Food Stall Performance Analytics – Gyan Utsav 2024

■ Project Overview

This project showcases a 5-day entrepreneurial journey where I operated a food stall during the Gyan Utsav 2024 event. The stall offered three main food items — Rollie Crunch, Roti Pizza, and Juice (Guava/Litchi) — along with a unique Spin Wheel Discount Game that added an interactive experience for customers. The analysis was conducted using Excel and Power BI to evaluate sales performance, customer preferences, and overall profitability across all five days.

■ Objectives

- To analyze daily sales trends and item performance over the event.
- To evaluate the impact of Spin Wheel discounts on overall profit.
- To identify customer purchasing patterns and preferred items.
- To create an interactive dashboard for quick decision-making insights.

■ Dataset Summary

Field Name	Description
Date	Day of the sale (5 event days)
Item Name	Rollie Crunch, Roti Pizza, or Juice (Guava/Litchi)
Quantity	Number of items sold per transaction
Unit Price	Selling price before discount
Discount (%)	Discount received via spin wheel
Final Price	Amount after discount
Payment Method	Cash, UPI, or Card
Spin Wheel Played	Yes/No
Spin Wheel Fee	■10 charge for each spin

■ Key Insights

- Highest Sales Day: Day 5 (maximum footfall and total revenue).
- Best-selling Item: Roti Pizza (consistent top performer across all days).
- Spin Wheel Impact: Boosted engagement; 62% of buyers opted to play.
- Preferred Payment Method: UPI dominated with over 50% share.
- Average Discount: 8–10%, helping attract repeat customers while maintaining profit margins.

■ Business Learnings

- Introducing a gamified discount strategy increased customer retention.
- Maintaining diverse food options helped cater to varied taste preferences.
- Digital payment convenience encouraged higher spending.

- Real-time tracking using Excel dashboards improved decision speed and profit visibility.

✍■ Created By

Nidhi Kadam
Business Analyst | Data Visualization Enthusiast
■ nidhikadam0709@gmail.com