



BUSINESS ENHANCEMENT @ CAFÉ COFFEE NIGHT

A MARKETING & RETAIL ANALYTICS
PROJECT –

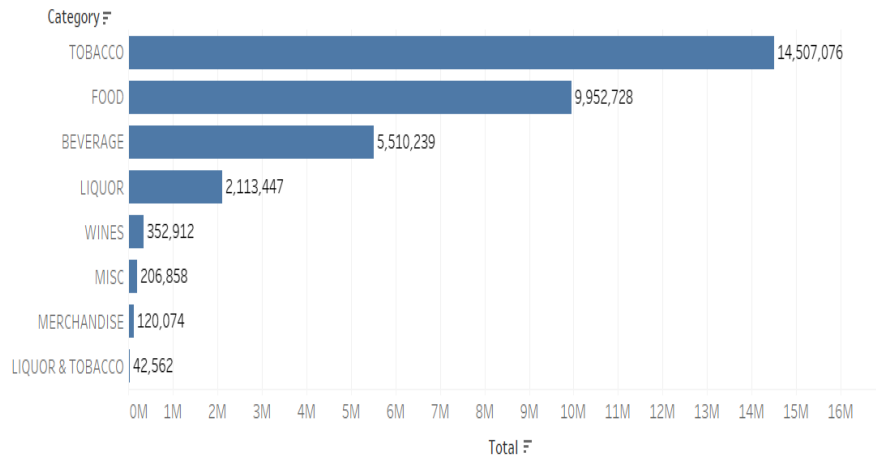
AUTHORED BY PRADEEP PANICKER.

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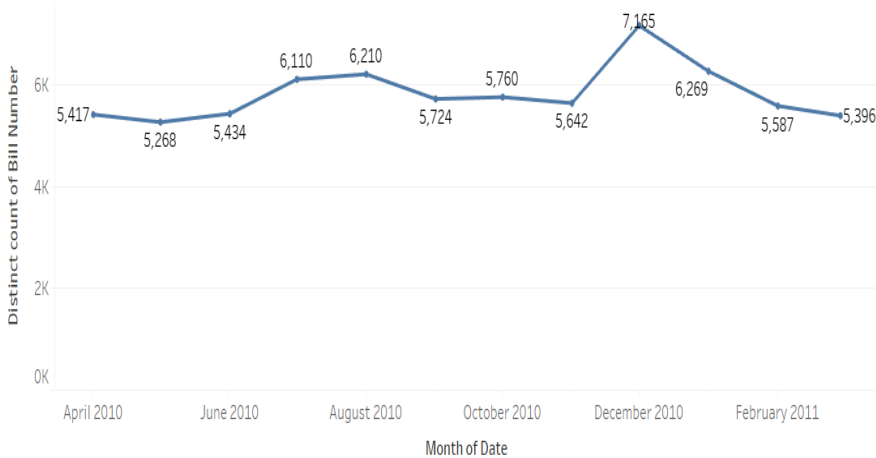
1. Slide 3 - EDA – BUSINESS VOLUME ANALYSIS
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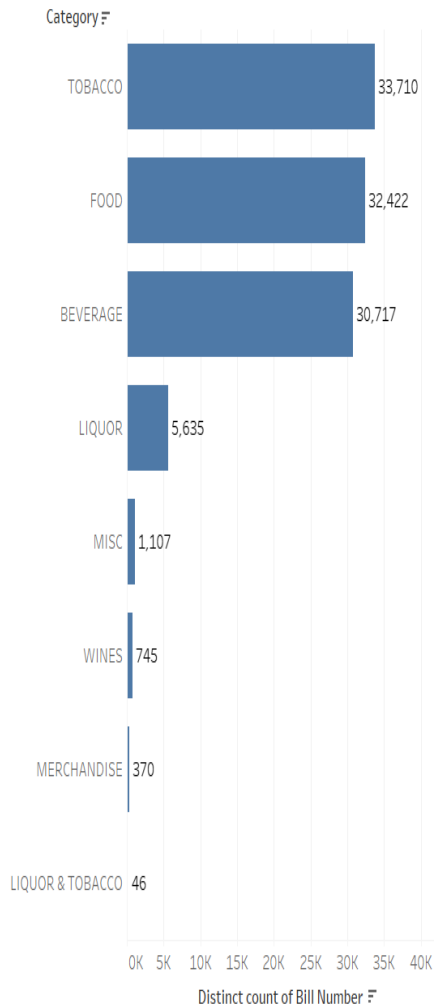
Catagory Wise Billing Amt.



