

Project Title: Round and Round

Objective:

Track Overall Business Performance

- Monitor total revenue, order volume, customer base, and average sales across all branches.

Analyse Branch-wise Sales & Averages

- Compare the performance of different branches (HSR Layout, Indiranagar, Whitefield, etc.) to identify top and underperforming locations.

Understand Customer Behaviour

- Analyse new vs. returning customers, spending habits, and preferred products to improve retention and marketing efforts.

Evaluate Product Performance

- Identify top-selling and underperforming product categories (e.g., Combo Meals, Batter) and assess the impact of promotions.

Monitor Sales Trends Over Time

- Understand monthly and yearly trends in sales to find seasonal patterns or dips (e.g., sales peaks in January, drops in April).

Measure Impact of Festivals on Sales

- Analyze sales during festivals like Pongal, Diwali, and Holi to guide future campaign planning.

Review Order & Payment Preferences

- Find out which order types (Pickup vs. Delivery) and payment modes (Card, Cash, UPI) are most popular among customers.

Assess Customer Satisfaction

- Use product-level and branch-level ratings to identify issues and improve quality and service.

Detect Improvement Areas

- Highlight low-rated products, high-return categories, or branches with declining performance for targeted improvements.

Support Business Strategy

- Provide actionable insights for pricing, promotions, product offerings, and branch-level strategies using real-time interactive visuals.

Data Set fields include:

- Date
- Order ID
- Branch
- Product
- Category
- Quantity
- Unit Price
- Revenue
- Payment Mode
- Customer Type
- Order Type
- Promotion Applied
- Rating

Key Metrics

- **Total Revenue:** ₹15.22M
- **Total Orders:** 45,912
- **Branches:** 5
- **Happy Customers:** 1,143

Monthly & Yearly Trends:

- Highest monthly revenue: **January**
- Dip observed in **February & April**
- Revenue peaked in **2022** and dropped in **2023**, showing signs of recovery in **2024**

Product Performance:

- **Combo Meal** and **Batter** categories each contributed over **30%** of total quantity sold, showing strong customer preference.
- **Add-ons** and **Ready-to-Eat** items had lower contribution but steady sales, indicating they are supportive products, not primary drivers.
- Promotions **did not significantly boost revenue** across all products, suggesting selective or more targeted promotion strategies might be more effective.

Branch Performance:

- **HSR Layout** and **Indiranagar** consistently showed **higher average revenue**.
- **Koramangala** and **Whitefield** branches had lower averages, pointing to possible issues in footfall, product mix, or customer retention.

- **Jayanagar** had the **lowest average revenue**, needing further attention for improvement.

Customer Behavior:

- Over **66% of sales came from returning customers**, indicating strong brand loyalty.
- **Returning customers prefer Batter and Combo Meals**, showing a pattern in repeat behavior.
- **New customers were more evenly distributed** across branches, suggesting branch-level promotions or visibility is working.

Payment Insights:

- **Card payments** dominated across all branches, followed by **cash**, with **UPI being the least used**, which may indicate a customer base that prefers traditional payment methods.
- This can help in **refining future payment offers** (like card cashback, POS upgrades, etc.)

Festival Season Sales:

- **Pongal and Holi consistently drove high sales** across 4 years.
- Sales spiked notably during **Diwali in 2023**, likely due to increased marketing or offers.
- **MahaShivaratri sales are stable but lower**, which can be improved with product bundling or discounts.

Ratings & Satisfaction:

- **Average product ratings are around 3.5**, with very little difference across branches.
- Some high-volume products like **Dosa Batter** had low ratings, suggesting **quality or expectation gaps**.
- **Curd Rice Box** has high ratings and consistent sales – ideal for promotion or bundling.