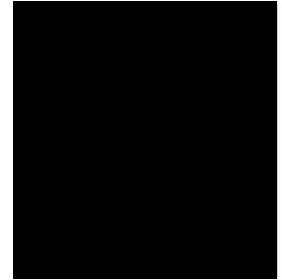


BDM Capstone Project

About the business:

██████████ is a restaurant present in ██████████, a residential society ██████████, UP. The café is available exclusively to the residents of ██████████ and offers a wide selection of food and beverage from 12pm to 11pm on all days except Tuesday.



Data collection:



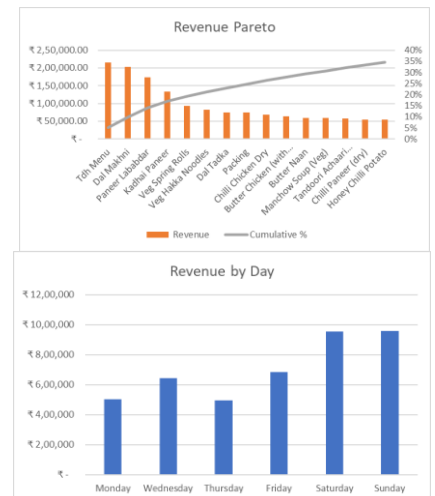
██████████ uses the PetPooja Restaurant Management Platform to record and manage their sales data. On discussion with the managers of the business, I was able to receive a PDF of the menu, along with Excel Sheets for each day's sales data generated from PetPooja's app from 1st October till 25th November. The sheets were then collated into one table on excel in order to do the analysis. The Menu was not added to the excel as it was evident from the data that there were many additional

items that were not present in the menu.

Analysis and interpretation:

Many types of analysis were done on the collated data, such as Volume and Revenue Paretos for Items sold and Category to identify top contributors to revenue and the most popular products. Day wise and date wise revenue data was also analysed to identify trends.

It can be seen that that Indian main course veg was the most selling category by revenue. The top item by volumes was packing, indicating that many people preferred take away. Revenues collected were much higher on weekends. The sale of Non-Veg items dropped on Thursdays compared to other day. Breads were the fastest moving items



Recommendations:

- Bundle Indian Main Course items with breads and beverages into combos for customers who want to take items away. (Will make the decision of deciding no. of breads and beverages easier.)
- Locate the breads counter closest to the dining area. (This will make sure there is minimal movement in the kitchen and customers will get their breads faster.)
- Extend open hours on the weekends to take advantage of the extra demand.