MONTH Wise No. of Billing



Catagory wise No. of Billing

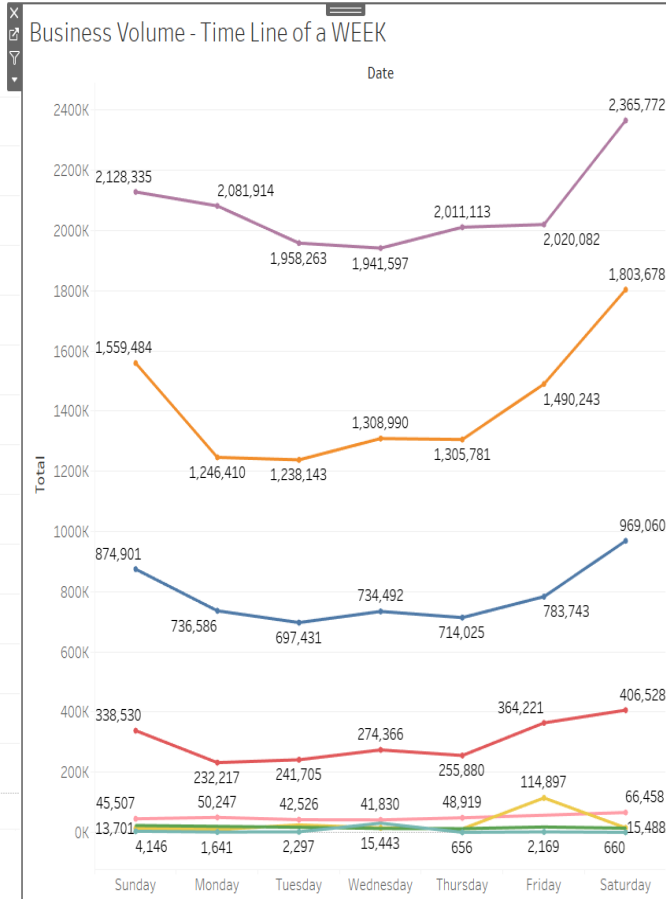
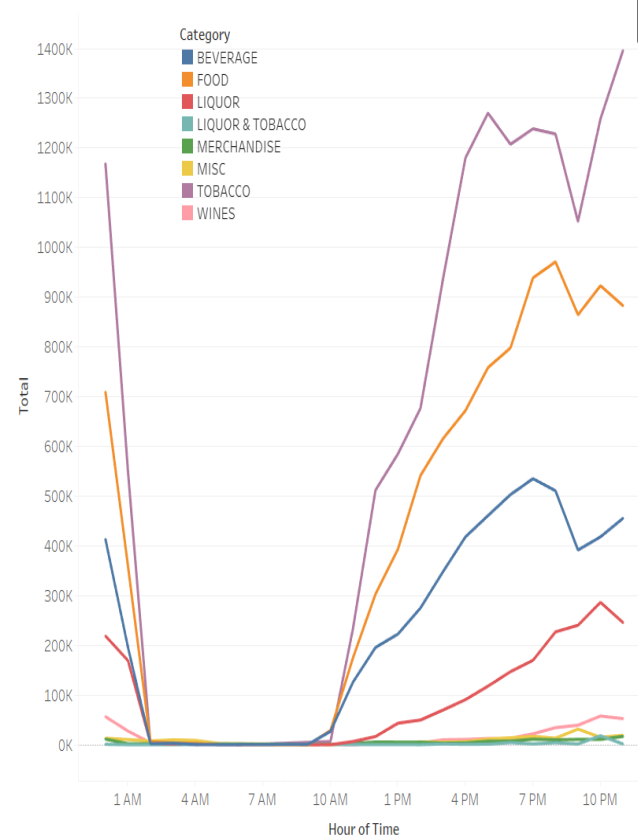


EXPLORATORY ANALYSIS OF DATA –

BUSINESS VOLUME Analysis →

- I) There are EIGHT Category of GOODS available for Sale in the Café- ranges from FOOD -> BEVERAGES -> LIQUOR -> TOBACCO.
- II) Also found are certain MERCHANDISES & MISCELLANEOUS Items for SALE.
- III) The DATA represents SALES Transactions for the period APRIL 2010 to MARCH 2011.
- IV) SALES Invoice Details – with Discount Factor – are captured with time zones.
- V) 1,45,830 times Items have been sold. 69983 Invoices have been generated during these period.
- VI) MAXIMUM INCOME is generated from TOBACCO Sales, while MERCHANDISE category stood at the LEAST Sales.
- VII) POS count of TOBACCO, FOOD & BEVERAGE having same average sales, TOBACCO revenue generation is 46% MORE THAN FOOD & 165% MORE THAN BEVERAGE.
- VIII) DISCOUNTS Offered – FOOD Category has the highest discounts offered [58% of TOTAL Discount] while TOBACCO Category consumes ONLE 6% of the TOTAL DISCOUNTS Shelled out.
- IX) MONTHLY SALES is seen to PEAK in DECEMBER 2010 – with 7,165 POS BILLING.

Business Volume- TIME LINE of a DAY



Exploratory data analysis contd

BUSINESS VOLUME – HOURLY Analysis & DAY Wise Analysis

- CAFÉ is open for business from 11:00 AM to 01:30 AM through MIDNIGHT. NO BUSINESS TRANSACTIONS Exist between the time period 01:30 AM to 10:30 AM of a DAY.
- CAFÉ is open SEVEN Days a WEEK.

HOURLY Analysis -

- For TOBACCO, FOOD , BEVERAGE & LIQUOR – Business PEAKS during the time period 04:00 PM to 07:00 PM & 09:00 PM to 12:00 MIDNIGHT. Between 07:00 PM to 09:00 PM , a DIP in Business volume is seen.
- For the rest FOUR Categories, the business over the 12 Hours remains stable – a slight increase observed during 07:00 PM to 11:00 PM.
- TOBACCO Sales increase exponentially as soon as the Café opens – till 05:00 PM. 05:00 PM to 09:00 PM there is a steep decline in sales – INDICATING THE WORKING CLASS GETS HOME.
- 09:00 PM to 12:00 MIDNIGHT the sales again increase exponentially – PRIMARLY INDICATING THE ACTIVITY OF NIGHT-LIFE POPULATION.
- Association Rules indicate that TOBACCO pulls along with it, the consumption of BEVERAGE & LIQUOR.

