



# Eat Sure | We just love to be sure!

Overview



Date - 27 April 2025



**800**  
Total Customers

**212.3M**  
Total Revenue

**42.9M**  
YTD Revenue

**▲ 25.3%**  
YOY % Change

**13.1M**  
Gross Profit

**325.9K**  
Orders Fulfilled

**30.5**  
CPA (in Rs.)

**199.2M**  
Operating Cost

Summary

Finance Analysis

Order Cancellation

Revenue Period

Revenue & Margin

Restaurant Rating

Orders Fulfilled

PVM & Variance



Created by  
Pranshu Meshram

**65.5%**  
On Time Delivery %



**45.0**

Avg Delivery Time (mins)

**407.4**  
Avg Order Frequency



**72.9%**

Order Conversion Rate %

MONTHLY REVENUE TREND

Details

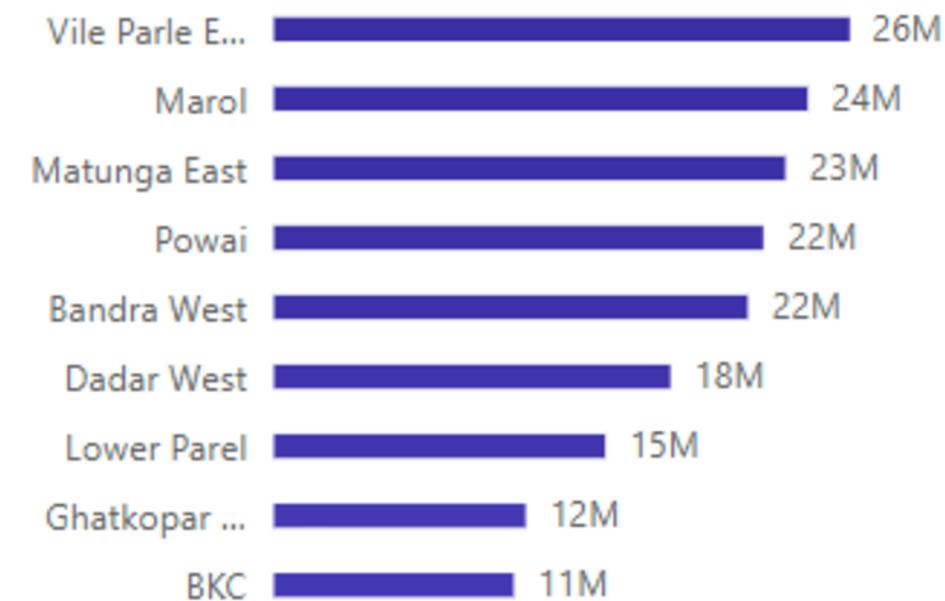


MONTHLY ORDER FULFILLED

Details

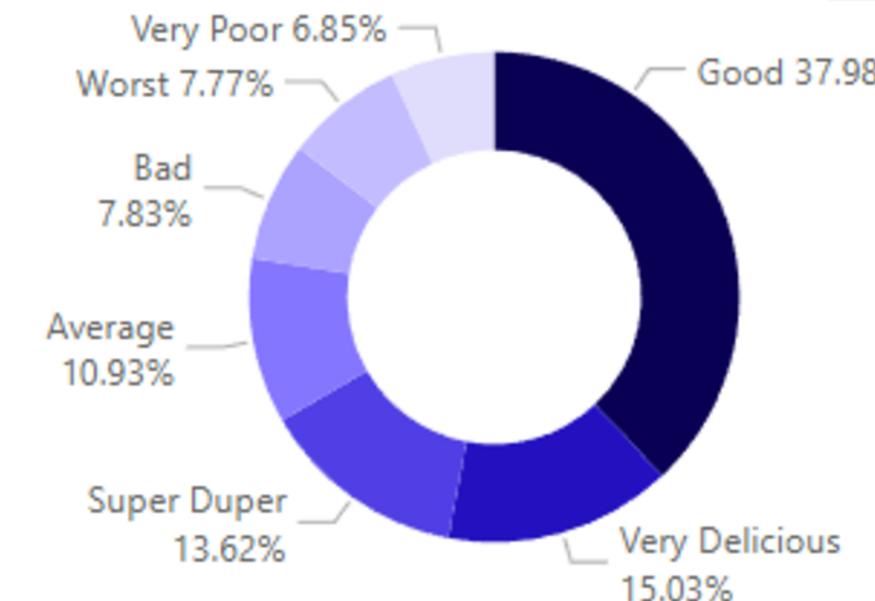


REVENUE BY RESTAURANT LOCATION

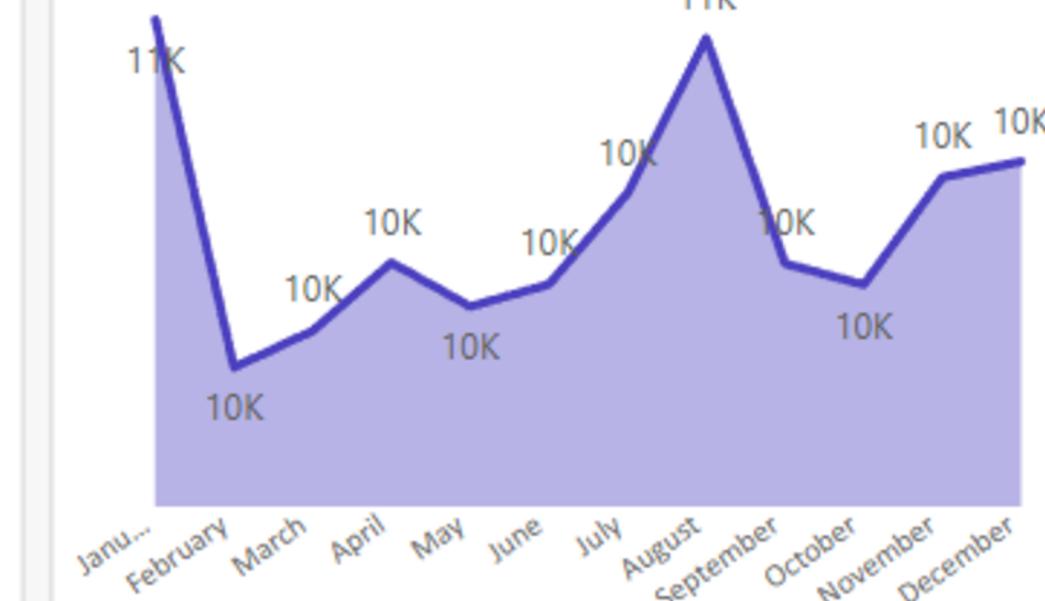


CUSTOMER RATING

Details



TOTAL ORDER CANCELLED BY MONTH



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## Financial Performance Analysis

800

Total Customers

212.3M

Total Revenue

42.9M

YTD Revenue

▲ 25.3%

YOY % Change

13.1M

Gross Profit

651.4

Revenue PO (in Rs.)

30.5

CPA (in Rs.)

