

Bakery Insights



September 12, 2021
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Overview

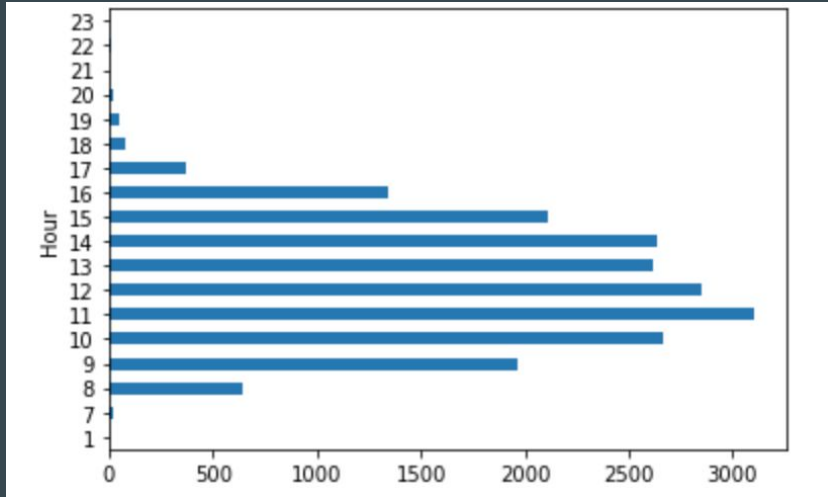
The following slides will give insights into the most popular hours and items for the bakery. Which can guide the bakery's decision making in staffing and supplying.

Project Objective:

**Discover customer trends to
guide future decision making**

Understanding the Staffing

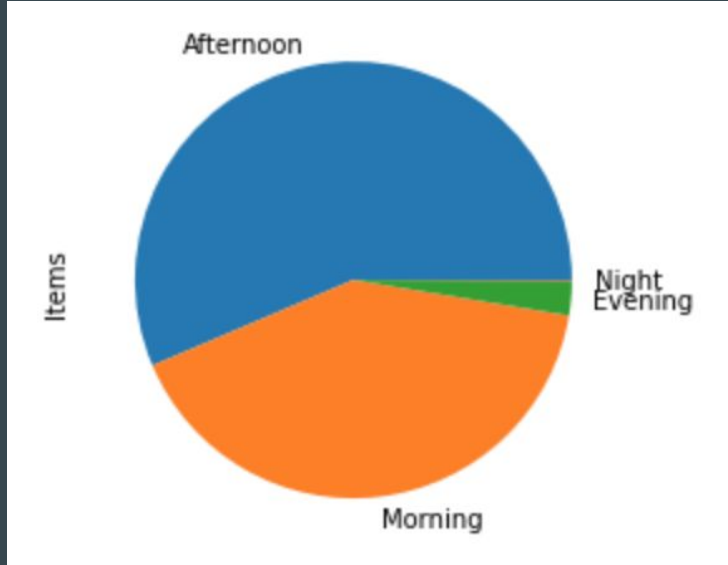
Target Hours



The most busy hours are from approximately 10 AM to 3 PM

The staffing can be decreased from 7AM (open) until 10AM and again from 3PM until 8PM (close).