DAY Wise Analysis –

- For TOBACCO, FOOD , BEVERAGE & LIQUOR, Business PEAKS during WEEKENDs. The trend is same for these four category.
- Rest of the four category – business remains flat over the days.

RECOMMENDATIONS –

KEEPING THE CAFÉ OPEN 24 HOURS ON WEEKEND DAYS WILL BOOST INCOME.

Exploratory data analysis contd

ITEMS SUGGESTED TO BE TAKEN OFF MENU -

From the Association rules generated, we could find that there were items with “ LIFT VALUE LESS THAN ‘1’”. LIFT Value less than ‘1’ indicates that the PRESENCE OF items listed on the LHS of the rule NEGATES THE POSSIBILITY OF SALE OF items on the RHS of the rule.

Since TOBACCO products are high of sales, we can prioritize of action as follows –

1. For rules having NON - TOBACCO Items on the RHS & LHS, SUCH ITEMS ON LHS TO BE KEPT OFF-SHELF OF CAFÉ.

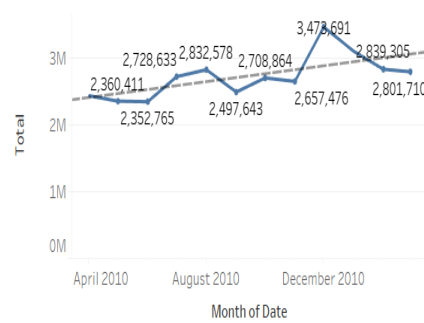
Items like – RED BULL 2+1 ; CAFFE LATTE; MORROCON MINT TEA; RED BULL ENERGY DRINK; MONSOON MALABAR(REG);.

2. For rules having TOBACCO items with least RATE and LEAST COUNT of Sales – such items can be taken OFF MENU LIST. Sale of such items can be promoted if these items are a part of Association rules of FOOD & BEVERAGE.

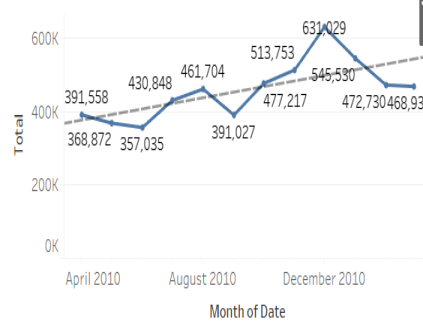
E.g. - {CLASSIC MILD} => {CAPPUCCINO}

3. For rules having LIFT Value as ‘1’ , all such items can be placed on a separate POS, since these sales are independent in nature and DOES NOT IMPACT THE OTHER BUSINESS LINE OF THE CAFÉ .

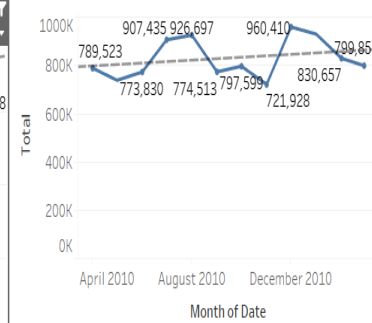
Sales Trend(Month)-Tobacco



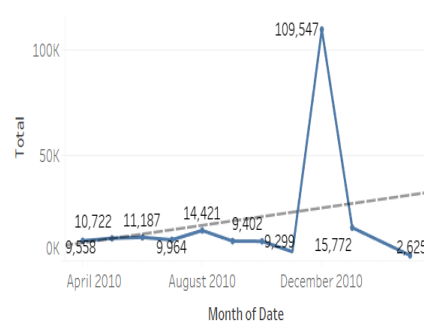
SALES TREND-Beverage



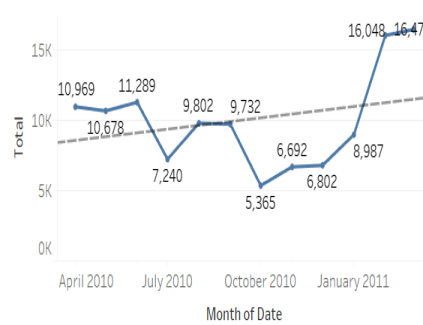
SALES TREND-Food



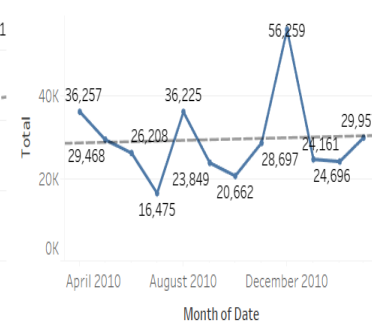
SALES TREND -MISC



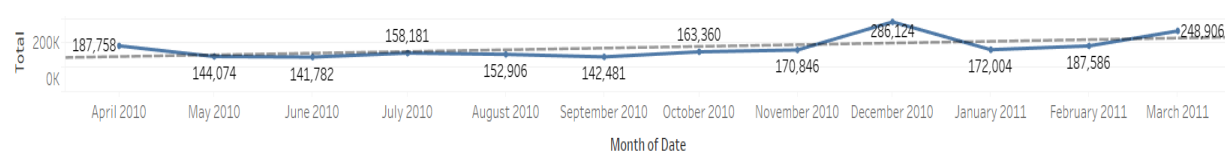
SALES TREND- Merchandise



SALES TREND -Wines



SALES Trend-Liquor+Liquor&Tobacco



Exploratory data analysis contd

SALES TREND ANALYSIS -

1. A CATEGORY WISE MONTHLY SALES TREND ANALYSIS SHOWS

1. A NET SALES Increasing trend for the 'TOBACCO', 'BEVERAGE' & 'LIQUOR' categories.
2. 'FOOD' category NET Sales is not a significant contributor to NET Increase in OVERALL SALES. It surely keeps the turnover of the CAFÉ increased.

