RESTAURANT

Sales Analysis Report of a particular month of 2024

Content

- Project Objective
- Data from MS Excel
- Data Processing
- Dashboard & Insights
- Export & Share Project

Project Objective

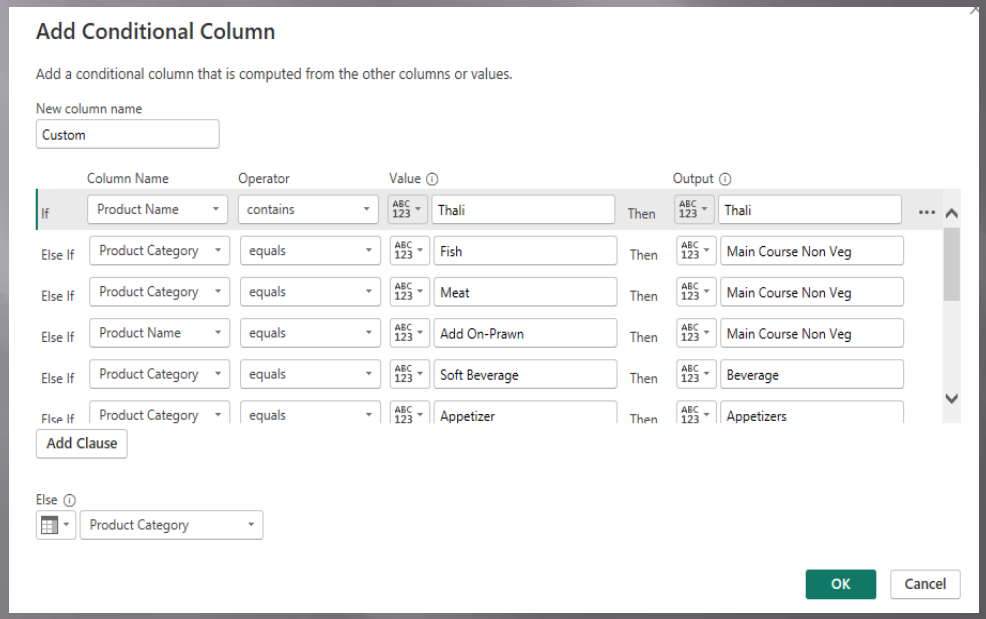
- To develop a comprehensive sales analysis dashboard of the net sales of a renowned restaurant in Kolkata, India for a particular month in order to get real-time insights into key performance metrics, enabling selection of the highest sold food items that would be useful for digital marketing and promotion for generating higher sales and revenue.

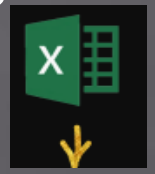
Data from MS Excel

- The collected sale report is converted into Excel sheet and it is imported to the Power Bi for further operation

Data Processing

- The raw data containing the information of the online and offline orders of various food items is transformed using Power Query.





Project Insights

- Developed an interactive dashboard that highlights the highest sold food items from both the online and the dine-in orders:- “Oti Uttam Thali” & “Double Onion Ghee Roast Mutton”.
- The highest sold food items from each of the categories have been noted.
- Total sales ~ INR 589.62K
- Total Discounts ~ INR 19.45K
- Total Taxes paid ~ INR 29.49K
- These insights & dashboard findings would certainly help the promotion & marketing team in the decision making process.