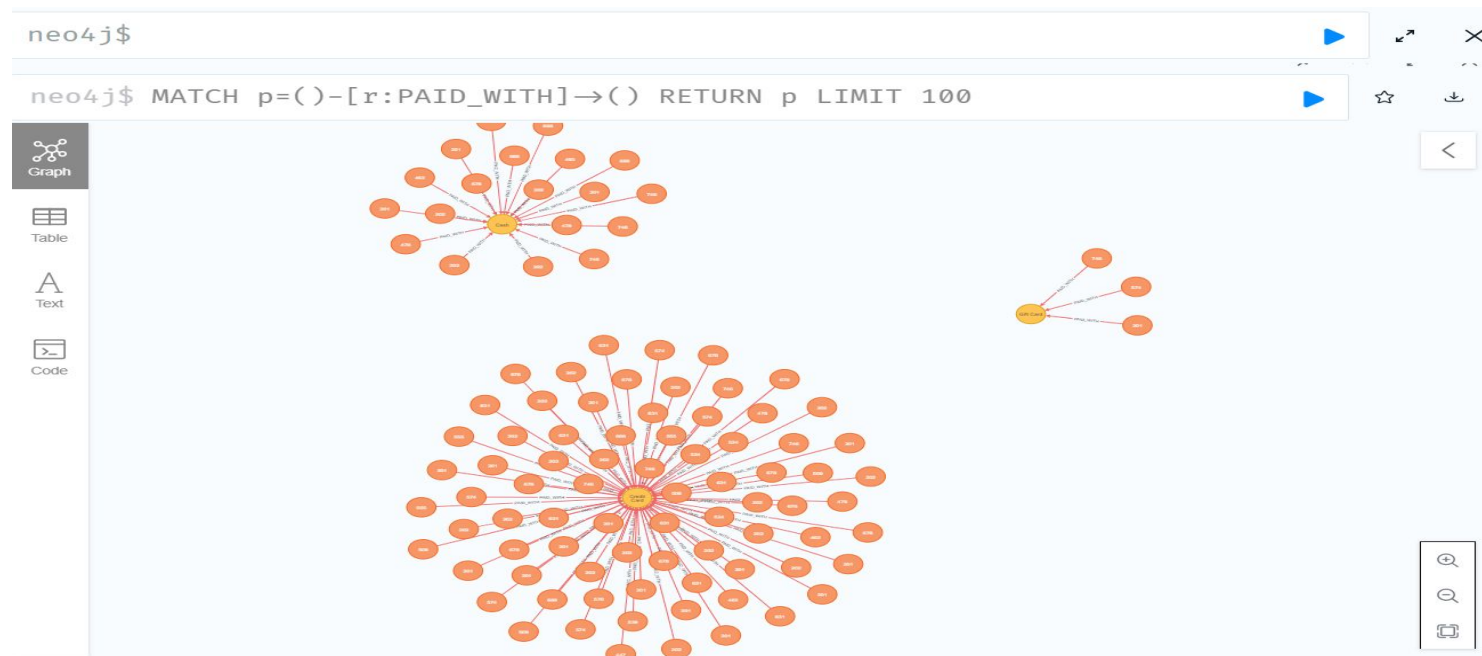
### Questions

- 1) What are the most frequently used payment methods?
- 2) What is the most selling product?
- 3) Top Sales Manager?