Suggested COMBO offerings from café -

- As per the BASKETS created by the association rules, the best suggested baskets can be those with LIFT value highest . Below appended are '81' combination with which we can start our experiment in the CAFÉ -

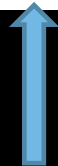
- COMBO 1 →

	SUGGESTED Combos	LIFT Value	Category Involved
1	{N R G HOOKAH} => {2 RED BULL}	3332.476	TOBACCO => BEVERAGE
2	{3 RED BULL,PASTA ALFREDO VEG} => {BEER HOOKAH}	1093.469	BEVERAGE+ FOOD=> LIQ.+TOBACCO
3	{SAIGON NOODLES} => {ADD CHICKEN}	959.431	FOOD => FOOD
4	{MUSHROOM} => {CHEDDAR CHEESE}	624.839	FOOD => FOOD
5	{MAC N CHEESE} => {ADD CHICKEN}	520.958	FOOD => FOOD
6	{CHICKEN SALAMI} => {CEASAR SALAD BOWL}	477.545	FOOD => FOOD
7	{CHEDDAR CHEESE} => {MASALA OMELETTE}	476.068	FOOD => FOOD
8	{MUSHROOM} => {MASALA OMELETTE}	416.560	FOOD => FOOD
9	{3 RED BULL,BEER HOOKAH} => {PASTA ALFREDO VEG}	379.747	BEVERAGE + LIQ.TOBACCO => FOOD
10	{CEASAR SALAD BOWL} => {CHICKEN SAUSAGE}	358.882	FOOD => FOOD
11	{COTTAGE CHEESE} => {MUSTARD HONEY MAYO SALAD BOWL}	299.923	FOOD => FOOD
12	{COTTAGE CHEESE} => {FRENCH VINAIGRETTE SALAD BOWL}	290.834	FOOD => FOOD
13	{COTTAGE CHEESE} => {CEASAR SALAD BOWL}	269.162	FOOD => FOOD
14	{CHICKEN SALAMI} => {MUSTARD HONEY MAYO SALAD BOWL}	263.373	FOOD => FOOD
15	{SPINACH TEMPURA} => {STUFFED MUSHROOM}	224.301	FOOD => FOOD
16	{BEER HOOKAH,PASTA ALFREDO VEG} => {3 RED BULL}	219.478	LIQ. TOBACCO + FOOD => BEVERAGE
17	{COUNTRY ROAST CHICKEN PANINI,LEMON INFUSED CHAR GRILLED VEG} => {ADD HERB ROAST CHICKEN}	178.298	FOOD + FOOD => FOOD
18	{COUNTRY ROAST CHICKEN PANINI,ORANGE ARRABIATA} => {ADD HERB ROAST CHICKEN}	173.345	FOOD + FOOD => FOOD
19	{MARINATED CHICKEN & AIOLI} => {TENNESSEE CHICKEN WINGS}	170.521	FOOD + FOOD => FOOD
20	{BEER HOOKAH} => {PASTA ALFREDO VEG}	152.577	LIQ. TOBACCO => BEVERAGE

	SUGGESTED Combos	LIFT Value	Category Involved
41	{ADD FRIES,CAFFE LATTE} => {TRADITIONAL ITALIAN CRUSTINI}	55.483	FOOD + BEVERAGE => FOOD
42	{BAHUT BERRY} => {PEACHES N STRAWBERRIES}	51.445	BEVERAGE => BEVERAGE
43	{POTATO WEDGES} => {FRENCH FRIES}	50.190	FOOD => FOOD
44	{ADD SMOKED CHICKEN} => {MAGGI NDLTHAI STYLE}	50.151	FOOD => FOOD
45	{BUTTERED TOASTS} => {SRILANKAN OMELETTE BREAKFAST}	48.065	FOOD => FOOD
46	{VLN SAUV BLANC (GLS)} => {VLN CAB SAUV (GLS)}	47.933	WINES => WINES
47	{ADD HERB ROAST CHICKEN,COUNTRY ROAST CHICKEN PANINI} => {ORANGE ARRABIATA}	47.126	FOOD + FOOD => FOOD
48	{SUNNY SIDE UP/BULLS EYE} => {SCRAMBLED EGGS}	46.407	FOOD + FOOD => FOOD
49	{ADD HERB ROAST CHICKEN} => {ORANGE ARRABIATA}	45.925	FOOD => FOOD
50	{KIT KAT SHAKE,ORANGE ARRABIATA} => {LEMON INFUSED CHAR GRILLED VEG}	44.252	FOOD + FOOD => FOOD
51	{CHAMPINONES CON AJO Y OLIVA} => {POLLO CON AIOLI}	44.196	FOOD => FOOD
52	{CAFFE LATTE,MOROCCAN MINT TEA} => {ADD HAZELNUT FLAVOUR}	43.623	BEVERAGE + BEVERAGE => BEVERAGE
53	{ARABIAN MIST,B.M.T. PANINI,SAMBUCA} => {MAGGI NDL ARRABIATA}	42.773	TOBACCO + FOOD + TOBACCO => FOOD
54	{CAFFE LATTE,NIRVANA HOOKAH SINGLE} => {ADD HAZELNUT FLAVOUR}	42.260	BEVERAGE + TOBACCO => FOOD
55	{KIT KAT SHAKE,LEMON INFUSED CHAR GRILLED VEG} => {ORANGE ARRABIATA}	39.586	BEVERAGE + FOOD => FOOD
56	{TENNESSEE CHICKEN WINGS} => {O M G GRILLED BURGER}	39.303	FOOD => FOOD
57	{VANILLA ICECREAM} => {CLASSIC BELGIAN WAFFLE}	39.020	FOOD => FOOD
58	{PEACHES N STRAWBERRIES} => {O M G GRILLED BURGER}	38.793	BEVERAGE => FOOD
59	{PASTA ALFREDO VEG} => {PASTA ARABIATA VEG}	38.294	FOOD => FOOD
60	{VEG PASTA PESTO} => {MEZE PLATTER}	37.444	FOOD => FOOD

