SNACK EAT UP!

estd 2019

Presented By- **Taskin Arshad**

INDEX

TOOLS USED -
MS Excel, Power BI

TECH STACK -
Data Analysis, Data Scrubbing & Arrangement , ETL, Data Visualization, Data Modelling

Presented By- **Aastha Agarwal**

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About the Company

Snack Eat Up!, India's leading fast-food restaurant chain, serving millions of satisfied customers daily across numerous cities with over 1,000 locations.

We pride ourselves on offering the largest selection of SKUs in the industry, catering to diverse tastes with our extensive menu of signature snacks, mouth-watering burgers, irresistible desserts, and refreshing beverages. Our commitment to providing fast, flavorful, and affordable meals without compromising on quality drives us to innovate and enhance the customer experience continuously.

Each visit to Snack Eat Up! promises exceptional quality, warm hospitality, and a welcoming atmosphere, making it the perfect place for friends and families to create lasting memories.

Thank you for choosing Snack Eat Up! – Where every snack is a celebration!

Problem Statement

Client is seeking a comprehensive dashboard to monitor and analyze their business' financial performance. The dashboard should provide insights into the following key areas:

Performance Analysis	Cost Analysis	Budget Analysis

This dashboard will serve as a vital tool for strategic decision-making and financial management.

Original Data Dictionary

Actual / Budget Fact Tables

Name	Meaning
Product_id	Primary Key for each record
Date_id	Foreign Key to Dim_Date Table
Cluster_id	Foreign Key to Dim_Cluster Table
Channel_id	Foreign Key to Dim_Channel Table
Location_id	Foreign Key to Dim_Location Table
Volume Mt	Volume of product sold
Gross Sales	Total revenue before discounts
Discount	Total discount amount
Trade Space	Space allocated for the product
Net_Revenue	Net revenue after discounts and trade
Raw_Material_Cost	Cost of raw materials
Packaging_Cost	Cost of packaging
Industrial_Fixed_Cost	Fixed costs related to industrial operations
Industrial_Variable_Cost	Variable costs related to industrial operations
Total_Fixed_And_Variable_Cost	Sum of industrial fixed and variable costs
Cogs	Cost of Goods Sold
Gross_Profit	Gross profit (revenue minus COGS)
Gross_Profit_Percent	Gross profit as a percentage of revenue
Marketing_Cost	Marketing expenses
S_And_D_Cost	Sales and distribution costs
G_And_A_Cost	General and administrative costs
Other_Inclusive_And_Exclusive_Cost	Other inclusive and exclusive costs (clarify)
Ebitda	Earnings Before Interest, Taxes, Depreciation, and Amortization
Depreciation	Depreciation expense
One_Off_Item	Non-recurring expenses or income
Tax	Total tax amount
Interest	Total interest expense
Interest_Expense	Interest expense (same as interest?)
Net_Profit	Net profit after all expenses and taxes

