

# RAFIK'S KITCHEN ANALYSIS REPORT - 2022



# Observed KPI's

- **Total Revenue - ₹ 9.78M**
- **Total Expenses - ₹ 6.65M**
- **Total Profit - ₹ 3.13M**
- **Profit Margin – 31.97%**
- **Average Revenue Per Day - ₹ 28.34K**







# Monthly Revenue, Expenses & Profit

MONTH	REVENUE	EXPENSES	PROFIT
JANUARY	₹ 907K	₹ 606K	₹ 301K
FEBRUARY	₹ 844K	₹ 571K	₹ 273K
MARCH	₹ 934K	₹ 622K	₹ 312K
APRIL	₹ 465K	₹ 300K	₹ 165K
MAY	₹ 838K	₹ 569K	₹ 269K
JUNE	₹ 853K	₹ 584K	₹ 269K
JULY	₹ 825K	₹ 566K	₹ 259K
AUGUST	₹ 871K	₹ 589K	₹ 282K
SEPTEMBER	₹ 829K	₹ 567K	₹ 262K
OCTOBER	₹ 808K	₹ 556K	₹ 252K
NOVEMBER	₹ 783K	₹ 554K	₹ 229K
DECEMBER	₹ 817K	₹ 563K	₹ 253K

## PAYMENT MODE OF SALES PERCENT



**UPI – 36.34%**



**CARD – 32.14%**



**CASH – 31.52%**

## PERCENTAGE OF VEG & NON-VEG ORDERS



**VEG – 31.06%**



**NON-VEG – 68.94%**





# SALES BY CATEGORY

❖ Main Course – 13.55K

❖ Side Dish – 9.22K

❖ Starters – 9K

❖ Soft Drinks – 6.4K





# Item-wise Sales with Quantities

## Top 5 Best Selling Items

1. Chicken Fried Rice – 6872
2. Chicken Noodles – 6068
3. Coco Cola – 4682
4. Pepsi – 4480
5. Mojito (Blue) - 4344

## Bottom 5 Worst Selling Items

1. Grilled Chicken Half (Garlic) – 659
2. Grilled Chicken Quarter (Pepper) – 629
3. Grilled Chicken Quarter (Mint) – 478
4. Grilled Chicken Quarter - 439
5. Grilled Chicken Half (Mint) - 191





# Item-wise Sales Revenue

## Top 5 High Revenue Generating Items

1. Grilled Chicken Full – ₹ 6,88,710
2. Chicken Fried Rice – ₹ 6,18,480
3. Chicken Noodles – ₹ 5,46,300
4. Grilled Chicken Full (Mint) - ₹ 5,36,750
5. Grilled Chicken Full (Pepper) - ₹ 5,22,550

# Item-wise Sales Revenue

## Bottom 5 Low Revenue Generating Items

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1. Chicken 65 – ₹ 61,600
  2. Grilled Chicken Quarter (Mint)– ₹ 57,360
  3. Egg Chilli Parotta – ₹ 55,350
  4. Grilled Chicken Quarter - ₹ 43,900
  5. Grilled Chicken Half (Mint) - ₹ 38,200



# EXPENSES BY CATEGORY

EXPENSES	AMOUNT
Daily Fresh Chicken Store	₹ 16,69,619
Indian Stores	₹ 9,97,481
Salary	₹ 7,61,020
Ravi Essence	₹ 6,91,068
Gas	₹ 5,73,540
Mullai Veggies	₹ 3,70,875
Reliance Fresh	₹ 3,38,663
Reshman Mart	₹ 3,21,135
Ram Plastics	₹ 2,59,591
C.S Eggs	₹ 2,19,343
Rent	₹ 1,80,000
Bake Point	₹ 1,15,581
E.B	₹ 61,930
Hotel Asha	₹ 50,534
Global Agro Traders	₹ 34,500
Misc. Expenses	₹ 7,200
<b>Total</b>	<b>₹ 66,52,080</b>

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