199.2M

Operating Cost

Summary

Finance Analysis

Order Cancellation

Revenue Period

Revenue &amp; Margin

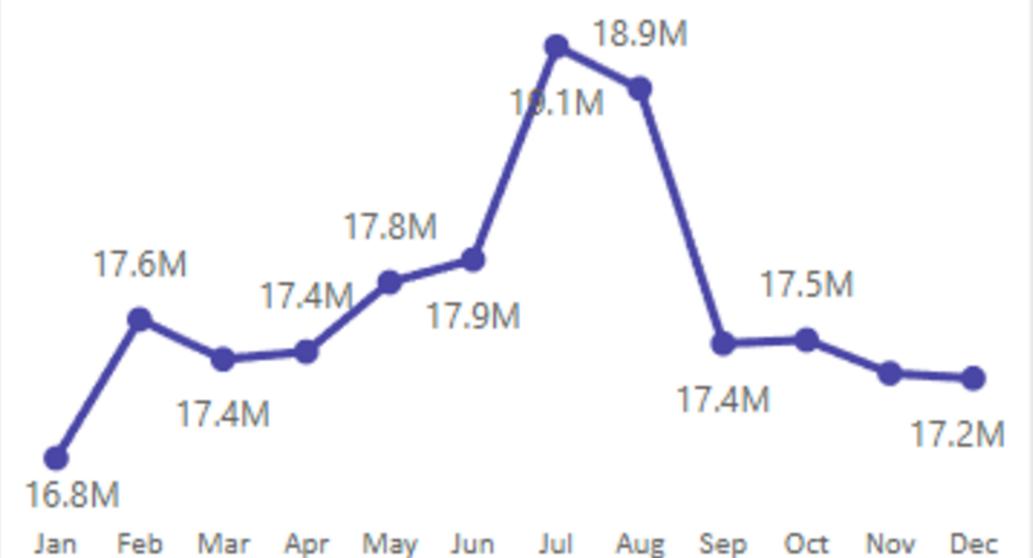
Restaurant Rating

Orders Fulfilled

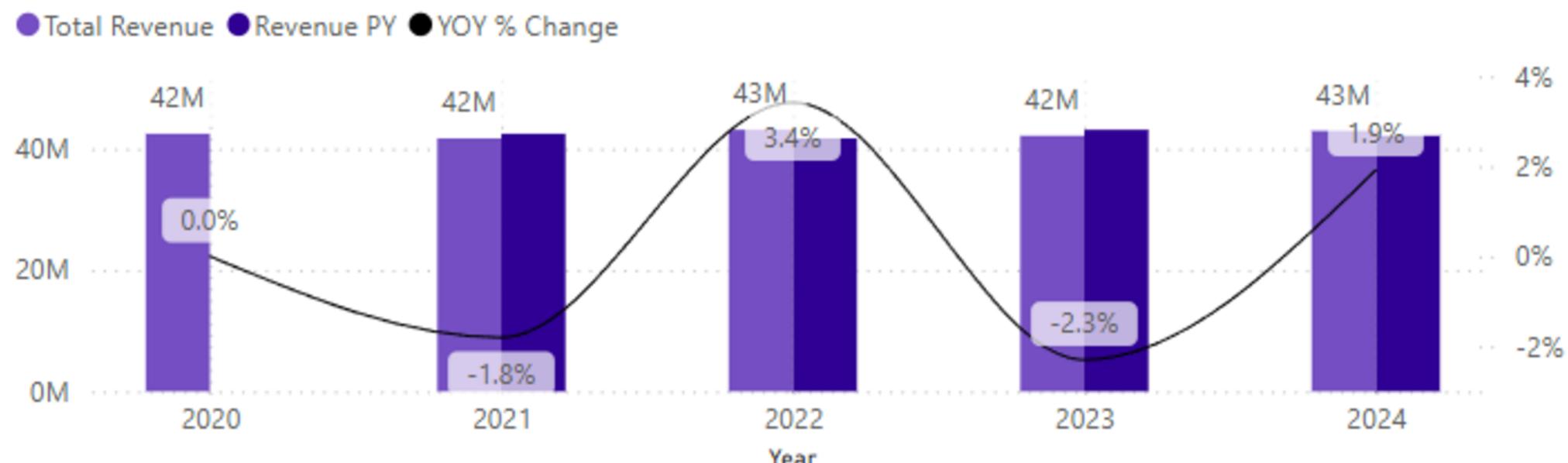
PVM &amp; Variance

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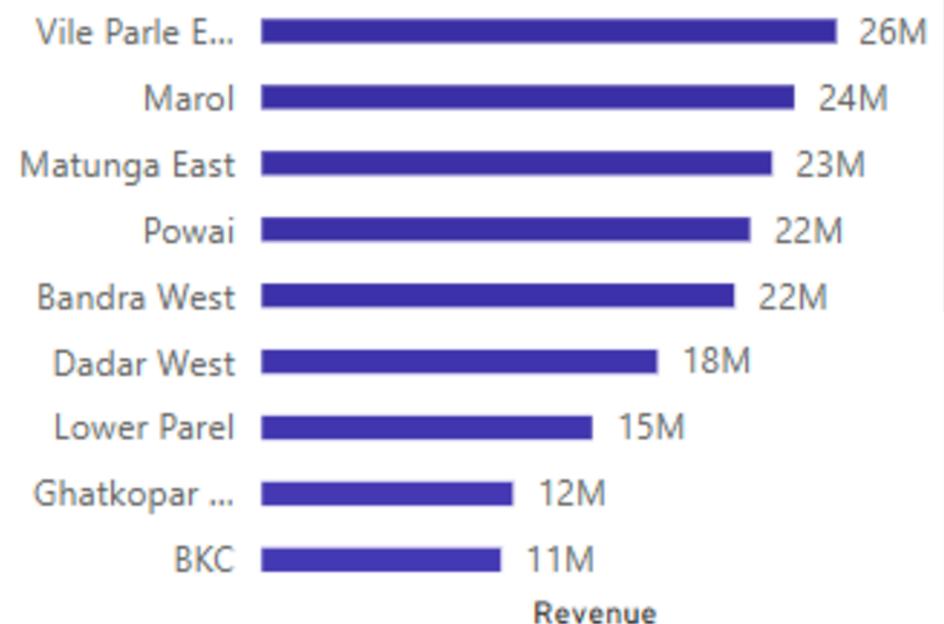
## MONTHLY REVENUE TREND



