Food Forecasting Analysis

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What is Forecasting?

Forecasting is an art and science of estimating events in the future and provides the database for decision making and planning.

What is Food Forecasting?

Forecasting for Restaurants/Supply Chains is estimating key metrics like future sales, customer traffic, or menu item ordering mix based on historical sales data, economic trends, or market analysis.

Why we need Food Forecasting Analysis?

- Production Demand
- Labour Cost
- Inventory Projection
- Sales and Profit Expectation

Why we are here?

We have the data of a Meal Delivery Company that operates in multiple cities, have various fulfilment centers in different cities for dispatching meal orders to their customers and the client wants end-to-end report to understand which fulfilment centers are doing well and which are not

Data we have…

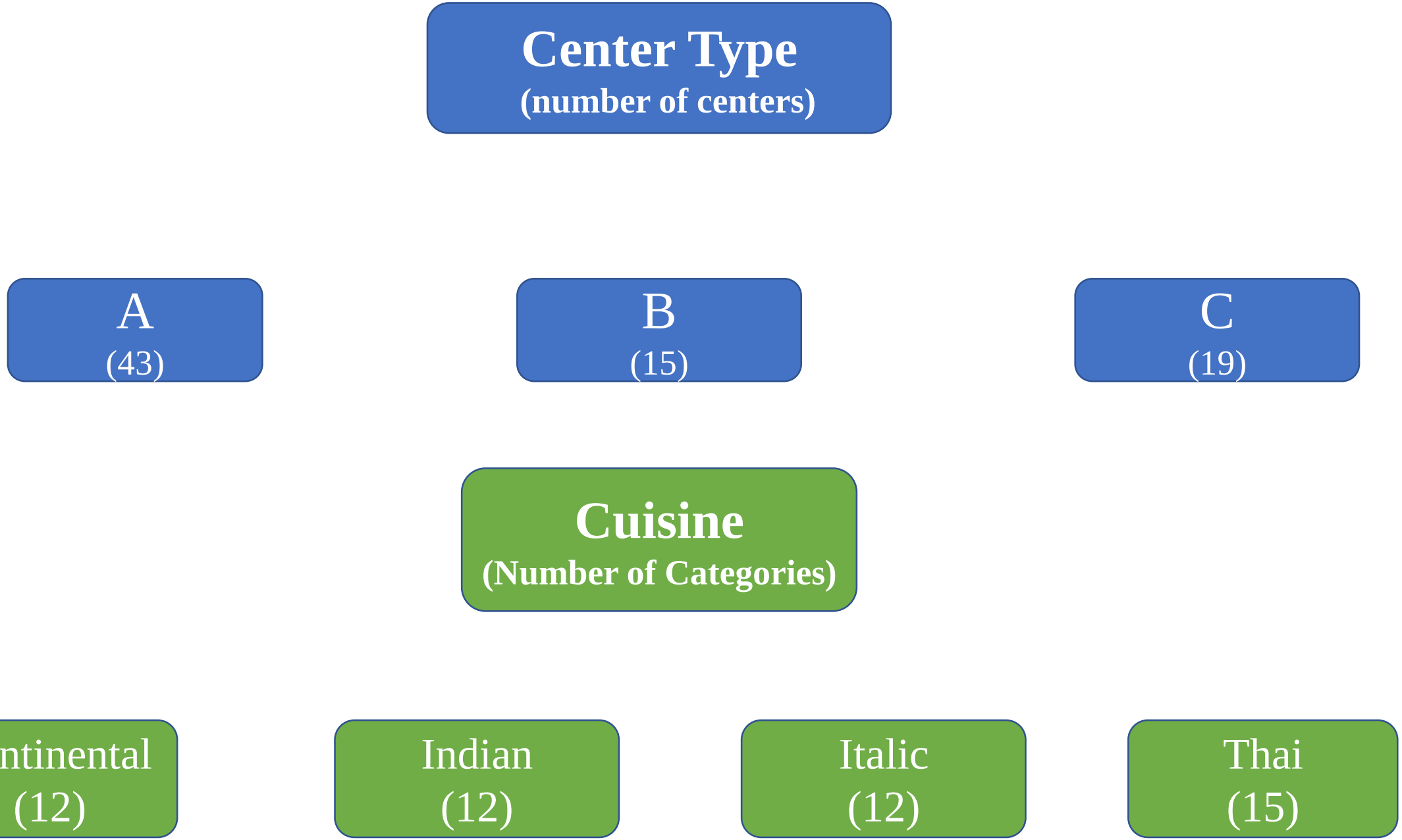
We have the data of Meal Delivery company serving in…