Hourly Trends

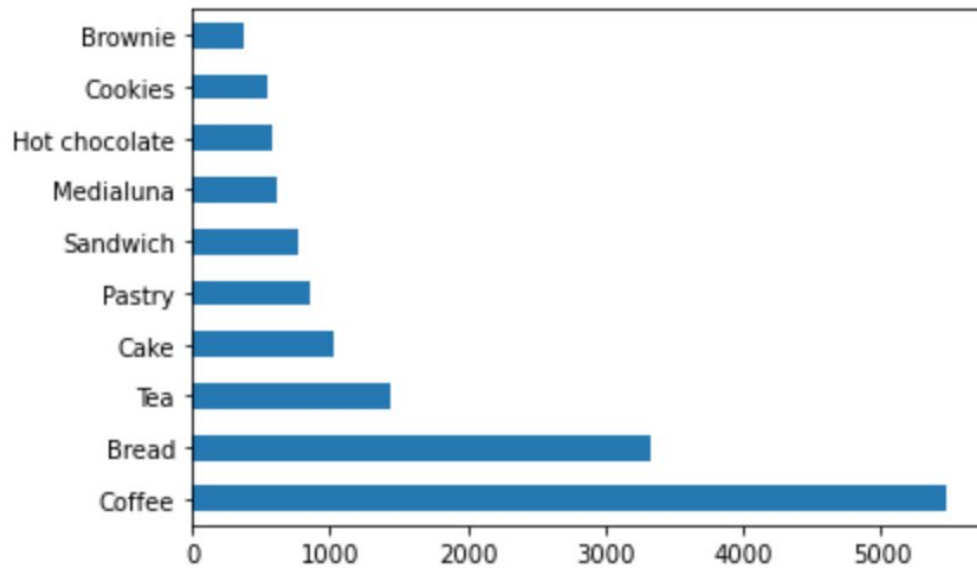


More business in afternoons

Client Implications:

- More staffing for midday
- More prep work for mornings

Sale Trends



Drinks make up greatest share of sales

Client Implications:

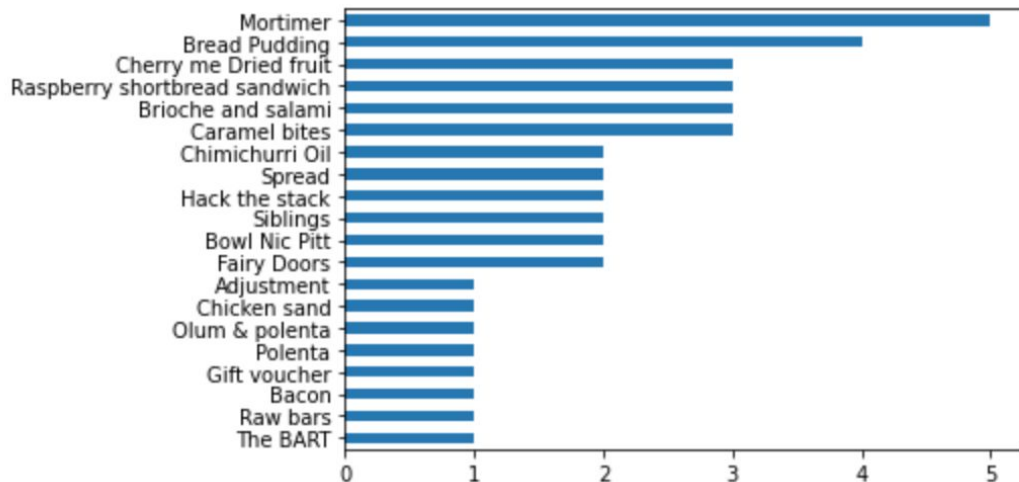
- Check pricing on drinks
- Look into offering more drink varieties

Bread is most common food item

Client Implications:

- What bread specifically
- Check that you aren't selling out of bread too early
- Pastries and Cakes must also be kept well stocked

Sale Trends



The previous 20 items were rarely purchased

Client Implications:

- Is their presentation satisfactory?
- Are they displayed well on the menu?
- If the above answers are yes. Consider no longer stocking the items due to waste.

In conclusion

Staff appropriately

- More staff in afternoon
- Less in morning/evening

Stock food

- More drinks/bread/pastries
- Less of the items that are wasting space

Source for Data

<https://www.kaggle.com/akashdeepkuila/bakery>

Questions for Mentor

<https://www.kaggle.com/akashdeepkuila/market-basket-analysis>

He did an absolutely beautiful job with his graphs. Is plotly an extension I should get more familiar with? Are there others equitable or is this one of the best?

Thank you!