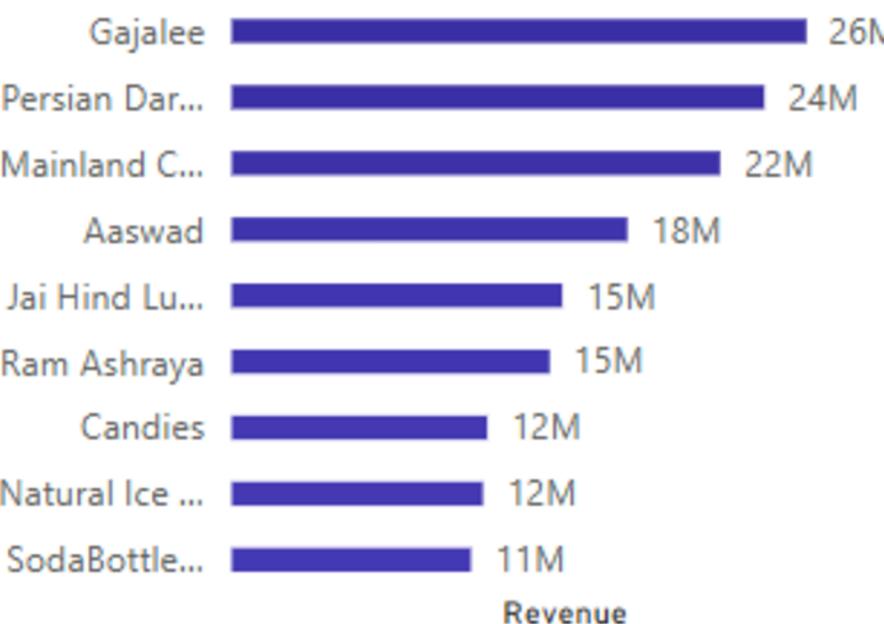
## YEAR ON YEAR REVENUE GROWTH



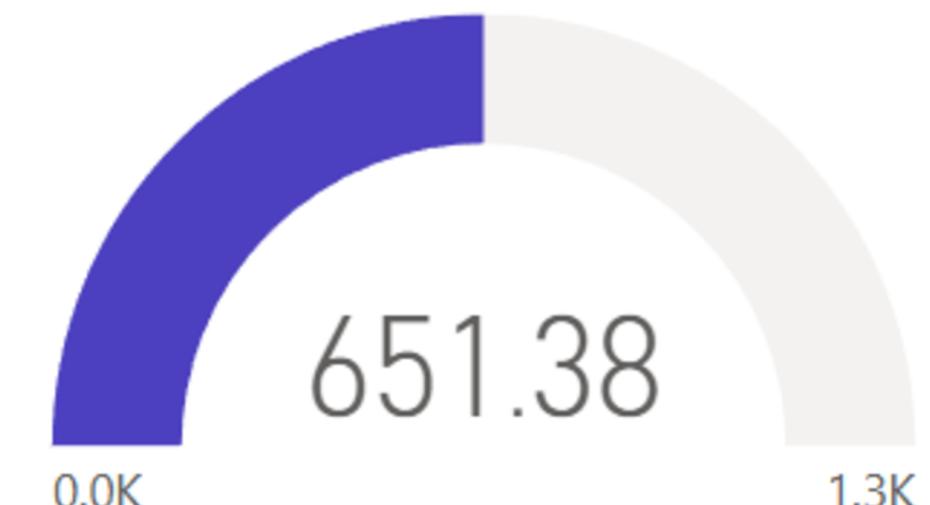
## REVENUE BY RESTAURANT LOCATION



## REVENUE BY RESTAURANT



## AVERAGE ORDER VALUE



Cost Per order Acquisition (in Rs.)



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## Order Cancellation Analysis

Summary

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PVM & Variance