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Data Modelling

- We planned to separate the data into fact and dimension tables for better analysis and visualization.
  - Dimension tables include
    - Dim_Location
    - Dim_Channel
    - Dim_Date
    - Dim_Product
    - Dim_Cluster
  - Fact tables include
    - Actual
    - Budget
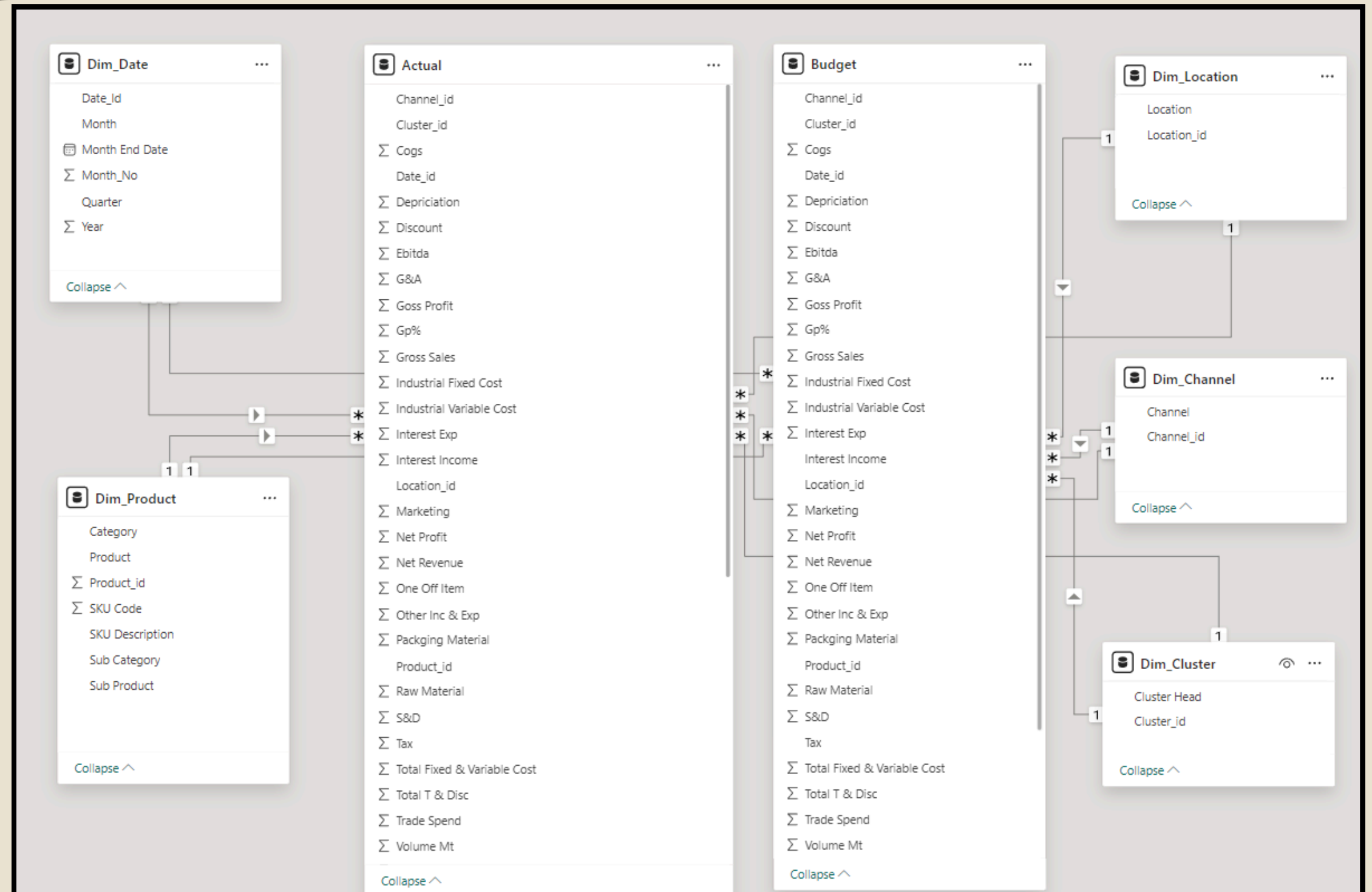
MS Excel

DATA ARRANGEMENT

ACTUAL TABLE

- Introduced new header named Product_Id (Primary Key for the Table) and assigned Product ID to each record
- Mapped it on SKU Code

DIM_CLUSTER

- Contains details about the Cluster Head
- Assigned them Cluster ID (Primary Key)

DIM_CHANNEL

- Contains details about the Channels
- Assigned them Channel ID (Primary Key)

DIM_LOCATION

- Contains details about the Location in which the company is operating
- Assigned them Channel ID (Primary Key)

BUDGET TABLE

- Introduced new header named Product_Id (Primary Key for the Table)
- Mapped it on SKU Code

DIM_DATE

- Contains details Date related Details
- Assigned them Date ID (Primary Key)
- Added Extra necessary columns as well
- Month
- Month End Date
- Year
- Quarter

DIM_PRODUCT

- Contains details about the Product
- As per the SKU Details

Data Dictionary

Dim_Channel

Name	Meaning
Channel ID	Primary Key for the Dim_Channel Table
Channel	Sales channel (e.g., retail, online)

Dim_Channel

Name	Meaning
Location ID	Primary Key for the Dim_Location Table
Location	Areas that the business is operating in