Region
8

Cities
51

Center
77

Cuisine
4


Center Type
(number of centers)
A
(43)
B
(15)
C
(19)
Cuisine
(Number of Categories)
Continental
(12)
Indian
(12)
Italic
(12)
Thai
(15)

Analysis…

Here, the analysis of the given data is based on:

- Number of Orders
- Revenue (Estimated Revenue, Final Revenue, Profit/Loss)

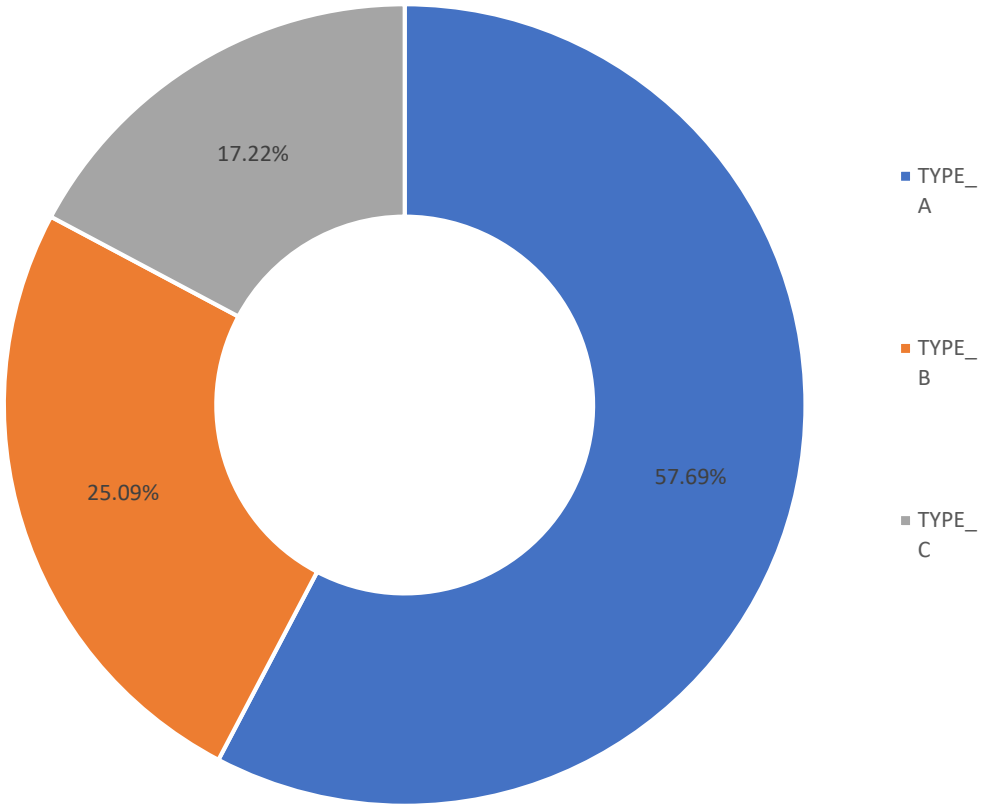
Formula Used:

Estimated Revenue = Number of Orders * Base Price

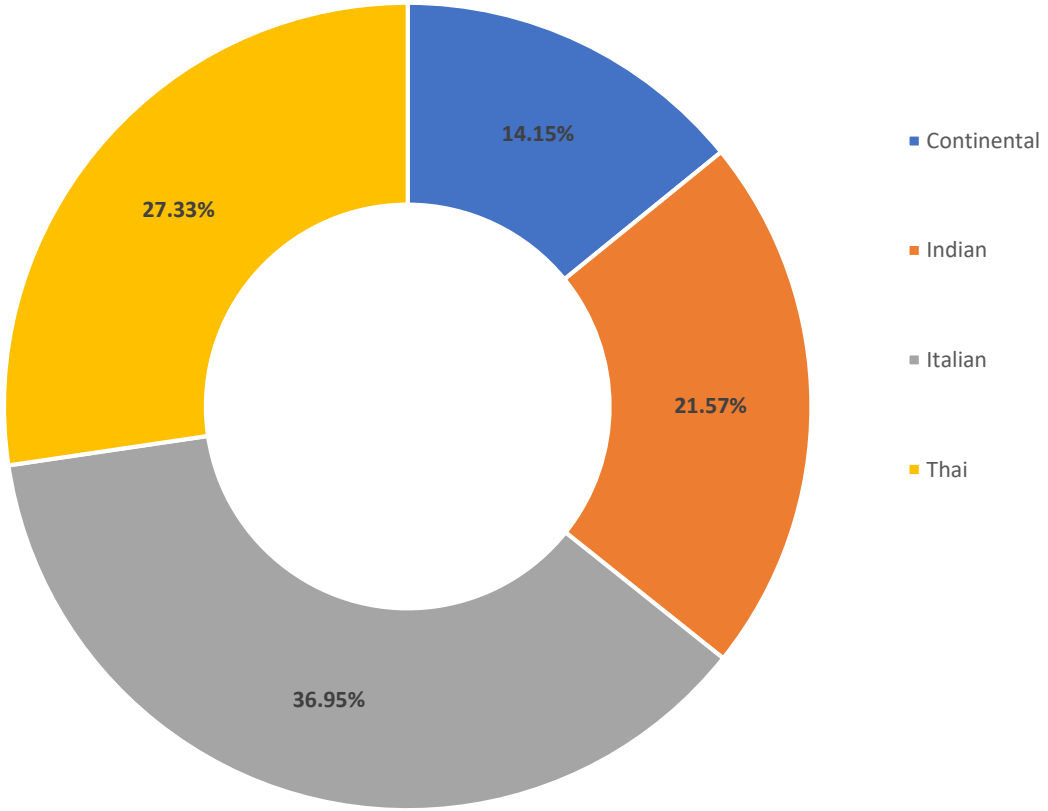
Final Revenue = Number of Orders * Check out Price