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**325.9K**  
Total Orders

**269.6%**  
Cancellation Rate %

**65.2%**  
On Time Delivery %



Date - 27 April 2025



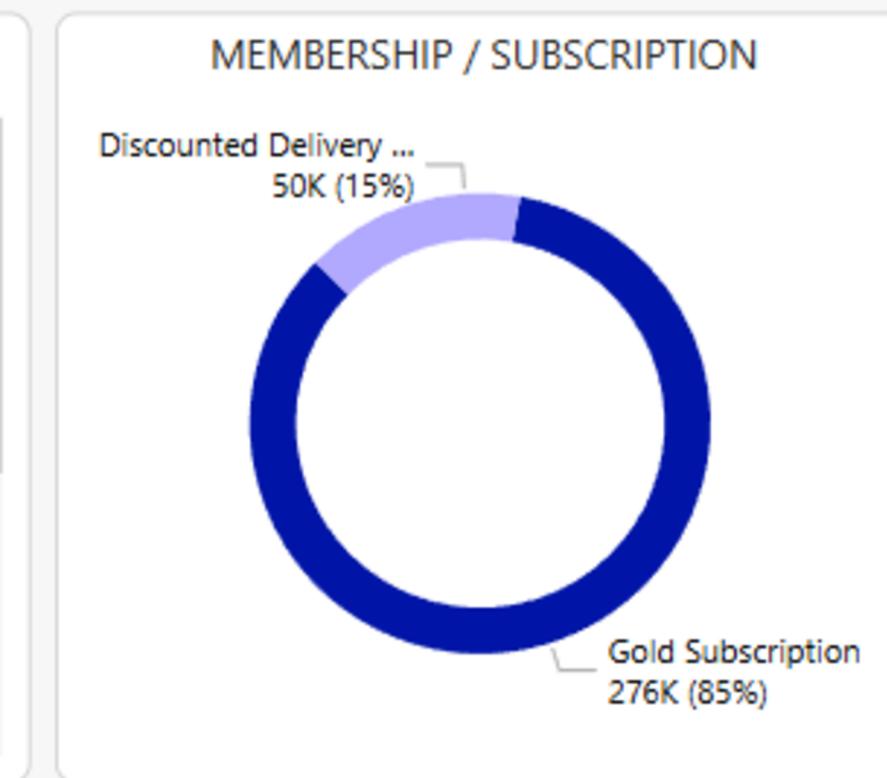
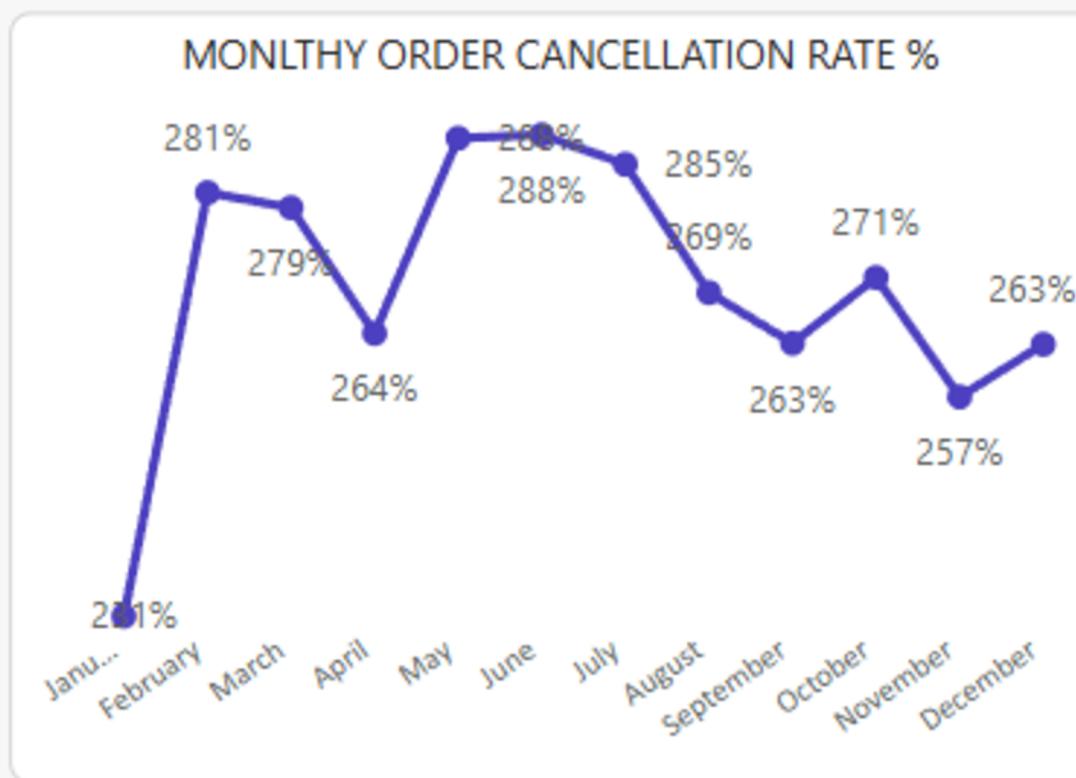
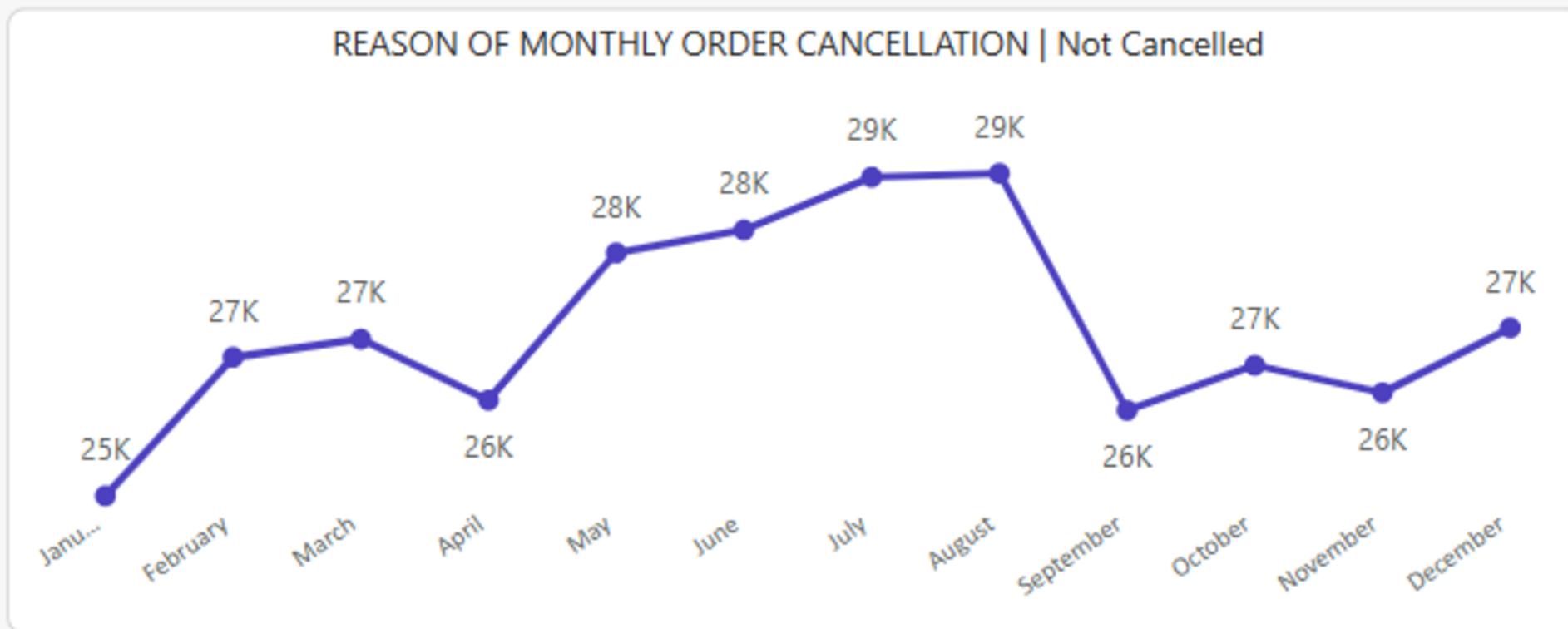
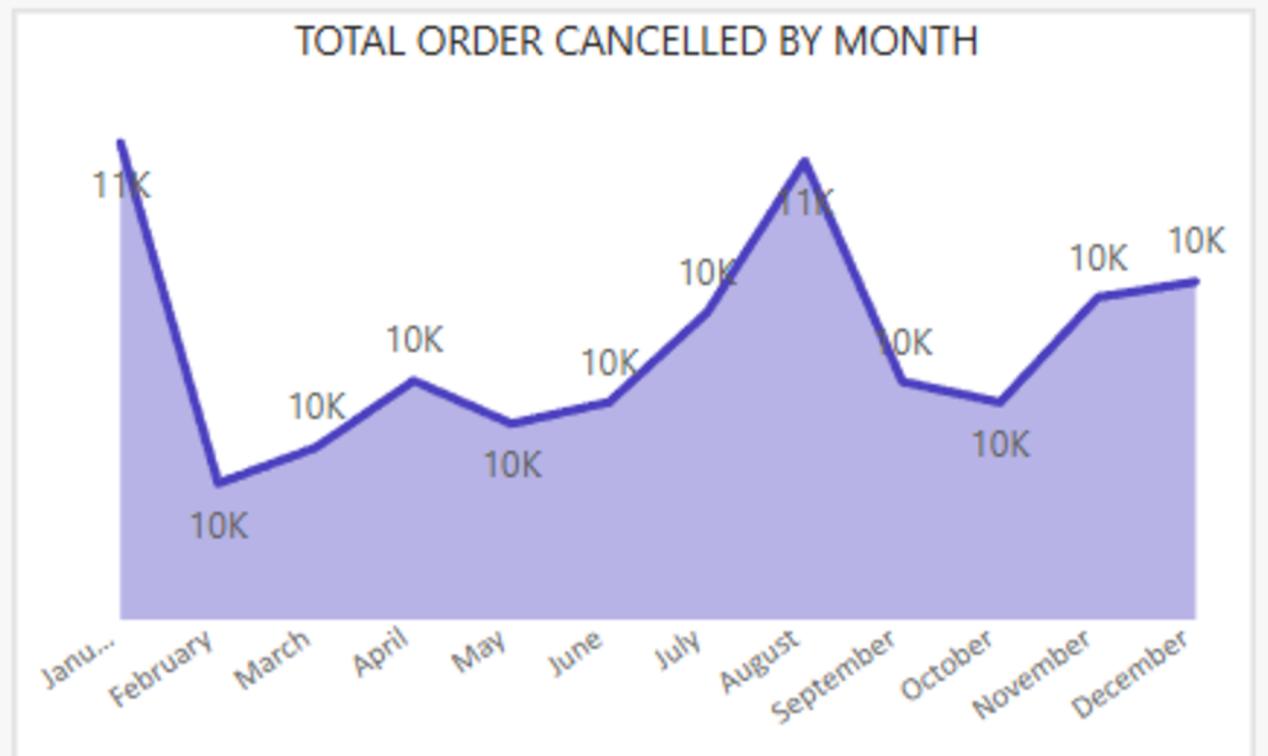
Charges Compla...