Dim_Cluster

Name	Meaning
Cluster ID	Primary Key for the Dim_Cluster Table
Cluster Head	Name of the cluster head

Dim_Date

Name	Meaning
Date ID	Primary Key for the Dim_Date Table
Year	2020 - 2024
Quarter	Q1, Q2, Q3, Q4
Month	Jan - Dec / 1 - 12
Month End Date	Date at end of each month

Dim_Product

Name	Meaning
Product ID	Primary Key for the Dim_Product Table
Sku Code	Code identifying the sales quarter
Sku_Description	Description of the Stock Keeping Unit
Category	Product category
Sub_Category	Subcategory within the product category
Product	Specific product name
Sub_Product	Variant or sub-type of the product

Actual / Budget Fact Tables

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STEPS OF ACTION !!

DATA EXTRACT

- Format - MS Excel Workbook
- The workbook contained 7 Sheets
- 2 Fact Tables and 5 Dimension Tables was there.

DATA LOAD

- After transformations, the cleaned and modelled data was loaded into PowerBI for visualization.

CHOOSING THE RIGHT VISUALIZATIONS

- Chose the best suitable Visuals to solve every Insight that would contribute in Data Driven Decision Making

ADVANCED FEATURES USED

- Navigation
- Edit Interactions
- Using DAX Functions
- Creating Measures

DATA TRANSFORMATION

1. Error & Empty Data Check:
   - We thoroughly checked for errors, empty data entries, and potential duplications. Necessary corrections were made to maintain data integrity.
2. Data Type Check:
   - Ensured all columns had appropriate data types (e.g., text, numeric, date) for accurate analysis.
3. Inconsistency Check:
   - Reviewed the data for any inconsistencies, such as mismatched categories or erroneous entries, and corrected them.

DATA MODELLING

- The modelled data was used to create relationships between tables, enabling complex analyses and interactive dashboard elements.

MEASURE CREATION USING DAX

- Added Extra necessary measures
- Ebitda
- Revenue
- Total GP%
- Total Volume sold
- Total Profits
- etc.

FINAL STEPS

- Adding Necessary Filters
- Adding Necessary Visual Edits
- Added Necessary KPIs

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Reporting

OBSERVATIONS & INSIGHTS

- **Category Performance:** The Protein Pack category is the top revenue generator, indicating strong market demand.

- **Location Insights:** Uttar Pradesh (UP), Gujarat, and Maharashtra are key markets driving revenue. Regions like Karnataka and Tamil Nadu, though lower in revenue, show growth potential, offering opportunities for targeted expansion.

- **Revenue Trends and Growth Potential:** Net Revenue has fluctuated between 2020 and 2024, peaking in 2022 with a subsequent decline in 2023. The partial recovery in 2024 indicates a need for consistent growth strategies. Segment B shows negative YoY growth in 2023, potentially due to market pressures, internal inefficiencies, or weak demand generation.

- **Cluster Head Performance:** Cluster heads show varying effectiveness. Umar manages the highest revenue segment

- **Cost Structure Analysis:** Raw Material Cost is the largest expense, followed by Trade & Discount Costs..

- **Expense Distribution:** Expenses align with revenue generation, particularly in high-revenue regions like UP and Gujarat.

Suggestions

To address the decline in YoY growth, particularly in Segment B, the company should:

- **Optimize Cost Management:** Reduce raw material and trade discount costs through bulk purchasing, long-term contracts, and more targeted, data-driven promotions.

- **Enhance Cluster Head Performance:** Standardize training for cluster heads, conduct regular performance reviews, offer incentives, and promote cross-cluster collaboration.

- **Increase Marketing Investment:** Boost marketing spend, particularly in underperforming regions, leveraging digital marketing, social media, and data analytics to improve ROI.

- **Strengthen Revenue Growth** Strategies: Revisit marketing, product offerings, and customer engagement initiatives by launching targeted campaigns, introducing new products, and exploring partnerships.

- **Diversify and Innovate Product Offerings:** Focus on underperforming categories by introducing new flavors, limited-time offers, and healthier options. Market research should be conducted to stay ahead of trends.

