

POWER BI TRAINING

Day 3 Interpretation

1. Count of Payment Method by Food Type (Top-Left)

What it shows

- Main Course has the **highest number of payments**, far exceeding other food types.
- Snack is the **second most ordered** category.
- Dessert and Breakfast show **moderate demand**.
- Beverage, Appetizer, and *Main Course* contribute **very little** to total transactions.

Interpretation

- Customers primarily spend on **Main Course items**, making it the core revenue driver.
- Snacks act as a strong secondary category, likely impulse or add-on purchases.
- Low counts for beverages and appetizers suggest **missed upselling opportunities**.

2. Count of Member Type by Food Type (Top-Right Pie Chart)

What it shows

- Each food type has an **equal count (30, ~14.29%)** across member types.

Interpretation

- Food preferences are **evenly distributed across member types**.
- There is **no dominant food category bias** between different members.
- This indicates a **balanced menu appeal** rather than niche targeting.

3. Sum of Quantity by Member Type and Payment Method (Bottom-Left)

What it shows

- **UPI is the most used payment method** for both Gold and Regular members.
- Gold members purchase **higher quantities overall** than Regular members.
- COD usage is moderate, while **Card usage is the lowest**.

Interpretation

- Digital payments (especially **UPI**) are strongly preferred.
- Gold members are **high-value customers**, purchasing more regardless of payment method.
- Card payments may need **incentives or smoother checkout experiences**.

4. Count of Food Items by Member Type (Bottom-Right)

What it shows

- Gold members order **significantly more food items** than Regular members.

Interpretation

- Membership programs are effective.
- Gold members show **higher engagement and loyalty**.
- Upselling and exclusive offers for Gold members could further boost sales.

Overall Business Insights

- **Main Course dominates demand** → focus inventory, promotions, and quality here.
- **UPI is the preferred payment method** → optimize UPI offers and checkout flow.
- **Gold members are the most valuable segment** → target retention and loyalty benefits.
- **Low beverage & appetizer sales** → bundle them with Main Course or Snacks.
- Menu appeal is **well-balanced across member types**, reducing risk of over-specialization.