Delivery Partner ...

Delayed

No Longer Nee...

Not Cancelled



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## Revenue Period Analysis

800	212.3M	42.9M	<span>▲ 25.3%</span>	13.1M	325.9K	30.5	199.2M
Total Customers	Total Revenue	YTD Revenue	YOY % Change	Gross Profit	Orders Fulfilled	CPA (in Rs.)	Operating Cost

Summary

Finance Analysis

Order Cancellation

Revenue Period

Revenue &amp; Margin

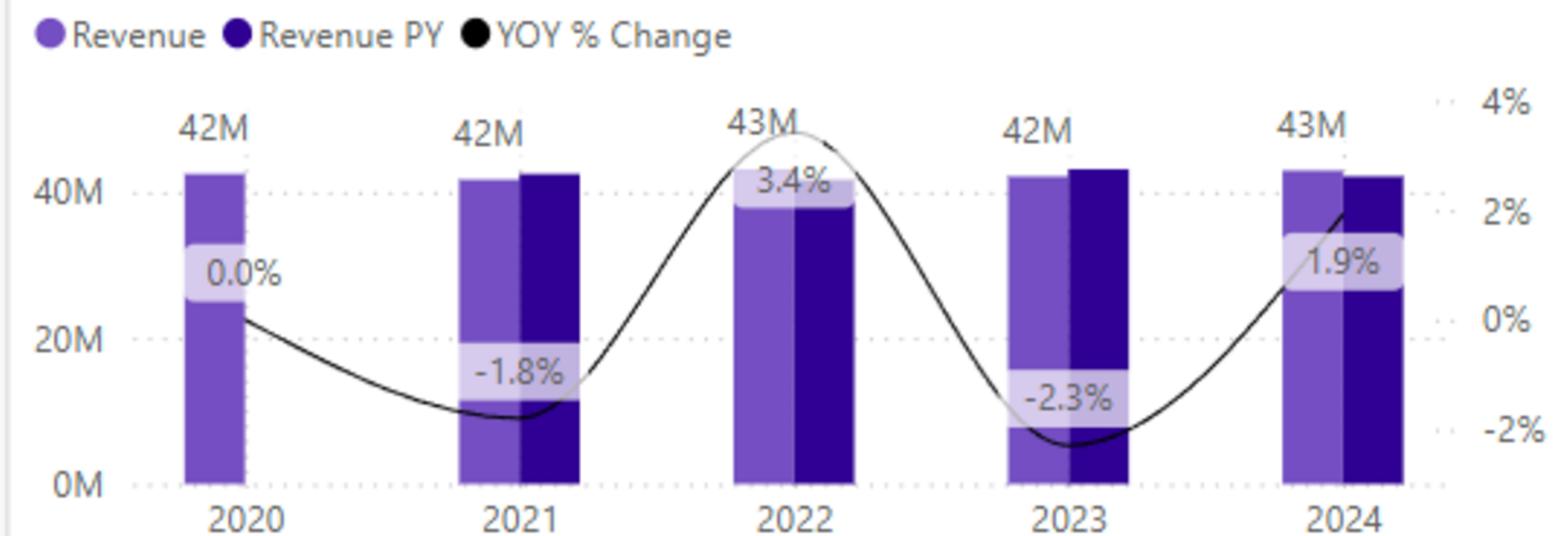
Restaurant Rating

Orders Fulfilled

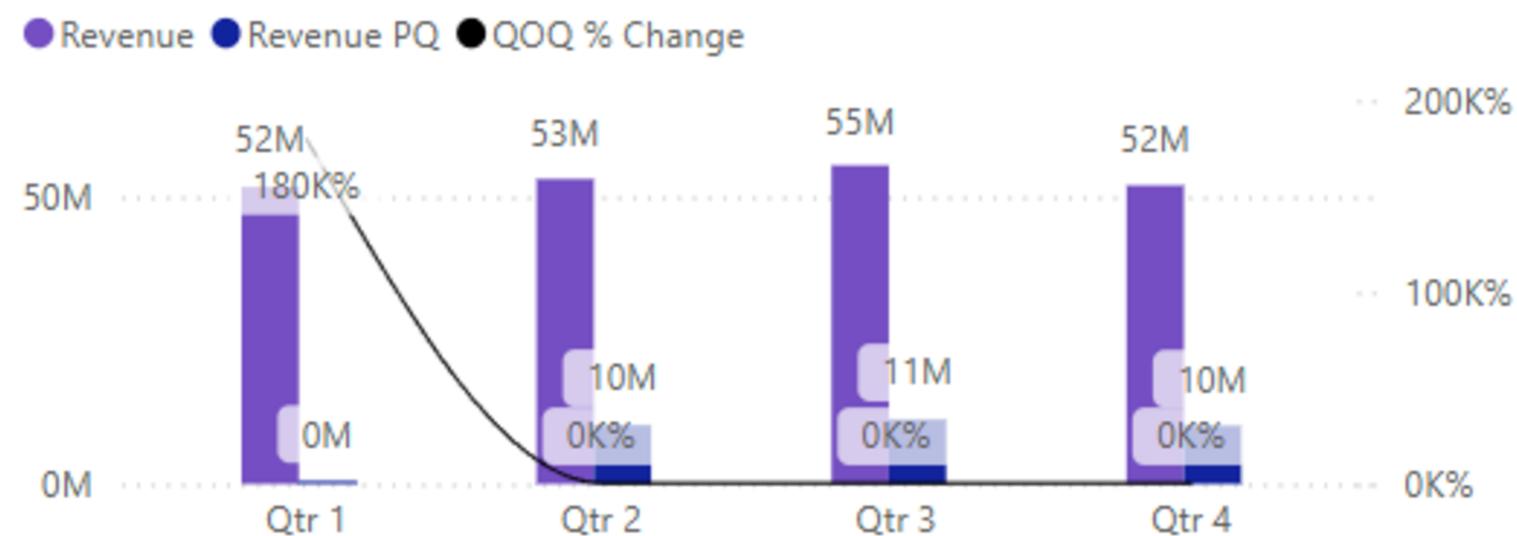
PVM &amp; Variance



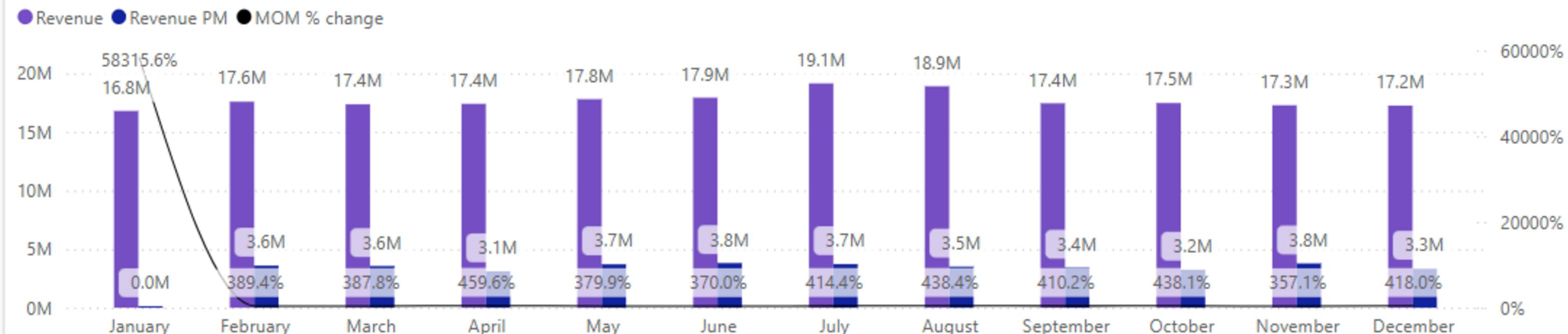
## YEAR ON YEAR REVENUE GROWTH



## QUATER ON QUATER REVENUE GROWTH



## MONTH ON MONTH REVENUE GROWTH





## Rating Analysis

800

Total Customers

212.3M

Total Revenue

42.9M

YTD Revenue

651.4

Revenue PO (in Rs.)

13.1M

Gross Profit

325.9K

Orders Fulfilled

30.5

CPA (in Rs.)