Profit/Loss = Estimated Revenue – Final Revenue

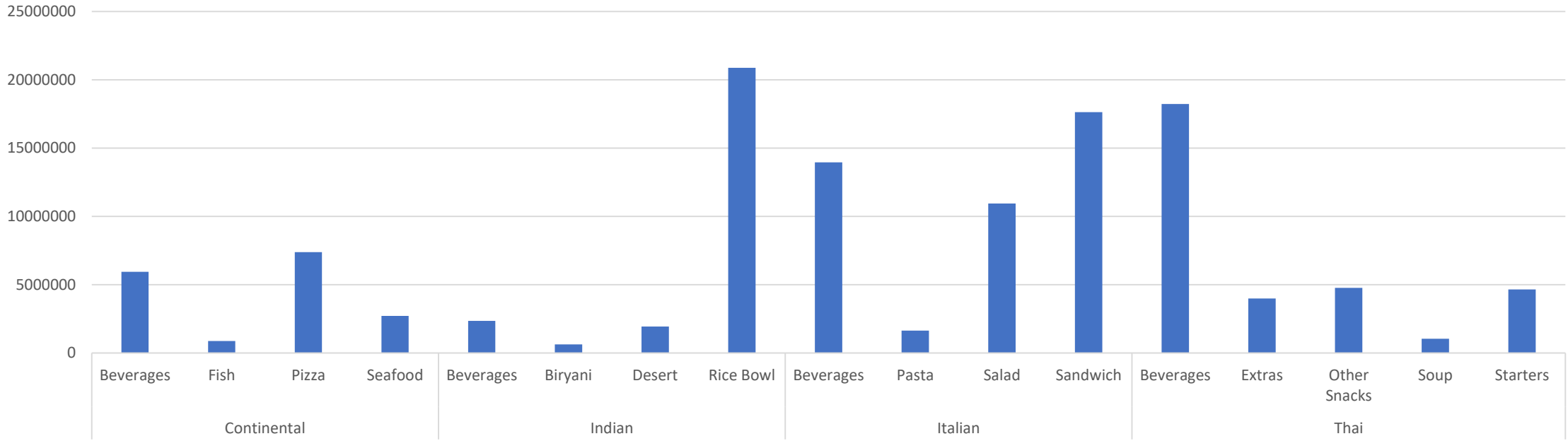
Total number of Orders by City Type



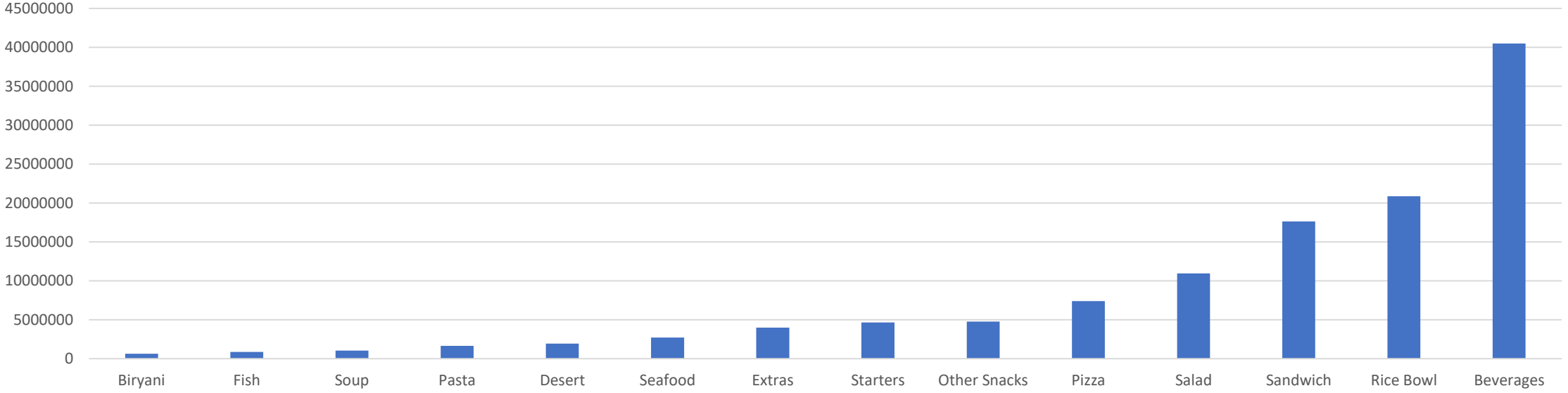
Total Number of Orders by Cuisine



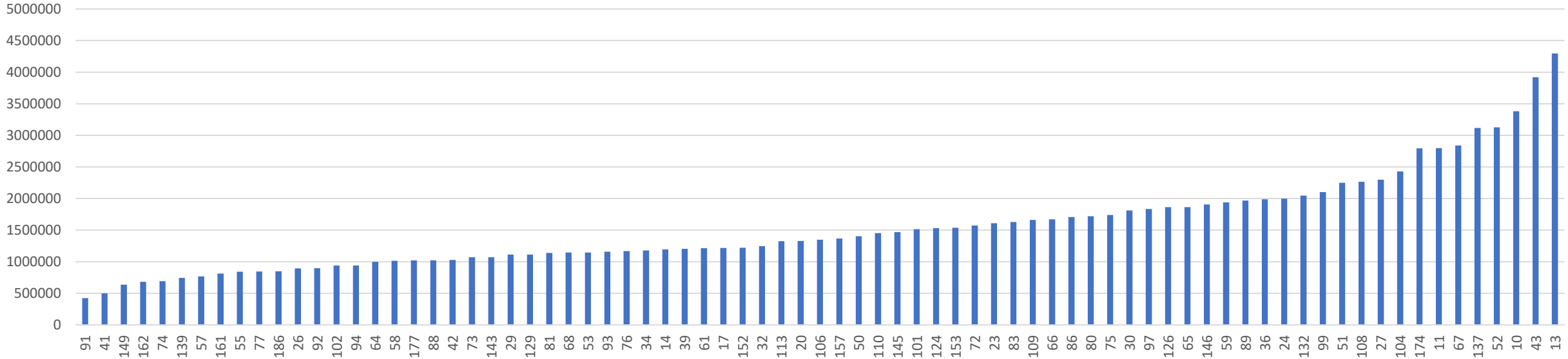
Total Number of Order by Cuisine and Category