- **Expand into High-Growth Regions:** Invest in localized marketing, expand distribution, and tailor products to regional tastes in growth areas like Karnataka and Tamil Nadu.

CONCLUSIONS

- **Revenue shows growth potential but needs consistent strategies.**

- **High-impact categories and regions identified for focused investment.**

- **Cost management needs refinement for better profitability.**

Strategic Actions

- **Strengthen revenue growth strategies.**

- **Innovate and diversify product offerings.**

- **Expand in high-growth regions.**

- **Optimize costs and enhance cluster performance.**

- **Increase targeted marketing investments.**

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KPIs

560.07M
Total Revenue Generated

162.50M
Total Profits Generated

4,207
Total Products Company is dealing with in different Categories and Sub Categories.

61.13M
Total Profits Generated

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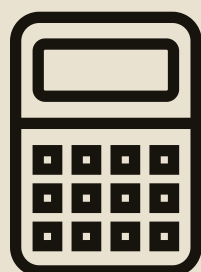
Dashboard Snippet

PERFORMANCE ANALYSIS

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Key Metrics

Metric	Value
Total Products	4.207K
Overall Net Revenue	560.07M
Overall Gross Profit	162.50M
Overall Ebitda	88.30M
Overall Net Profit	61.13M
Overall Volume	264.95K

Filters
- Year: All
- Month: All
- Cluster Head: All
- Category: All
- Channel: All
- Location: All

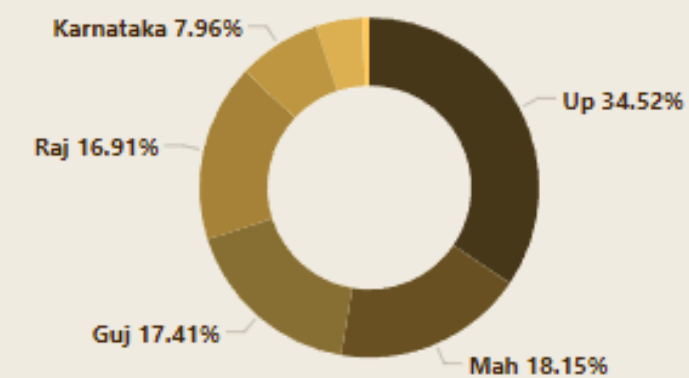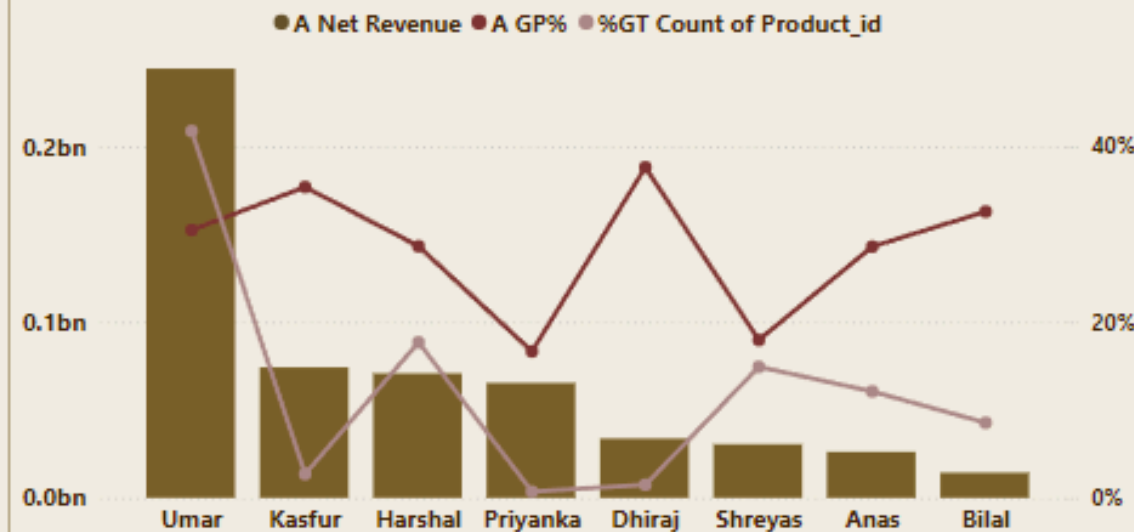## Net Revenue, Gross Profit, Ebitda and Net Profit by Year
● A Net Revenue ● A Gross Profit ● A Ebitda ● A Net Profit