199.2M

Operating Cost

Summary

Finance Analysis

Order Cancellation

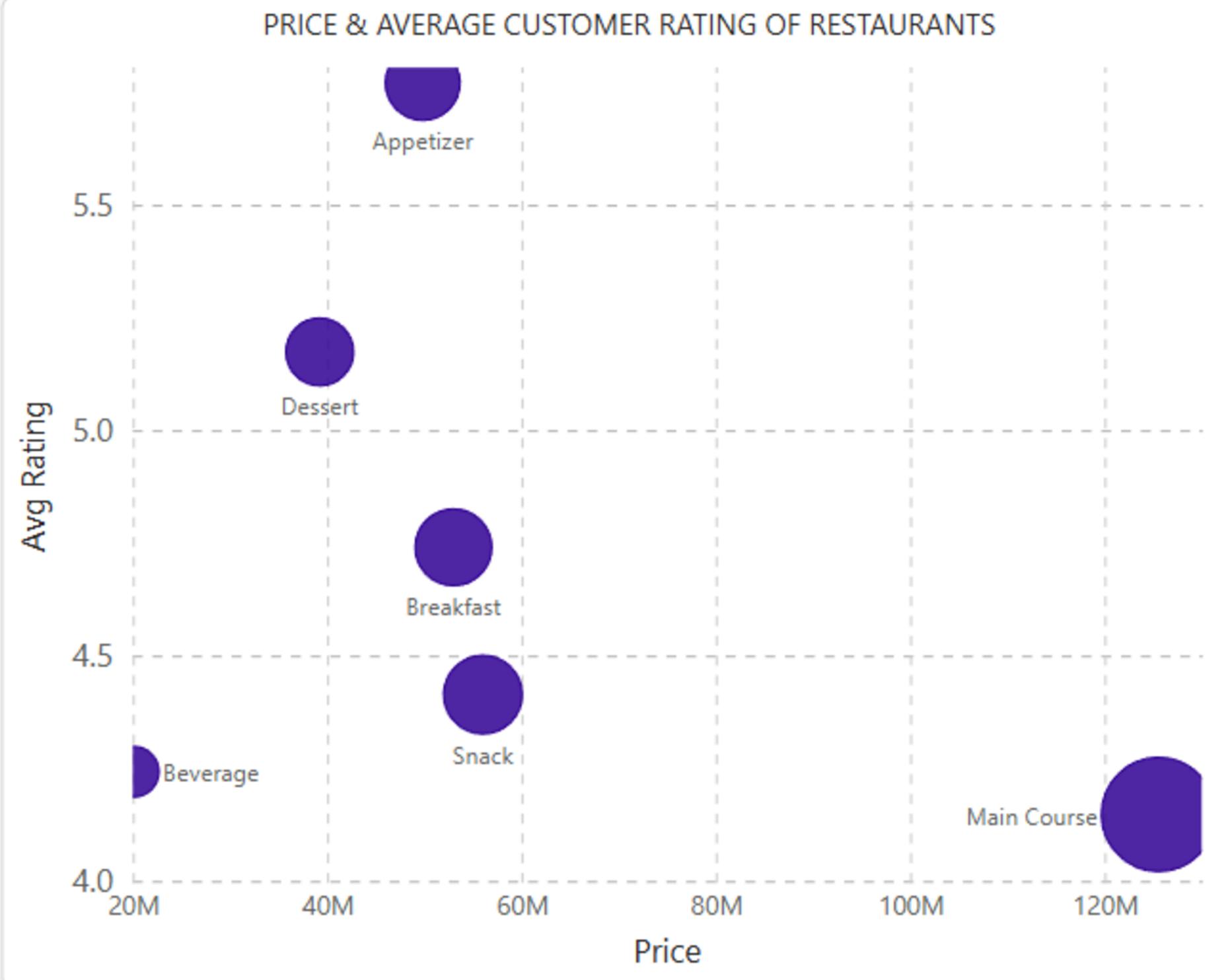
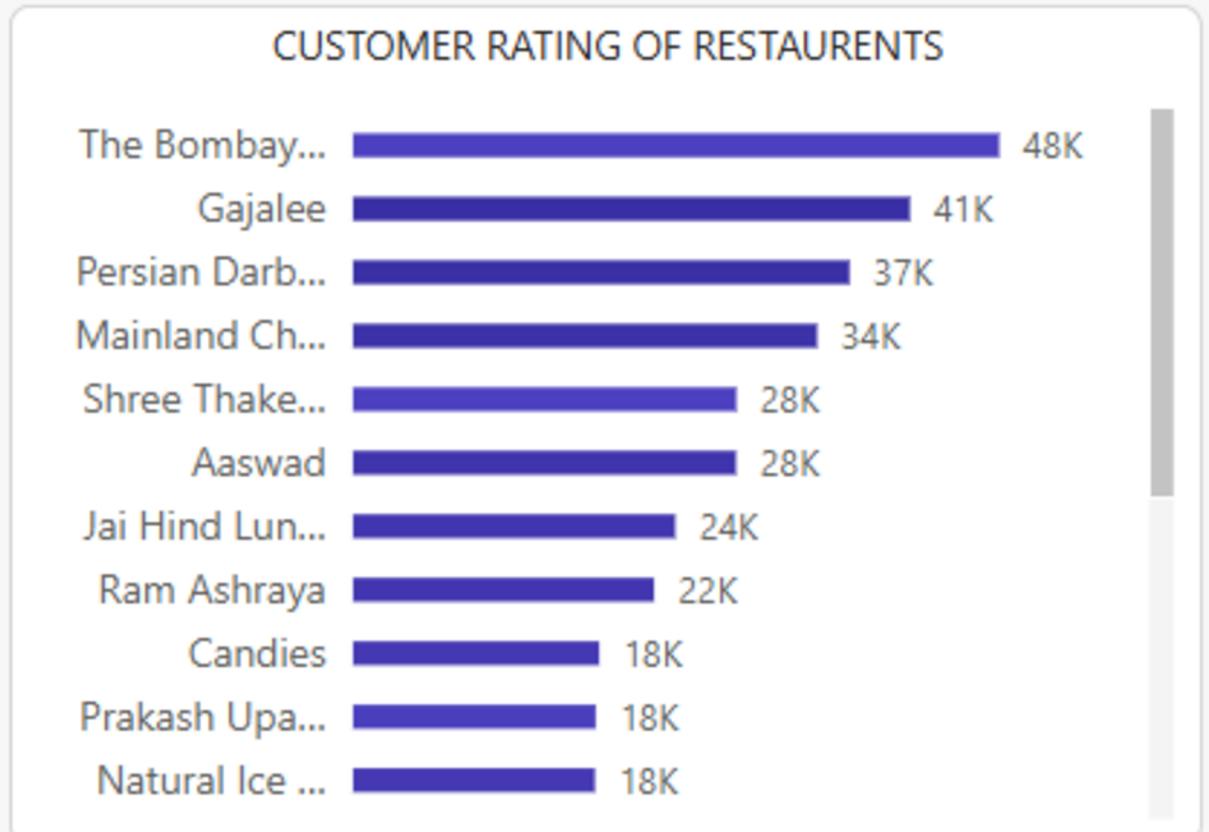
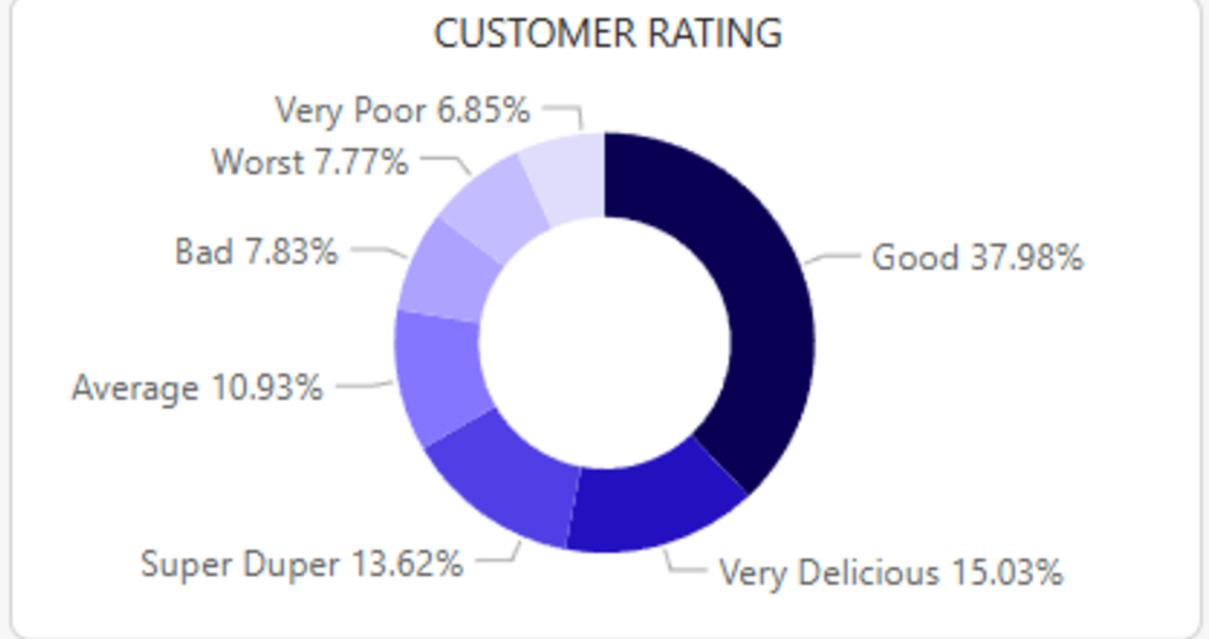
Revenue Period

Revenue &amp; Margin

Restaurant Rating

Orders Fulfilled

PVM &amp; Variance





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## Revenue & Margin Analysis