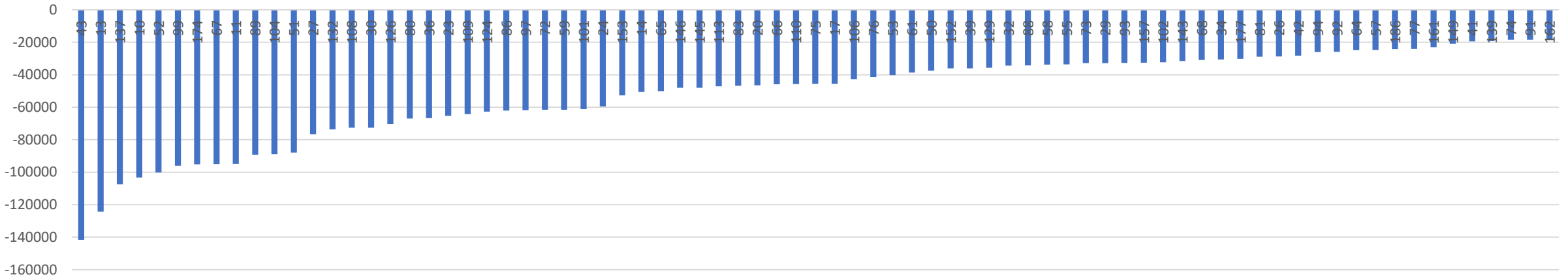


Number of Order by Category



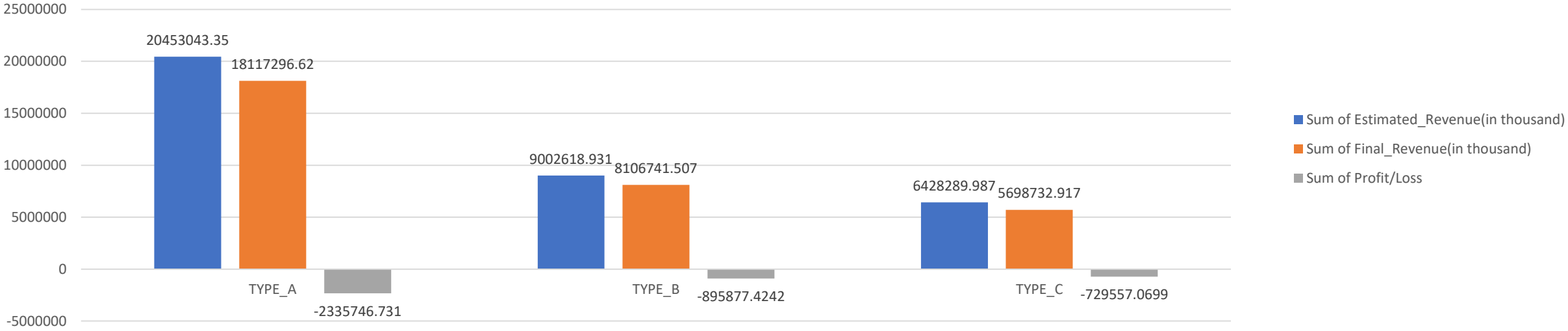
Number of Orders by Center ID



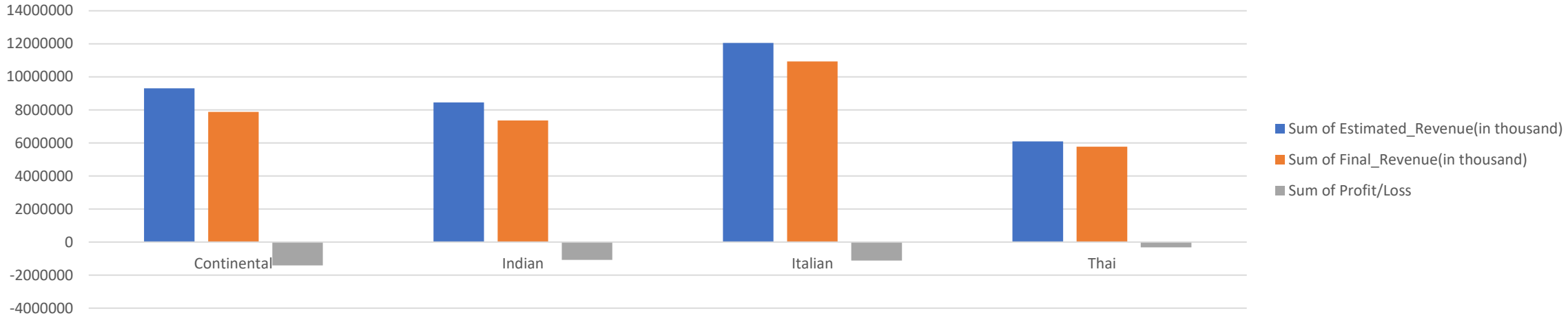


Profit/Loss(in thousand) by Center ID

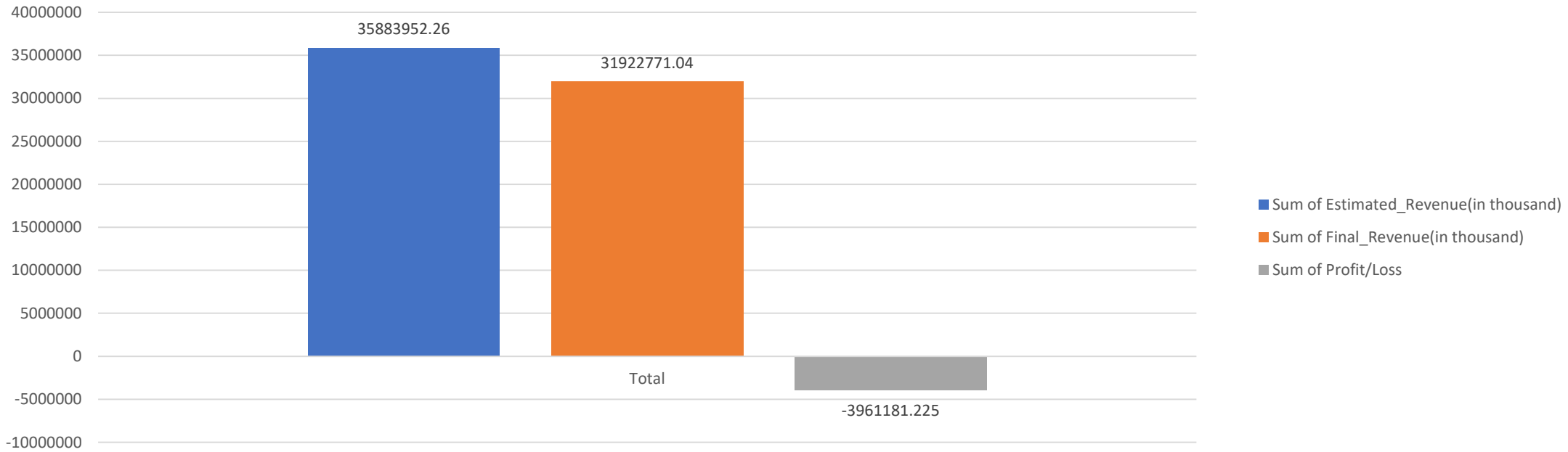
Revenue by City Type



Revenue by Cuisine



Revenue Chart



Total Loss
~3.96 Billion

Summary

From the above charts, we can conclude the two most important things:

Sales:

1. Companies maximum sale is mostly (Approx. >57%) from Type A city serving Italian cuisines.
2. In categories sales of Indian Rice bowl is maximum but if we takes all the type of beverages at a time then that will produce maximum sale for the company.

Revenue:

1. The company is making a huge loss from every sector, whether we categories it by Center, Cuisine, in fact the demand of Indian rice bowl is maximum but it also contributing the maximum loss for the company.
2. Thai cuisines are making least contribution in loss despite of 21% of sale.

Thank You