Year	Net Profit %	Ebitda %	Gross Profit %	Net Revenue %
2020	6.81%	10.29%	18.75%	64.15%
2021	7.32%	9.80%	18.58%	64.30%
2022	7.10%	9.95%	18.65%	64.31%
2023	6.87%	10.43%	18.73%	63.97%
2024	6.95%	10.15%	18.46%	64.43%

Net Revenue by Year
(Bar chart, 2020–2024, values around 100M)
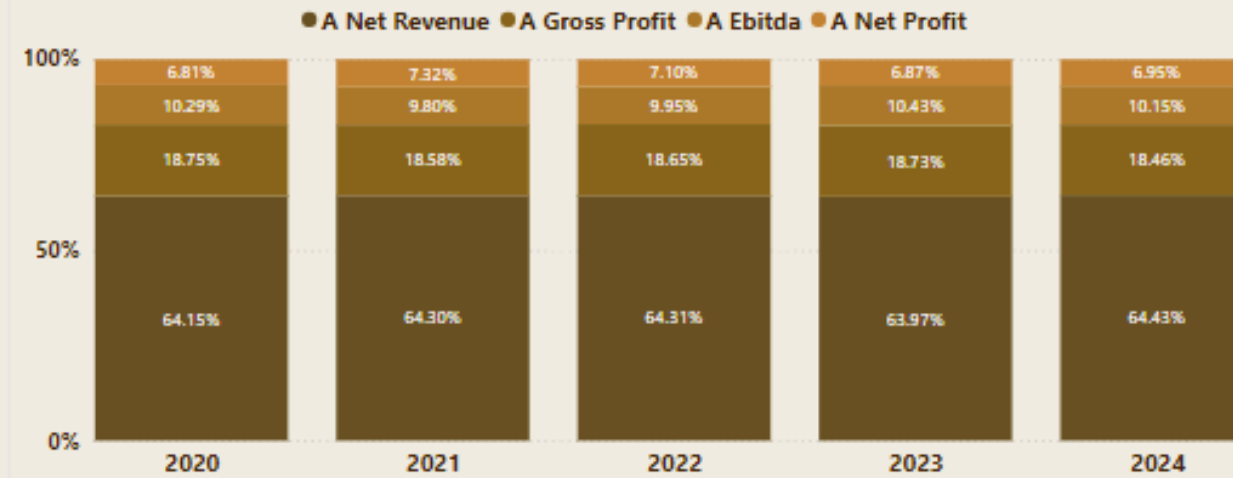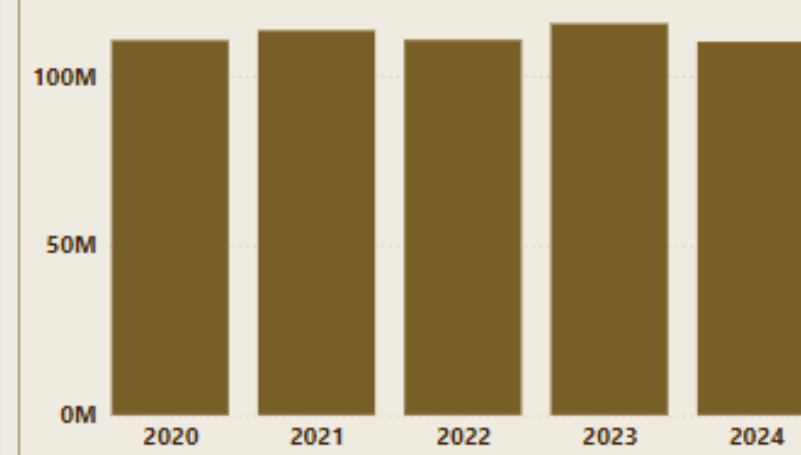
Net Revenue, GP%, Ebitda and Net Profit by Year
● A Net Revenue ● A GP% ● A Ebitda % ● A Net Profit %