	SUGGESTED Combos	LIFT Value	Category Involved
21	{CELERY N ORANGE} => {APPLE PEAR N LIME}	147.689	BEVERAGE => BEVERAGE
22	{ADD HERB ROAST CHICKEN,GREAT LAKES SHAKE} => {LEMON INFUSED CHAR GRILLED VEG}	119.481	FOOD + FOOD => FOOD
23	{TOAST BUTTER} => {KHEEMA GHOTALA}	114.797	FOOD => FOOD
24	{CELERY N ORANGE} => {APPLE CARROT N GINGER JUICE}	103.869	FOOD => BEVERAGE
25	{BUTTERED TOASTS} => {KHEEMA GHOTALA}	101.891	FOOD => FOOD
26	{CRANBERRY SMOOTHIES} => {BAHUT BERRY}	89.658	BEVERAGE => BEVERAGE
27	{BEER HOOKAH} => {3 RED BULL}	88.183	LIQ. TOBACCO => BEVERAGE
28	{CELERY N ORANGE} => {FRUIT FROM THE TROPICS}	87.478	FOOD => BEVERAGE
29	{GRILLED CHICKEN SAUSAGES} => {SCRAMBLED EGGS}	85.629	FOOD => FOOD
30	{ADD HERB ROAST CHICKEN} => {LEMON INFUSED CHAR GRILLED VEG}	79.364	FOOD => FOOD
31	{LEMON INFUSED CHAR GRILLED VEG,NIRVANA HOOKAH SINGLE} => {ADD HERB ROAST CHICKEN}	77.148	FOOD + TOBACCO => FOOD
32	{SCRAMBLED EGGS} => {CHEDDAR CHEESE}	75.843	FOOD => FOOD
33	{ADD FRIES,MOROCCAN MINT TEA} => {TRADITIONAL ITALIAN CRUSTINI}	74.223	FOOD + BEVERAGE => FOOD
34	{GREAT LAKES SHAKE,LEMON INFUSED CHAR GRILLED VEG} => {ADD HERB ROAST CHICKEN}	70.914	FOOD + FOOD => FOOD
35	{MUSHROOM} => {SCRAMBLED EGGS}	67.870	FOOD + FOOD => FOOD
36	{ADD HERB ROAST CHICKEN,COUNTRY ROAST CHICKEN PANINI} => {LEMON INFUSED CHAR GRILLED VEG}	65.024	FOOD + FOOD => FOOD
37	{O M G GRILLED BURGER} => {CHICKEN BURGER}	62.144	FOOD => FOOD
38	{OATMEAL AND RAISIN COOKIES} => {CHUNKY CHOCO CHIP COOKIES}	57.300	FOOD => FOOD
39	{APPLE PEAR N LIME} => {APPLE CARROT N GINGER JUICE}	56.804	BEVERAGE => BEVERAGE
40	{PESTO CREAM} => {ADD HERB ROAST CHICKEN}	55.718	FOOD => FOOD

