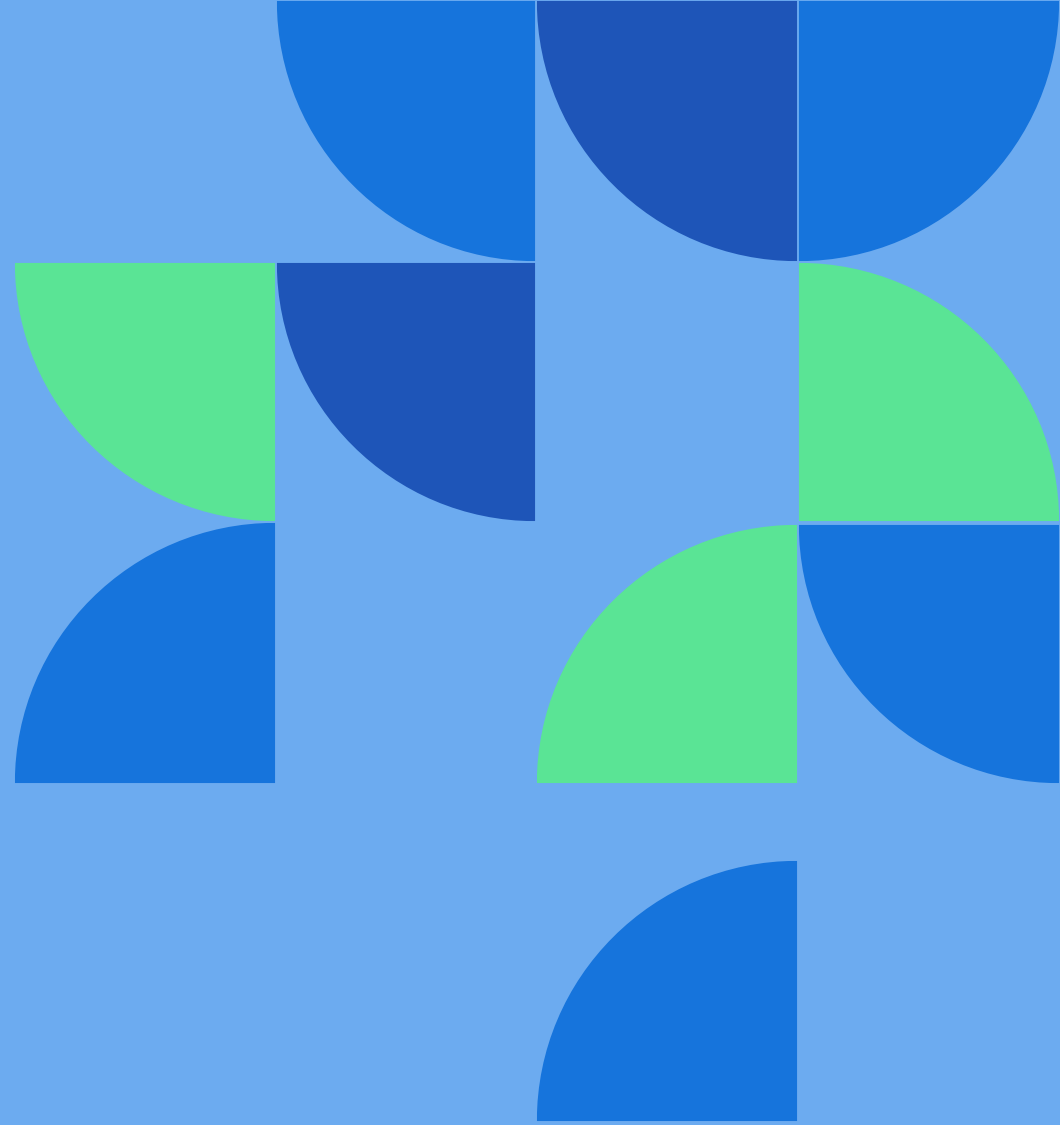



Sales and Performance Analysis

Dataset Used

Pratishtha
Kundu





Questions to be answered ?

01 Top 3 best-selling
products

04 Most preferred
Payment Method

02 Product that
generated the most
revenue

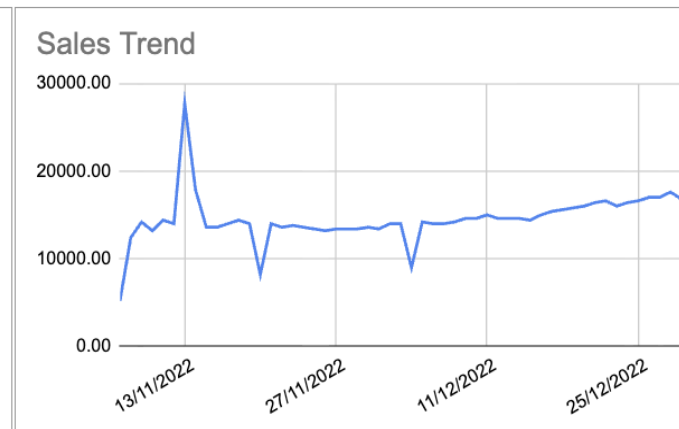
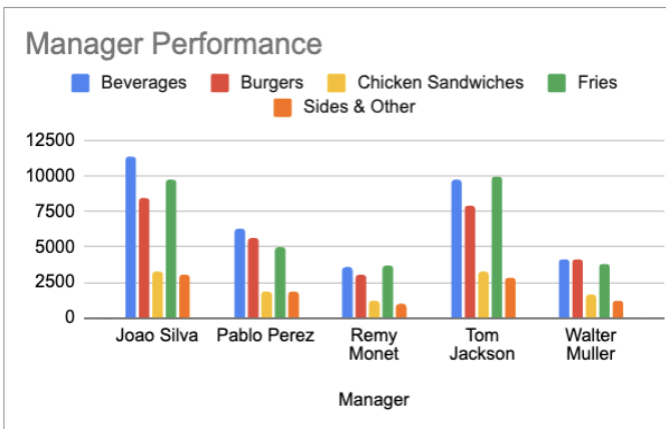
05 Most preferred
Purchase Type

