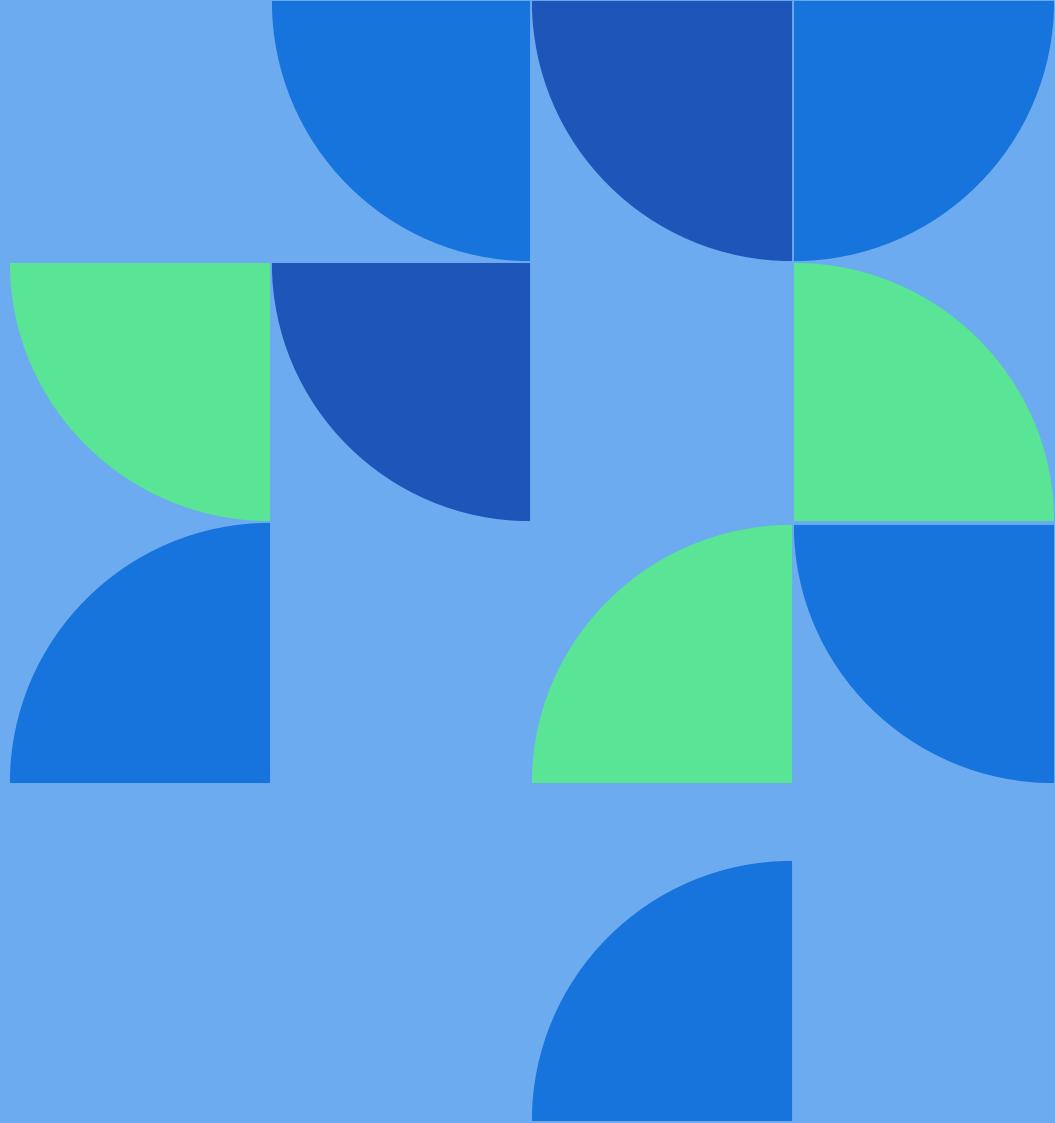
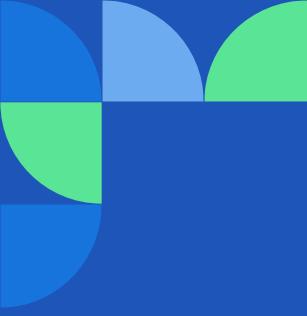