COMBO 2



COMBO 3




COMBO 4 →

	SUGGESTED Combos	LIFT Value	Category Involved
61	{BANANA WALNUT MUFFIN} => {BLUE BERRY MUFFINS}	37.347	FOOD => FOOD
62	{NIRVANA HOOKAH SINGLE,TOMATOLINO} => {QUA MINERAL WATER(500ML)}	36.755	TOBACCO + FOOD => BEVERAGE
63	{B.M.T. PANINI,LEMON INFUSED CHAR GRILLED VEG} => {ORANGE ARRABIATA}	36.653	FOOD + FOOD => FOOD
64	{CURRANT COOLER,SAMBUCA} => {BLUEBERRY BRAIN FREEZER SHAKE}	36.558	BEVERAGE + TOBACCO => BEVERAGE
65	{CAFFE LATTE,TRADITIONAL ITALIAN CRUSTINI} => {ADD FRIES}	36.415	BEVERAGE + FOOD => FOOD
66	{INDIAN PEABERRY (AULAIT)} => {MONSOON MALABAR (AULAIT)}	36.244	BEVERAGE => BEVERAGE
67	{MOROCCAN MINT TEA,TRADITIONAL ITALIAN CRUSTINI} => {ADD FRIES}	34.286	BEVERAGE + FOOD => FOOD
68	{GRILLED CHICKEN SAUSAGES} => {ITALIAN OMELETTE BREAKFAST}	34.204	FOOD => FOOD
69	{CHOCOLATE ICECREAM} => {VANILLA ICECREAM}	33.167	FOOD => FOOD
70	{LEBANESE CHICKEN WRAP} => {FRENCH FRIES}	33.108	FOOD => FOOD
71	{ADD FRIES,BERRY BLAST} => {CHICKEN SLOUVLAKI WRAP}	32.948	FOOD + BEVERAGE => FOOD
72	{HONEYGLAZED CHICK & MUSTERD CR} => {SMOKED CHICK & PESTO CREAM CRO}	32.813	FOOD => FOOD
73	{ADD FRIES,QUA MINERAL WATER(1000ML)} => {TRADITIONAL ITALIAN CRUSTINI}	32.399	FOOD + BEVERAGE => FOOD
74	{PESTO CREAM} => {LEMON INFUSED CHAR GRILLED VEG}	32.004	FOOD => FOOD
75	{QUA MINERAL WATER(1000ML),TRADITIONAL ITALIAN CRUSTINI} => {ADD FRIES}	31.990	BEVERAGE + FOOD => FOOD
76	{B.M.T. PANINI,CAFFE LATTE} => {ADD HAZELNUT FLAVOUR}	31.980	FOOD + BEVERAGE => FOOD
77	{GRILLED CHICKEN SAUSAGES} => {SPANISH OMELETTE BREAKFAST}	31.976	FOOD => FOOD
78	{BEER HOOKAH} => {MEZE PLATTER}	31.593	LIQ. TOBACCO => FOOD
79	{B.M.T. PANINI,N R G HOOKAH,SAMBUCA} => {MAGGI NDL ARRABIATA}	30.891	FOOD + TOBACCO + TOBACCO => FOOD
80	{B.M.T. PANINI,GREAT LAKES SHAKE,QUA MINERAL WATER(1000ML),SAMBUCA} => {MAGGI NDL ARRABIATA}	30.891	FOOD + BEVERAGE + BEVERAGE + TOBACCO => FOOD
81	{PASTA ALFREDO VEG} => {3 RED BULL}	30.625	FOOD => BEVERAGE

ADDITIONAL INSIGHTS →

The combo list also provides the café owner a list of items that needs to be stocked in priority – by which SALES can be ensured and NO CUSTOMER RETURNS DISSATISFIED.



SEPARATE 'POS' can be arranged for items that gets sold off independently , i.e. sales of such items is SURE to take place and is not affected by Sales of other items. The items are identified by the Association rule with LIFT Value as '1'. Such arrangement will also ensure ample place for CUSTOMERS ordering the NEW COMBO OFFERING – to enjoy their COMBO MEAL inside the CAFÉ .

- These items are listed in the next 03 slides -

	INDEPENDENT SALE ITEMS	LIFT Value	FREQ. of Sale			INDEPENDENT SALE ITEMS	LIFT Value	FREQ. of Sale
1	{ } => {NIRVANA HOOKAH SINGLE}	1.000	8389		31	{ } => {ARABIAN MIST}	1.000	1206
2	{ } => {MINT FLAVOUR SINGLE}	1.000	5812		32	{ } => {GOOEY CHOCOLATE FUDGE}	1.000	1170
3	{ } => {CAPPUCCINO}	1.000	5468		33	{ } => {RED BULL 2+1}	1.000	1167
4	{ } => {GREAT LAKES SHAKE}	1.000	4871		34	{ } => {KF DRAUGHT (1/2LTR)}	1.000	1115
5	{ } => {SAMBUCA}	1.000	4423		35	{ } => {TOBLERONE SHAKE}	1.000	1088
6	{ } => {POUTINE WITH FRIES}	1.000	3414		36	{ } => {ULTIMATE HOT CHOCOLATE}	1.000	1069
7	{ } => {CALCUTTA MINT}	1.000	3307		37	{ } => {THE FERROR ROCHER SHAKE}	1.000	1029
8	{ } => {JR.CHL AVALANCHE}	1.000	3307		38	{ } => {LAVA LAVA}	1.000	1000
9	{ } => {B.M.T. PANINI}	1.000	2605		39	{ } => {SATAY CHICKEN PANINI}	1.000	983
10	{ } => {GREEN APPLE FLAVOUR SINGLE}	1.000	2528		40	{ } => {THE CHOCO LATTE}	1.000	892
11	{ } => {MOROCCAN MINT TEA}	1.000	2256		41	{ } => {MAGGI NDL ARRABIATA}	1.000	881
12	{ } => {N R G HOOKAH}	1.000	2235		42	{ } => {COOL CALIFORNICA}	1.000	877
13	{ } => {MASALA CHAI CUTTING}	1.000	2234		43	{ } => {KF DRAUGHT (1LTR)}	1.000	851
14	{ } => {LEMON ICED TEA}	1.000	2193		44	{ } => {QUA MINERAL WATER(500ML)}	1.000	833
15	{ } => {CAFFE LATTE}	1.000	2095		45	{ } => {MISCHIEF HOOKAH SINGLE}	1.000	814
16	{ } => {BERRY BLAST}	1.000	2031		46	{ } => {RED WINE SHEESHA}	1.000	775
17	{ } => {OREO COOKIE SHAKE}	1.000	1989		47	{ } => {ADD FRIES}	1.000	752
18	{ } => {SILVER APPLE SINGLE}	1.000	1971		48	{ } => {SR.CHL AVALANCHE}	1.000	734
19	{ } => {RED BULL ENERGY DRINK}	1.000	1860		49	{ } => {RABAT HOOKAH SINGLE}	1.000	705
20	{ } => {PHILLYCREAM CHEESE & CHILLY PAN}	1.000	1860		50	{ } => {DUTCH TRUFFLE CAKE SHAKE}	1.000	657
21	{ } => {COUNTRY LEMONADE}	1.000	1809		51	{ } => {CHICKEN SALAMI PANINI}	1.000	647
22	{ } => {CARLSBERG}	1.000	1716		52	{ } => {NON-VEG CLUB WRAP}	1.000	645
23	{ } => {KIT KAT SHAKE}	1.000	1679		53	{ } => {BLUE BERRY SINGLE}	1.000	640
24	{ } => {COTTAGE CHEESE PANINI}	1.000	1612		54	{ } => {THE CHAMPAGNE SHEESHA}	1.000	624
25	{ } => {TUBORG}	1.000	1472		55	{ } => {MEZE PLATTER}	1.000	623
26	{ } => {PINK LEMONADE}	1.000	1415		56	{ } => {TROPICAL SMOOTHIE}	1.000	609
27	{ } => {COUNTRY ROAST CHICKEN PANINI}	1.000	1322		57	{ } => {SNICKER BAR SHAKE}	1.000	585
28	{ } => {MAGGI NDL CREAM/ CHEE/GARLIC}	1.000	1274		58	{ } => {VEG. CLUB WRAP}	1.000	571
29	{ } => {MIAMI MELONS}	1.000	1262		59	{ } => {BLUEBERRY BRAIN FREEZER SHAKE}	1.000	536
30	{ } => {GARDEN FRESH PANINI}	1.000	1235		60	{ } => {BUN MASKA & CHAI}	1.000	536