BDM Presentation

Name: Srijan Mehrotra

Roll No: 21f1006403

About the Business and Data Collection

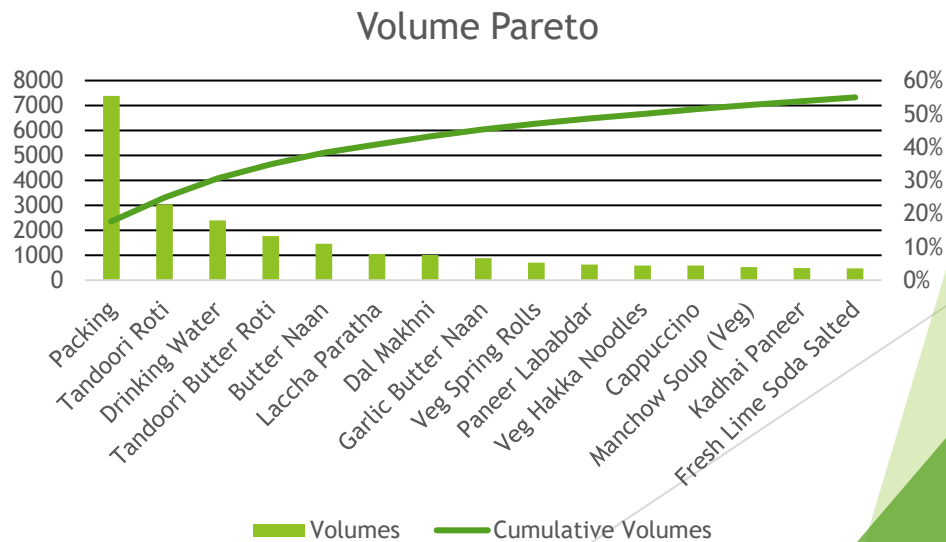
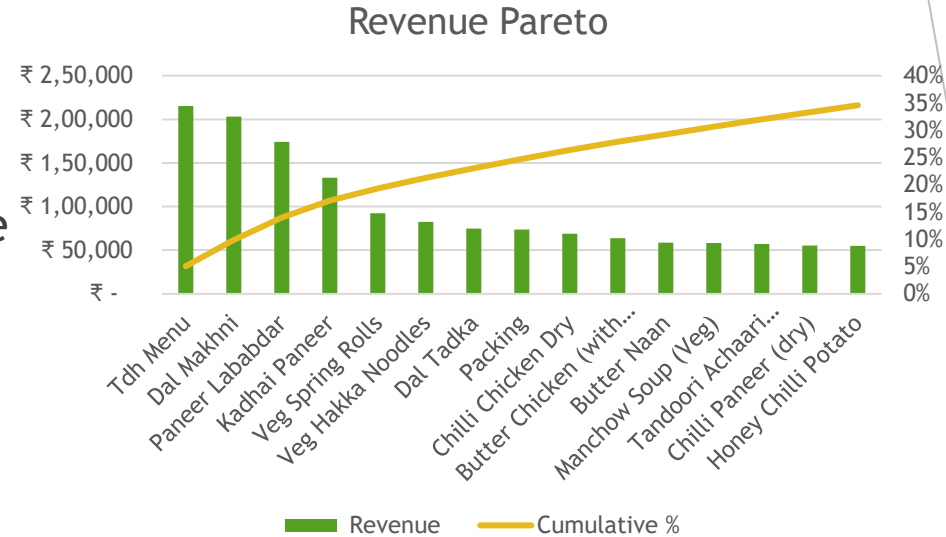
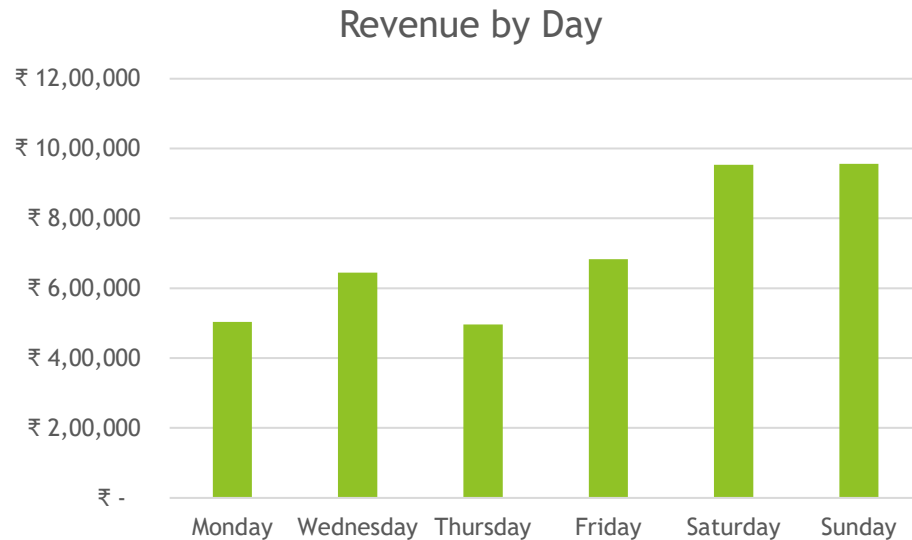


- ▶ [REDACTED] is a restaurant present in [REDACTED] a residential society located in [REDACTED] UP.
- ▶ The café is available exclusively to the residents of [REDACTED] and offers a wide selection of food and beverage from 12pm to 11pm on all days except Tuesday.
- ▶ [REDACTED] uses PetPooja as a POS and Restaurant Manager
- ▶ Daily sales data in the form of excel sheets was received
- ▶ Sales Data was collated into a single Excel Sheet
- ▶ Data collected for days from 1st October - 25th November



Types of Analysis Performed

- Pareto analysis by volumes and Revenue
- Day-wise Revenue trends
- Food category sales by Day



Insights

- ▶ Indian Main Course Veg is the top selling Category
- ▶ Top Item by volume was packaging (indicating many people take out)
- ▶ Weekends witnessed a drastic increase in sales
- ▶ Breads were the most sold items
- ▶ Sale of non veg items dropped on Thursdays

Category	Monday	Wednesday	Thursday	Friday	Saturday	Sunday
Chinese Starters Non Vegetarian	24733	26708	10143	28183	41410	40317
Chinese Starters Vegetarian	45654	57168	47892	64260	91518	82278
Continental Main Courses Non Vegetarian	6215	3405	2342	3833	4106	5954
Continental Main Courses Vegetarian	27878	33174	29648	28613	51503	50799

Recommendations

- ▶ Bundle Indian Main Course items with breads and beverages into combos for customers who want to take items away.
(This Will make the decision of deciding no. of breads and beverages easier.)
- ▶ Locate the breads counter closest to the dining area.
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