

RESTAURANT

Sales Analysis Report of a
particular month of 2024

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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.

Add Conditional Column

Add a conditional column that is computed from the other columns or values.

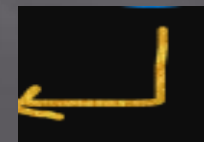
New column name
Custom

	Column Name	Operator	Value		Output
If	Product Name	contains	ABC 123 Thali	Then	ABC 123 Thali
Else If	Product Category	equals	ABC 123 Fish	Then	ABC 123 Main Course Non Veg
Else If	Product Category	equals	ABC 123 Meat	Then	ABC 123 Main Course Non Veg
Else If	Product Name	equals	ABC 123 Add On-Prawn	Then	ABC 123 Main Course Non Veg
Else If	Product Category	equals	ABC 123 Soft Beverage	Then	ABC 123 Beverage
Else If	Product Category	equals	ABC 123 Appetizer	Then	ABC 123 Appetizers

Add Clause

Else
Product Category

OK Cancel



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.