POINT OF SALE - LIST 1

	INDEPENDENT SALE ITEMS	LIFT Value	FREQ. of Sale			INDEPENDENT SALE ITEMS	LIFT Value	FREQ. of Sale
61	{ } => {AL SIKANDARI HOOKAH SINGLE}	1.000	533		90	{ } => {ROCKY ROAD SHAKE}	1.000	310
62	{ } => {DOPPIO}	1.000	524		91	{ } => {CAESARS SALAD WRAP}	1.000	305
63	{ } => {BLACK FOREST SHAKE}	1.000	523		92	{ } => {GREAT LAKES FLOATS W CHOC}	1.000	300
64	{ } => {THAT CHOCOLATE THING.....}	1.000	522		93	{ } => {SCRAMBLED EGGS}	1.000	290
65	{ } => {ESPRESSO}	1.000	518		94	{ } => {CLASSIC BELGIAN WAFFLE}	1.000	289
66	{ } => {ORANGE ARRABIATA}	1.000	495		95	{ } => {GREAT LAKES FLOAT W VANILLA}	1.000	282
67	{ } => {MT. BROWNIE}	1.000	482		96	{ } => {LINDT HOT CHOCOLATE}	1.000	275
68	{ } => {CURRANT COOLER}	1.000	476		97	{ } => {CHUNKY CHOCO CHIP COOKIES}	1.000	273
69	{ } => {LINDT CHOCOLATE SHAKE}	1.000	475		98	{ } => {FRENCH FRIES}	1.000	267
70	{ } => {KF DRAUGHT PITCHER (2LTR)}	1.000	469		99	{ } => {TRADITIONAL ITALIAN CRUSTINI}	1.000	264
71	{ } => {STRAWBERRY CHEESECAKE SHAKE}	1.000	436		100	{ } => {HASH BROWN OMELETTE}	1.000	262
72	{ } => {GRENADINE}	1.000	422		101	{ } => {STRAWBERRY FLAVOUR SINGLE}	1.000	259
73	{ } => {POUTINE WITH WEDGES}	1.000	420		102	{ } => {3 RED BULL}	1.000	248
74	{ } => {LEMON INFUSED CHAR GRILLED VEG}	1.000	410		103	{ } => {JAMAICAN BLUE MT (REG)}	1.000	237
75	{ } => {GRAPE FLAVOUR SINGLE}	1.000	409		104	{ } => {HERBED CHICKEN PIE}	1.000	236
76	{ } => {STRAWBERRY ICED TEA}	1.000	409		105	{ } => {CHEESE CAKE OF THE WEEK}	1.000	233
77	{ } => {BLACK CURRANT ICED TEA}	1.000	392		106	{ } => {ITALIAN OMELETTE BREAKFAST}	1.000	231
78	{ } => {MEDITER RANEAN PANINO}	1.000	377		107	{ } => {MAGGI NDLTHAI STYLE}	1.000	222
79	{ } => {VERTIGO}	1.000	374		108	{ } => {BEAN N NACHO CHILLI}	1.000	221
80	{ } => {MONSOON MALABAR (REG)}	1.000	373		109	{ } => {MONSOON MALABAR (AULAIT)}	1.000	218
81	{ } => {CHAI LATTE}	1.000	366		110	{ } => {THE GREAT INDIAN WRAP}	1.000	215
82	{ } => {BAILEYS IRISH SHAKE}	1.000	355		111	{ } => {ITALIAN CAPONATA PANINO}	1.000	214
83	{ } => {IRISH COFFEE}	1.000	354		112	{ } => {STRAWBERRY LITE SHAKE}	1.000	213
84	{ } => {CHICKEN SLOUVLAKI WRAP}	1.000	354		113	{ } => {APPLE CINNAMON MUFFIN}	1.000	212
85	{ } => {SMOKED CHICK & PESTO CREAM CRO}	1.000	349		114	{ } => {VANILLA ICECREAM}	1.000	211
86	{ } => {APPLE FLAVOUR SINGLE}	1.000	335		115	{ } => {ADD HAZELNUT FLAVOUR}	1.000	207
87	{ } => {THE AFTER EIGHT SHAKE}	1.000	323		116	{ } => {CHEESE FONDUE}	1.000	206
88	{ } => {COOKIE MONSTER}	1.000	319		117	{ } => {BANANA WALNUT MUFFIN}	1.000	203
89	{ } => {KHEEMA GHOTALA}	1.000	317		118	{ } => {SHERRIED GARLIC MUSHROOMS CRUS}	1.000	198
					119	{ } => {ROMA TOMATO & JALAPENO CROQUE}	1.000	198
					120	{ } => {COOKIE CRUMBLE}	1.000	185

POINT OF SALE - LIST 2

	INDEPENDENT SALE ITEMS	LIFT Value	FREQ. of Sale			INDEPENDENT SALE ITEMS	LIFT Value	FREQ. of Sale
121	{ } => {STUFFED MUSHROOM}	1.000	182		150	{ } => {PASTA ALFREDO VEG}	1.000	129
122	{ } => {HOTDOG WRAP}	1.000	182		151	{ } => {HERBED GARDEN PIE}	1.000	127
123	{ } => {SEASONAL FRUITPIE (LOWCAL)}	1.000	181		152	{ } => {CHAMOMILE TEA}	1.000	126
124	{ } => {EARL GREY}	1.000	180		153	{ } => {THANK GOD ITS A SUNDAE}	1.000	122
125	{ } => {APPLE PIE SHAKE}	1.000	177		154	{ } => {JAPANESE YAKITORI WRAP}	1.000	122
126	{ } => {APPLE PEAR N LIME}	1.000	176		155	{ } => {BLUE BERRY MUFFINS}	1.000	120
127	{ } => {WHITE WINE SHEESHA}	1.000	175		156	{ } => {CHOCOLATE FONDUE}	1.000	119
128	{ } => {COLUMBIAN SUPREMO (REG)}	1.000	175		157	{ } => {ORANGE FLAVOUR SINGLE}	1.000	117
129	{ } => {KENYA AA (REG)}	1.000	171		158	{ } => {CAJUN CHICKEN CRUSTINI}	1.000	115
130	{ } => {NUTELLA CREPES}	1.000	171		159	{ } => {M & M SHAKE}	1.000	113
131	{ } => {COSTARICA TARRAZU (REG)}	1.000	170		160	{ } => {GREAT LAKES-JAVA BLEND (REG)}	1.000	112
132	{ } => {PASTA ARABIATA VEG}	1.000	170		161	{ } => {SRILANKAN OMELETTE BREAKFAST}	1.000	112
133	{ } => {BUTTER MILK PAN CAKES}	1.000	169		162	{ } => {1+1 KF 1/2 LITER}	1.000	111
134	{ } => {SHERRIED MUSHROOMS CROQUE}	1.000	168		163	{ } => {JAMAICAN BLUE MT (AU LAIT)}	1.000	111
135	{ } => {O M G GRILLED BURGER}	1.000	164		164	{ } => {HONEYGLAZED CHICK & MUSTERD CR}	1.000	110
136	{ } => {POLLO CON AIOLI}	1.000	163		165	{ } => {ICED LEMON OR STR CAMOMILE}	1.000	108
137	{ } => {FRUIT FROM THE TROPICS}	1.000	160		166	{ } => {BRAZIL BOURBONSANTOS (AULAIT)}	1.000	105
138	{ } => {PLAIN JANE (CHOCOLATE)}	1.000	159		167	{ } => {CHICKEN BURGER}	1.000	103
139	{ } => {BAHUT BERRY}	1.000	159		168	{ } => {BLACKENED BALTI CHICKEN CRUSTI}	1.000	102
140	{ } => {ADD HERB ROAST CHICKEN}	1.000	157		169	{ } => {TOMATOLINO}	1.000	101
141	{ } => {JUICE HOOKAH SINGLE}	1.000	154		170	{ } => {RED BULL 3+2}	1.000	99
142	{ } => {APPLE CARROT N GINGER JUICE}	1.000	154		171	{ } => {REDBULL HOOKAH + 2REDBULL}	1.000	97
143	{ } => {GREEN TEA}	1.000	150		172	{ } => {GNOCCHI CON POMMODORO}	1.000	97
144	{ } => {SUNSHINE SHAKE}	1.000	147		173	{ } => {GREAT LAKES FRAPPE}	1.000	96
145	{ } => {VLN CAB SAUV (GLS)}	1.000	146		174	{ } => {PLAIN JANE (STRAWBERRY)}	1.000	95
146	{ } => {CREPES WITH MUSHROOMS}	1.000	144		175	{ } => {CHICKEN KIBBEH}	1.000	95
147	{ } => {MIXED FLAVOUR SINGLE}	1.000	141		176	{ } => {LEBANESE CHICKEN WRAP}	1.000	95
148	{ } => {BRAZIL BOURBONSANTOS (REG)}	1.000	138		177	{ } => {POTATO WEDGES}	1.000	94
149	{ } => {INDIAN PEABERRY (REG)}	1.000	133		178	{ } => {TIRAMISU}	1.000	93
					179	{ } => {MAGGI NDL BOLOGNESE}	1.000	92

POINT OF SALE - LIST 3

**THANK
YOU**