# Sales and Performance Analysis

Dataset Used

Pratishtha  
Kundu

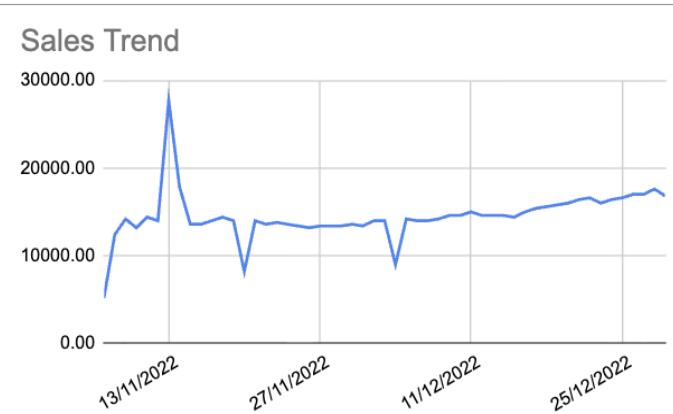
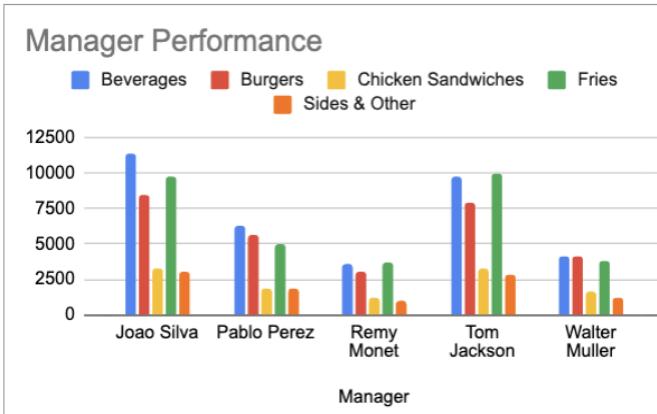




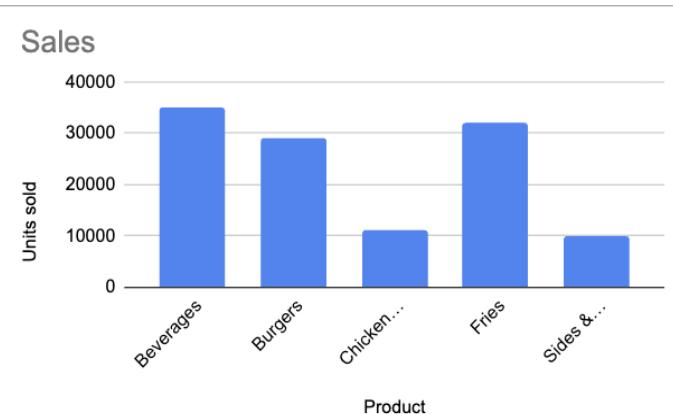
# Questions to be answered ?

- 01 Top 3 best-selling products
  - 02 Product that generated the most revenue
  - 03 Top performing City and Manager
  - 04 Most preferred Payment Method
  - 05 Most preferred Purchase Type
  - 06 Future Plans
- 