800	212.3M	42.9M	▲ 25.3%	13.1M	651.4	30.5	199.2M
Total Customers	Total Revenue	YTD Revenue	YOY % Change	Gross Profit	Revenue PO (in Rs.)	CPA (in Rs.)	Operating Cost

Summary

Finance Analysis

Order Cancellation

Revenue Period

Revenue & Margin

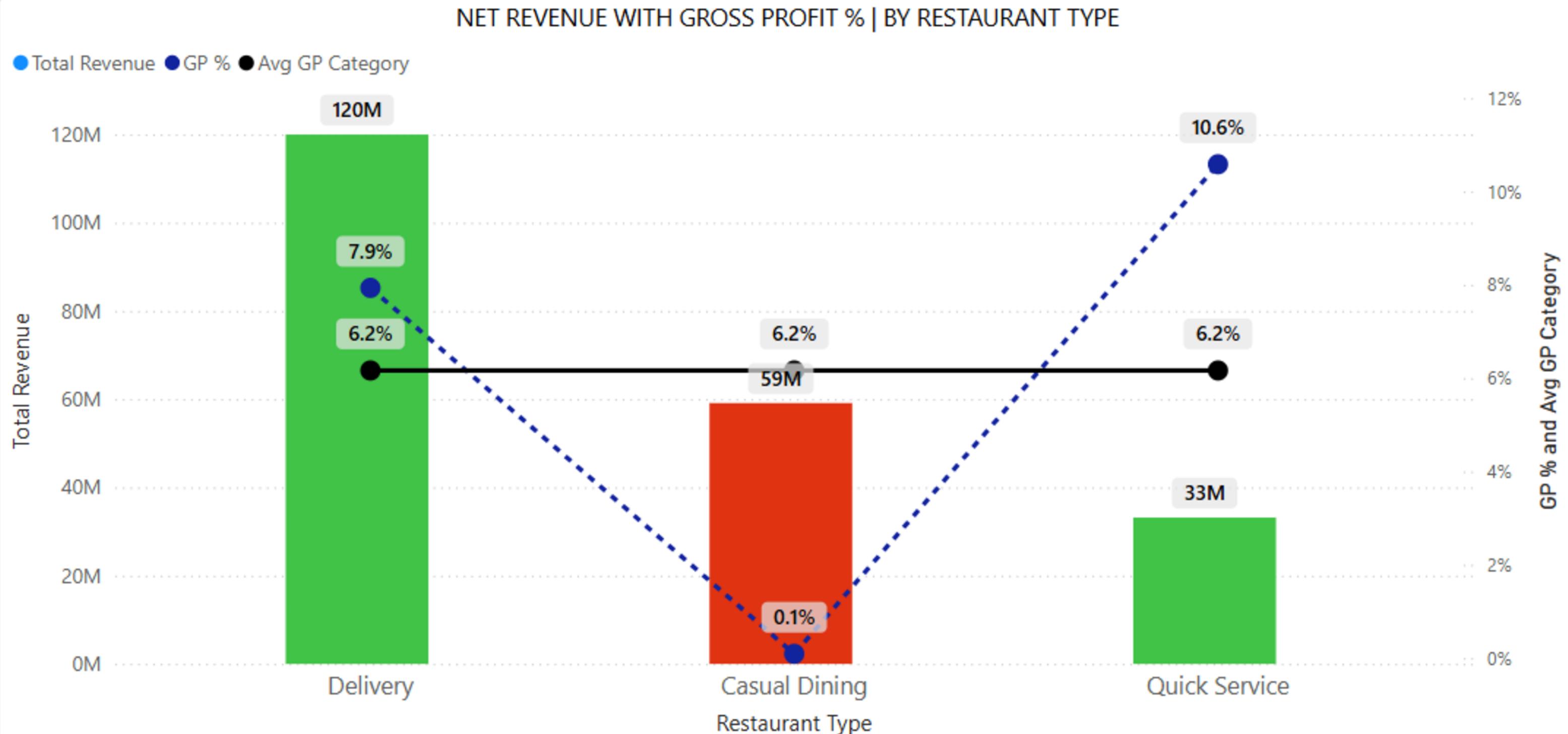
Restaurant Rating

Orders Fulfilled

PVM & Variance



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## Order Fulfilled Analysis

800	212.3M	42.9M	▲ 25.3% YOY % Change	13.1M	325.9K	30.5	199.2M
Total Customers	Total Revenue	YTD Revenue		Gross Profit	Orders Fulfilled	CPA (in Rs.)	Operating Cost

Summary

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Order Cancellation

Revenue Period

Revenue & Margin

Restaurant Rating

Orders Fulfilled

PVM & Variance



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## TOTAL ORDERS FULFILLED BY RESTAURANT

Restaurant Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
A. Ramanayak Udupi	1028	936	1317	1183	1251	1105	941	1118	1232	1136	1038	1233	13518
Aaswad	2291	2127	2104	2237	2771	2446	2717	2065	2815	2559	1887	2223	28242
Britannia & Co.	1120	1751	1000	1361	1229	1331	1363	1212	1387	983	1398	1492	15627
Candies	1242	1540	1700	1553	1834	1527	1331	1602	1546	1358	1339	1581	18153
Gajalee	3163	3318	3297	2953	3627	3490	3569	4062	3615	2859	3536	3573	41062
Global Fusion	1028	1304	1409	1585	1152	1291	1372	1245	1271	1637	1010	1337	15641
Guru Kripa	735	1068	1067	1365	1139	1238	1260	1266	1328	1167	1009	1133	13775
Jai Hind Lunch Home	1815	2102	1650	1627	2549	2068	2534	1799	1516	2229	1796	2074	23759
Jamjar Diner	1091	1256	557	771	721	1023	797	629	1187	900	650	1045	10627
Mahesh Lunch Home	921	1309	1413	954	1097	1338	1058	1269	1182	1163	1434	1309	14447
Mainland China	3292	3425	2857	2941	2791	2639	2801	2631	2615	2578	3313	2337	34220
Natural Ice Cream	1330	1334	1776	1464	1015	1613	1735	1529	1197	1547	1627	1670	17837
Persian Darbar	2861	2858	2741	2958	3169	3510	3213	3750	2839	2937	2719	3054	36609
Pizza By The Bay	1549	1308	1489	1590	1149	1199	1567	1388	1091	1717	1371	1609	17027
Prakash Upahaar Kendra	1372	1252	1285	1410	1639	2038	1604	1346	1739	1171	1589	1446	17891
Ram Ashraya	1627	1897	1775	2059	1985	1781	2104	2165	1452	1833	1858	1661	22197
Shree Thaker Bhojanalay	2722	2305	1827	2327	2440	1951	2374	2876	2536	2221	2527	2160	28266
SodaBottleOpenerWala	1354	1065	1549	1148	1355	1508	1710	1637	814	1205	1456	1215	16016
The Bombay Canteen	4438	3190	4385	3637	3848	3929	3839	4512	3767	4166	4007	3930	47648
Theobroma	948	960	1472	1055	1068	1173	1314	1743	919	1157	1033	1377	14219
<b>Total</b>	<b>35927</b>	<b>36305</b>	<b>36670</b>	<b>36178</b>	<b>37829</b>	<b>38198</b>	<b>39203</b>	<b>39844</b>	<b>36048</b>	<b>36523</b>	<b>36597</b>	<b>37459</b>	<b>446781</b>