## 4.1 What are the most frequently payment method?

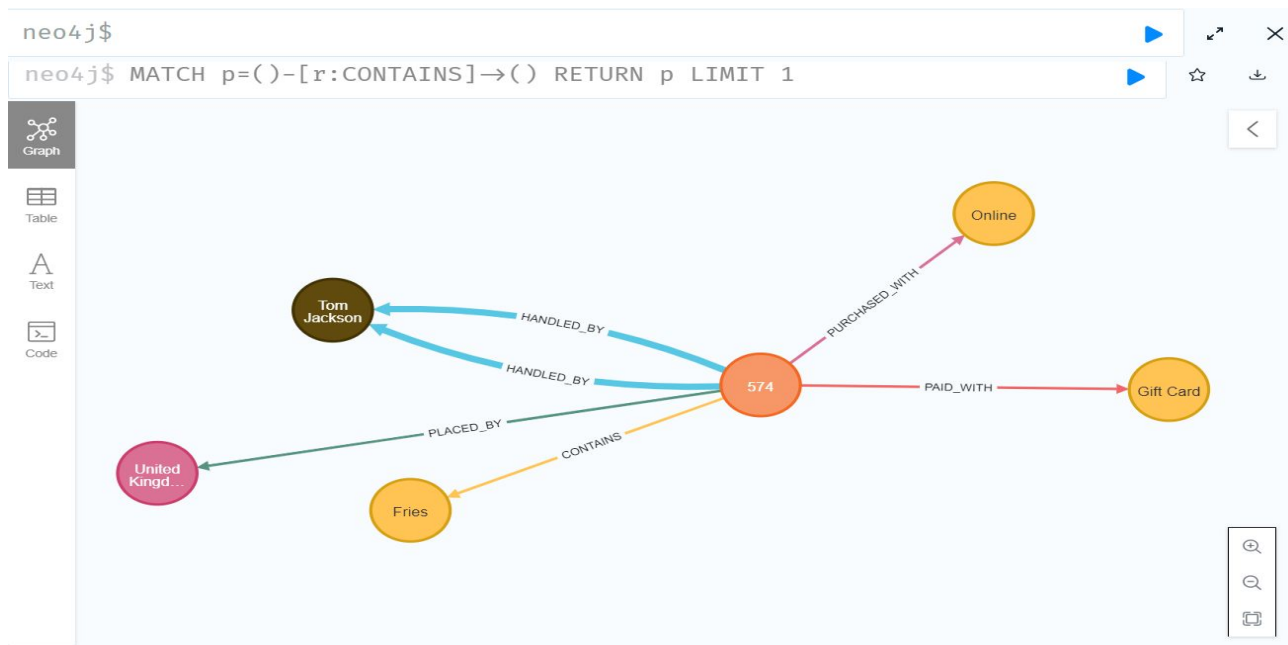


Credit Card is the most



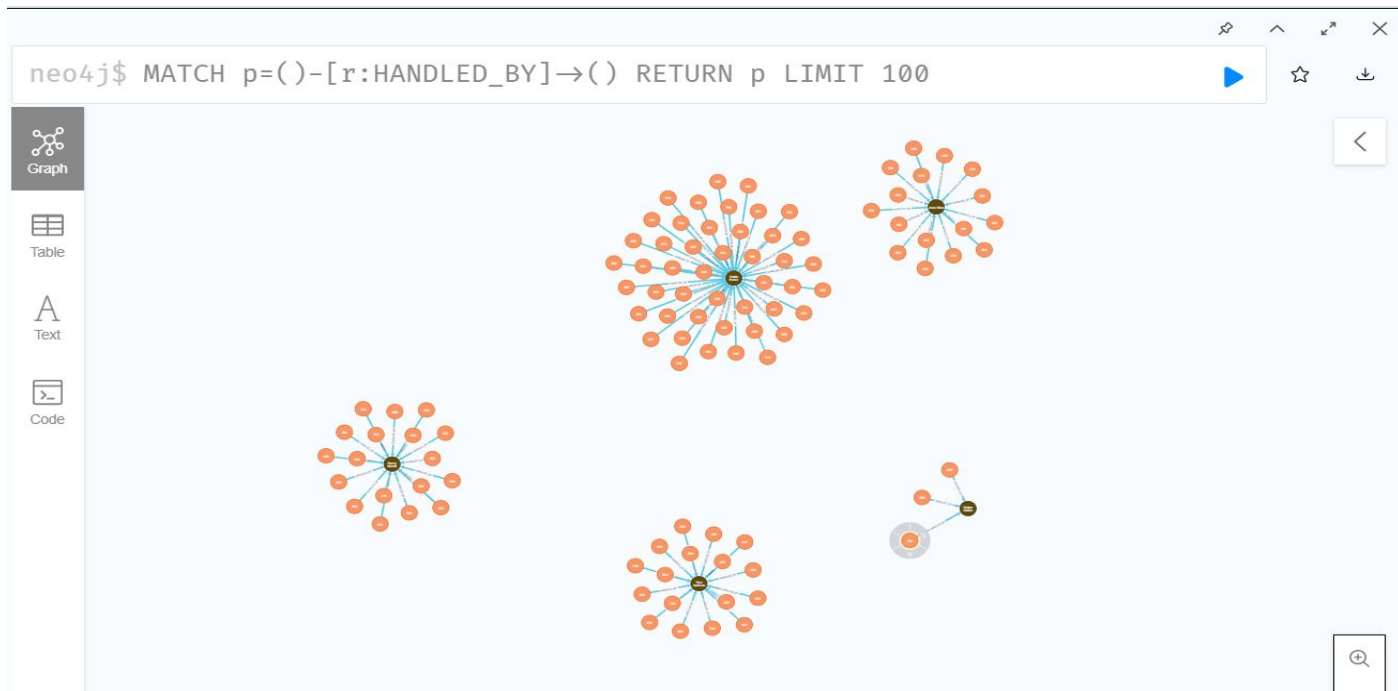
## 4.2 What is the most selling product?

### Fries is the best selling Product in United Kingdom



## 4.3 The Top Sales Manager

**Pablo Perez is the best top sale manager**





**Based on the Visualisation the most frequently used payment method is Credit Card followed closely by Cash indicating a preference for non-cash transactions among customers.**

**The most selling product category emerges as Fries highlighting its popularity and potential as a key revenue driver. Among the sales managers, Pablo Perez stands out for managing the highest revenue-generating transactions, particularly in the Beverage categories.**

**Utilizing Neo4j, a graph database, can further enhance understanding of customer preferences and operational efficiencies through its advanced data relationship mapping capabilities.**

**This approach can reveal insights into customer purchasing patterns, optimize inventory management, and improve payment process efficiency. In conclusion, leveraging Neo4j's capabilities can significantly contribute to refining sales strategies, product stocking, and enhancing overall customer service.**