03 Top performing City
and Manager

06 Future Plans



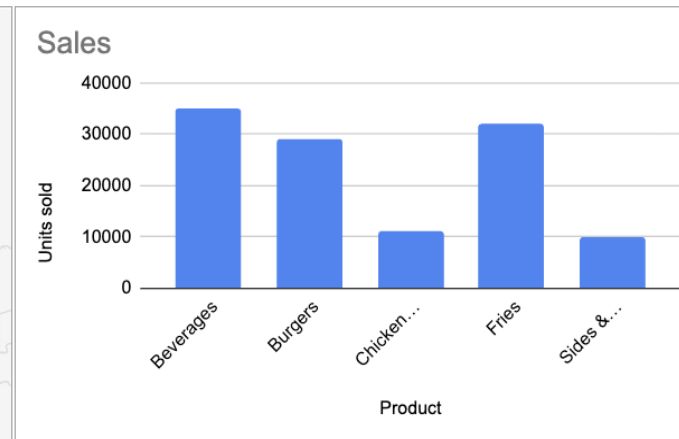
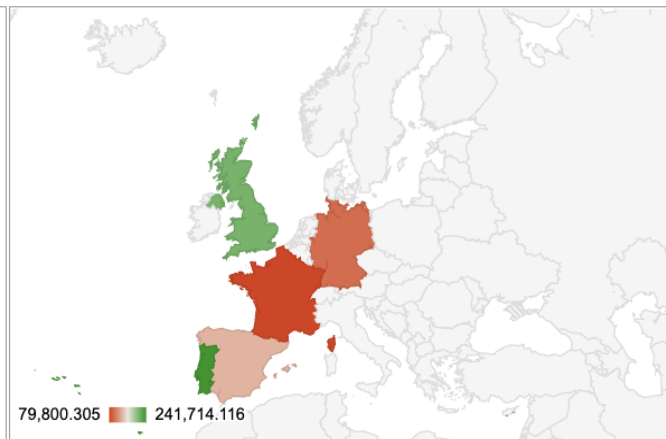
DASHBOARD



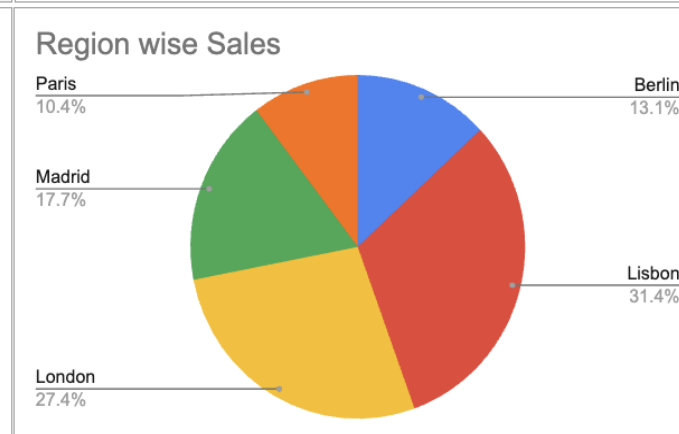
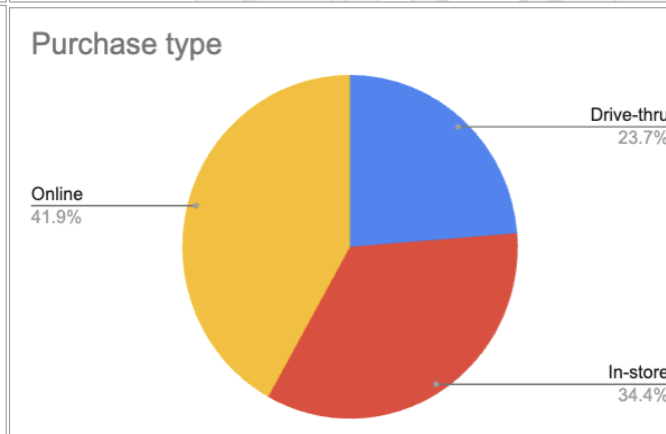
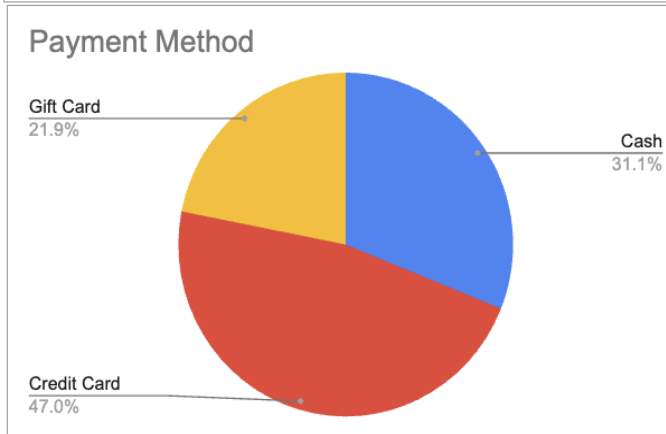
Total Sales
£769,515.86

Total Units sold
116,995

Average Order Value
£3,029.59



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.

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

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).

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