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## PVM & Variance Analysis

212.3M

Total Revenue

▲ 25.3%

YOY % Change

13.1M

Gross Profit %

325.9K

Orders Fulfilled

NR Var Parameter

6.50

GP Var Parameter

11.00

Vs Bud

Vs LY

Monthly

YTD

Summary

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Revenue & Margin

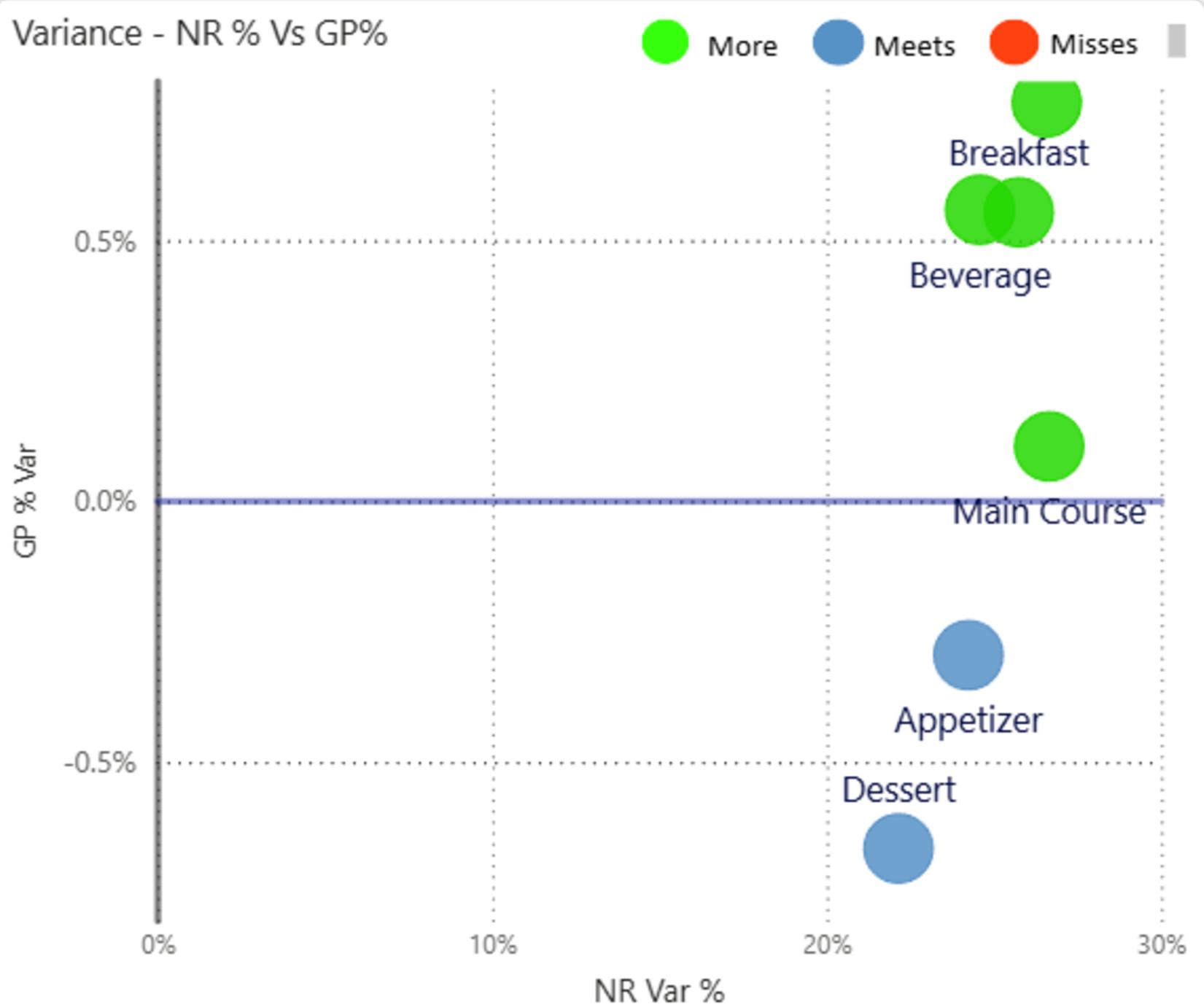
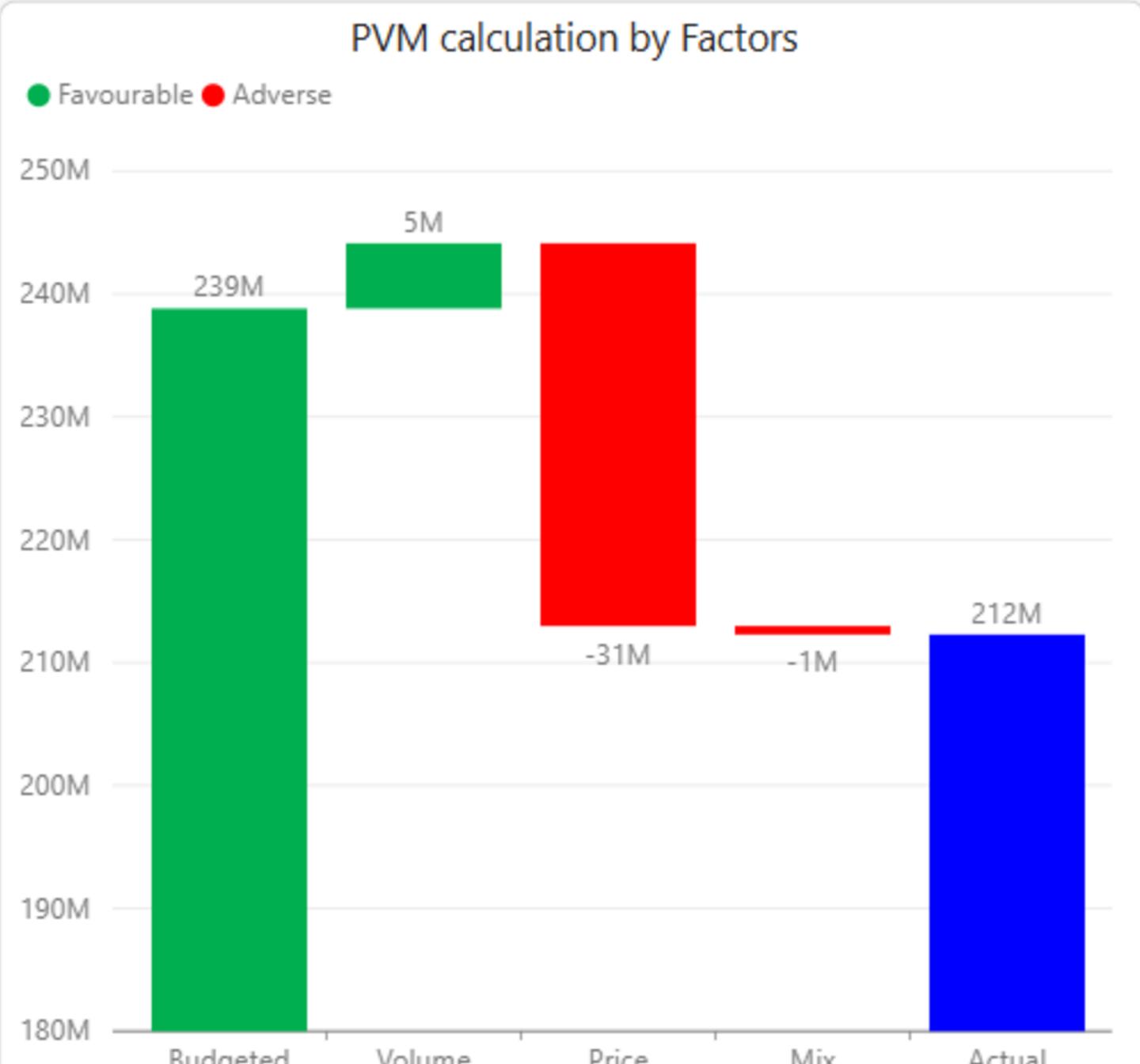
Restaurant Rating

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PVM & Variance



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# DATA MODELING OF EAT SURE