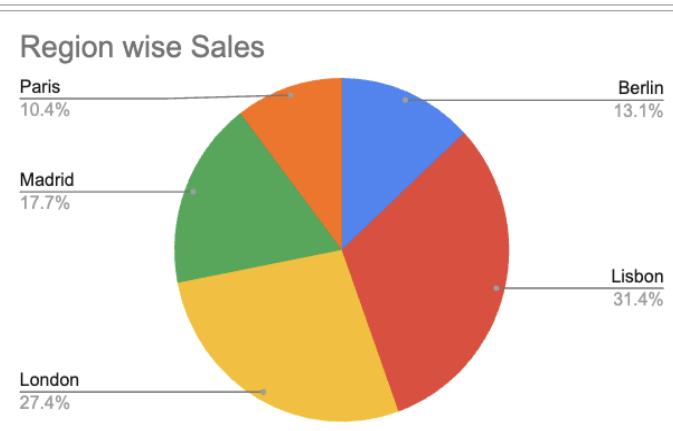
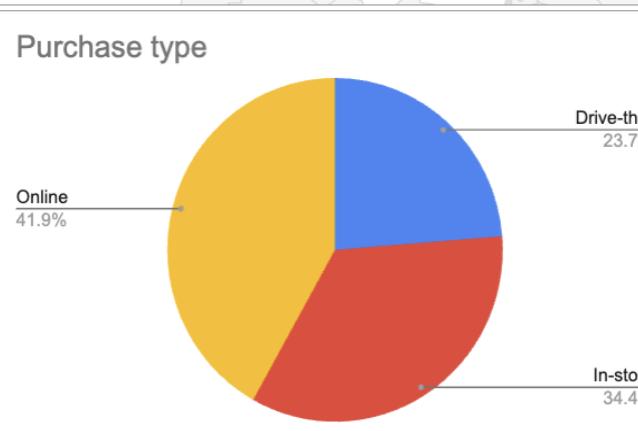
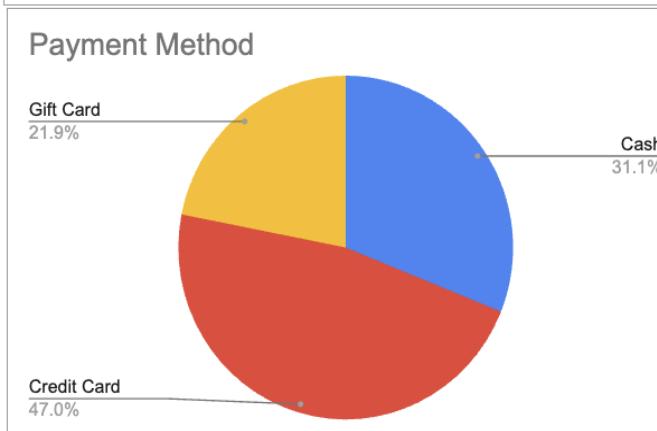
# DASHBOARD



<b>Total Sales</b>	<b>£769,515.86</b>
<b>Total Units sold</b>	<b>116,995</b>
<b>Average Order Value</b>	<b>£3,029.59</b>



Product	Price
Fries	£3.49
Beverages	£2.95
Sides & Other	£4.99
Burgers	£12.99
Chicken Sandwiches	£9.95





# Analysis

Beverages , followed by Fries and Burgers are the Top –3 bestselling products. But the revenue generated by Burgers is thrice the revenue generated by Beverages or Fries.

**Burgers** drive **49%** (₹376k) of total revenue , thus the entire business's financial health relies heavily on this single category. Avoid giving huge discounts on Burgers, instead sell it in **Combo** with lower-value items (like fries or soft drinks), thereby increasing the overall AOV.

**Online channel (107)** and **Credit Cards** are the dominant payment method (120 total transactions). Resources should be immediately shifted to optimize the mobile/web ordering experience. Introduce a **Digital-Only Loyalty Program** to encourage repeat use of the most convenient and scalable channel.

Conduct a 3-week pilot test in a stable market (like Lisbon) with a **1.5%** price increase on Burgers to measure the impact on revenue and volume. Create 3 **Combo** categories (**Value, Standard, Premium**) to ensure every category centers around a high-margin product (like Burger) and forces the purchase of lower-margin, high-quantity items (like drinks/fries).

**Lisbon** and **Joao Silva** are the top performers, contributing **31%** (₹241k) of the sales, likely due to effective local strategy, execution, or staffing. Document Joao Silva's operational routine, staffing model, and local marketing approach & use it as the mandatory training standard for underperforming managers in other cities to scale success

Use digital ads (social media, search) targeted specifically at customers in **Madrid and Paris** offering a small first-order incentive to drive online trial in weak markets. Develop a simple, digital-exclusive rewards program by offering double loyalty points **only** for orders placed via the mobile app/website. Use customer data to identify the **top 10%** of repeat online customers for VIP promotions

# Thank You

