

An analysis focusing on individual bakery items sales performance and the most profitable days and times for the bakery.

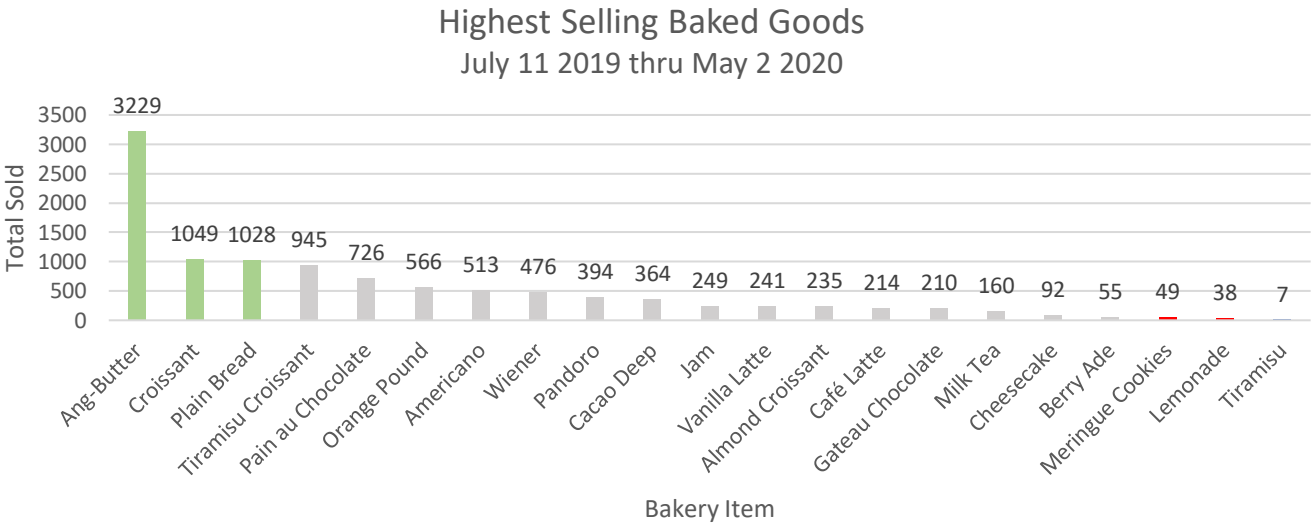
Project Team: Pamela Schlegel

Data Preparation, analysis and visualizations

Increasing Profitability with Data Driven Recommendations

Kiki's Bakery

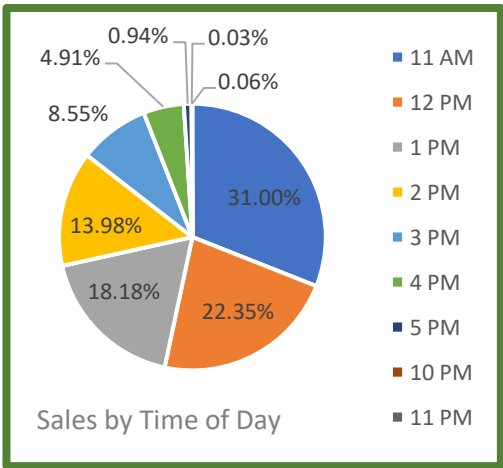
Kiki's Bakery is a successful bakery chain. Currently new bakery offerings are added by simply using leftover ingredients in the kitchen. What if I told you that Kiki's Bakery has a standout bakery item that could be leveraged to increase sales and offer direction on adding new bakery offerings?



8 out of 10 customers purchase Ang-Butter

KEY INSIGHTS

- Ang-Butter is the bakery's top selling item. It sells three times more than the next top seller, croissants. Tiramisu, Lemonade, and Meringue Cookies have the lowest sales, representing only 1% of total items sold combined.
- Transactions including Ang-Butter account for 82% of all transactions.
- Sundays have the strongest sales while Monday has the weakest sales.
- The first hour of the store opening (11 am-12 pm) is the busiest time of day.



2421
TRANSACTIONS



₩ 51,237,500
\$39,453
TOTAL SALES



10,840
ITEMS SOLD

BUSINESS METRICS

RECOMMENDATIONS

Consider eliminating Tiramisu, Lemonade and Meringue Cookies. These three items combined make up 1% of total items sold.

Leverage the popularity of the Ang-Butter. Consider offering promotions involving Ang-Butter. Such as on Mondays, Kiki's lowest sales day, offer a buy Ang-Butter and get half off a different bakery item.

The popularity of Kiki's Bakery Ang-Butter shows an interest in Korean pastries among Kiki's customers. Consideration should be given to bringing in another Korean pastry, such as Dasik tea cookies or the walnut pastry Hodugwaja. Both these pastries use ingredients already available in the current bakery inventory.

Consider shifting business hours to open earlier and potentially capture more of the morning bakery shoppers. Thirty-two percent of the total sales were made in a one-hour timeframe, from 11 am – 12 pm. Sales steadily decrease as the day continues.