Net Revenue by Location
- Up 34.52%
- Mah 18.15%
- Guj 17.41%
- Raj 16.91%
- Karnataka 7.96%
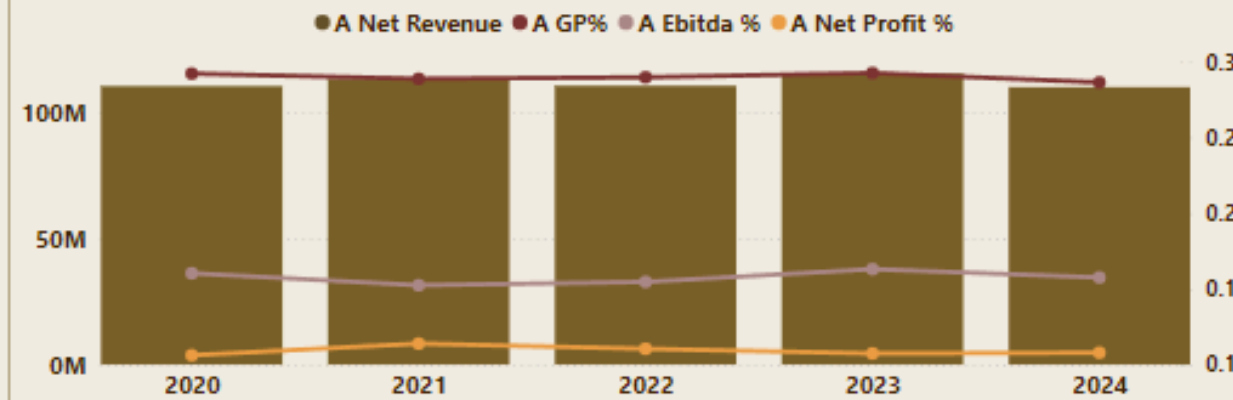
Net Revenue, GP%, Percentage Count of Products and First Category by Cluster Head
● A Net Revenue ● A GP% ● %GT Count of Product_id

Cluster Heads: Umar, Kasfur, Harshal, Priyanka, Dhiraj, Shreyas, Anas, Bilal

Net Revenue by Category
- Protein pack 39.52%
- Fresh Fare 14.58%
- Country Fries 13.66%
- Crunch & Munch 12.66%
- Frosty Veggies 5.65%
- Cake 4.51%
- Frosted Fare 4.13%

COST ANALYSIS

Filters: Year: All | Month: All | Cluster Head: All | Category: All | Channel: All | Location: All

Cost Metrics
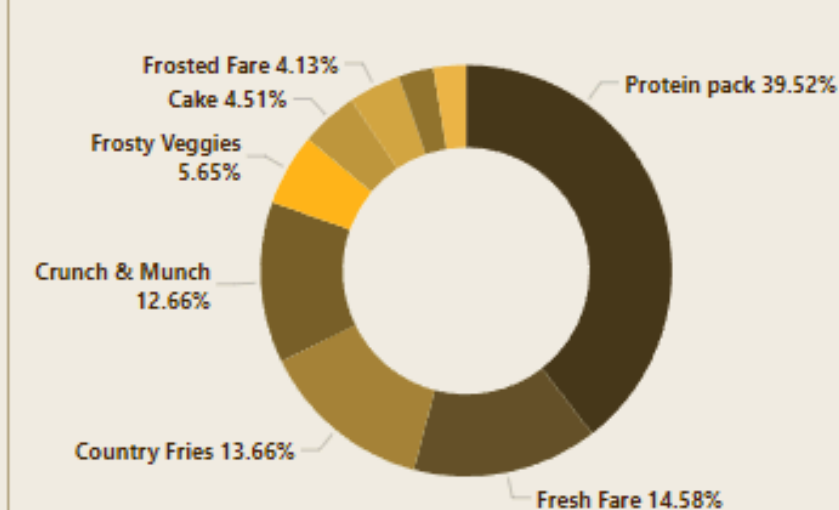
Metric	Value
Raw Material Cost	278.62M
Marketing Cost	7.98M
Trade & