

Restaurant Sales & Server Performance Analysis

Reporting Period: **September 1–7, 2025**

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Tool: Power BI Interactive Dashboards (Overview + Server Performance)

Overview

This report summarizes sales, tipping, and service efficiency for one operational week. Insights are drawn from two Power BI dashboards (Restaurant Performance + Server Performance) and translated into practical actions. The operation produced strong headline revenue but underperformed on tips and table efficiency relative to opportunity.

Key Metrics at a Glance

- **Total Sales:** \$21.7K
- **Average Ticket:** \$27.00
- **Average Tip %:** 13.7% (target 20–25%)
- **Average Table Time:** 1h 10m (70 min)
- **Category Mix:** ~69% Entrées, ~18.8% Appetizers, ~12.4% Desserts

Findings

1) Daily Sales Patterns

- Best days: Friday, Saturday, Tuesday
- Weakest: Thursday (then Wednesday)
- Monday is slightly better than Sunday
- Day-level volatility suggests missed opportunities to shift demand with targeted promos/scheduling

2) Category Sales Behavior

- Entrées dominate (~69% of revenue) as expected given higher price point.
- Underperformance and inconsistency in add-ons:
 - No appetizers sold on Monday and Saturday
 - No desserts sold on Tuesday and Friday
- Dessert share: ~11% on weekdays vs ~13–15% on weekends (guests are more open to indulgence on weekends)
- Action needed: raise appetizer/dessert attach rate to lift ticket size without extending seat time.

3) Server Performance Comparison

Server	Total Sales	Avg Tip %	Avg Table Time	Category Strengths
Jess	\$7.5K	14.3%	≈67 min	Apps upsell; fastest turns; top weekday performance
Kayla	\$7.4K	13.6%	≈72 min	Desserts leader; strong entrées; slower pacing
Andres	\$6.9K	13.3%	≈72 min	Stronger on weekends; entrées; needs tip pacing

Notes:

- All servers' top-grossing category is Entrées (by price). Jess sells the most appetizers; Kayla sells the most desserts.
- Jess leads in tips and efficiency simultaneously, indicating speed does not harm perceived service quality.
- Kayla's sales rival Jess, but lower tip % and slower turns reduce profitability.
- Andres has highest weekend sales but the lowest tip % and slowest turns; volume isn't translating into guest satisfaction.

4) Weekday vs Weekend

Metric	Weekdays	Weekends	Observation	Implication
Total Sales	\$15.1K	\$6.6K	≈70% of revenue is weekday	Weekday scheduling/promos drive topline
Avg Ticket	\$26.9	\$27.4	Similar ticket size	Weekend doesn't lift spend per table
Avg Tip %	13.9%	13.3%	Lower on weekends	Peak shifts not converting to higher tips
Avg Table Time	1h 11m	1h 10m	No weekend efficiency gain	Opportunity to streamline pacing

Additional detail:

- Weekday sales by server: Jess \$6.2K, Kayla \$5.1K, Andres \$3.9K.
- Weekend sales: Andres \$3.0K, Kayla \$2.3K, Jess \$1.3K.
- Saturday: Kayla ≈ Andres; Sunday: Andres ~2× Kayla/Jess; Early week Monday: Jess/Kayla ~2× Andres.

5) Quantified Impact (What the gaps cost)

- Tips: At 13.7% average vs a conservative 18% target, on \$21.7K weekly sales the gap is ≈ 4.3 pp. That's ≈ \$933 in weekly gratuities not realized (~\$48K annually). While tips flow to staff, lifting tips tends to correlate with better guest experience and repeat business.
- Table Time: Reducing average table time from 70 to 60 minutes (~14% faster) during peaks can yield ~10–15% more covers, supporting an estimated +\$2–\$3K in weekly sales at current ticket levels.
- Attach Rate: Raising appetizer/dessert attach rate to lift average ticket from \$27 to \$32–\$35 could add ~\$4–\$5K per week, depending on execution.

Action Plan (30–45 Days)

A) Lift Tip % to 18–20% (Service Playbook)

- Shadow Jess for two shifts; document greeting, menu anchoring, check-back cadence, and dessert prompt timing.
- 15-minute pre-shift huddle: one featured appetizer + one featured dessert script per day.
- KPI: +2 pp tip within two weeks for Kayla & Andres; dashboard monitors tip % by server.

B) Increase App/Dessert Attach Rate

- Introduce simple bundles: “Shareable Starter + 2 Entrées” and “Dessert & Coffee Finish”.
- Table talkers for a single high-margin dessert. Mini-portion option to reduce friction.
- KPI: raise dessert share from 12–15% to 18–20% and appetizers from 18.8% to 22–24%.

C) Reduce Average Table Time to ≤60 min

- Pacing: pre-bus earlier; present dessert options before clearing entrées; drop check at right moment.
- Kitchen coordination: track ticket time outliers; tighten pass handoff.
- KPI: each server trims 8–10 minutes; dashboard shows weekly average per server.

D) Scheduling & Shift Strategy

- Slot Jess on high-demand windows; pair with a trainee for on-shift coaching.
- Assign Andres to weekday mentorship blocks; give Kayla weekend dessert feature ownership.
- KPI: weekend tip % closes to weekday; variance in server table times narrows.

Next Steps & Monitoring

- Weekly dashboard review (15 min): tip %, avg table time, attach rates, day-level sales.
- Biweekly micro-experiments: rotate two bundles and measure impact.
- 45-day review: confirm whether tip % $\geq 18\%$, avg table time ≤ 60 min, and ticket $\geq \$32$.

Appendix

Definitions:

- Average Ticket: $\text{Sales} \div \text{Checks}$
- Average Table Time: Minutes from seat to payment
- Tip %: $\text{Tips} \div \text{Sales}$
- Attach Rate: % of checks including an item (appetizer or dessert)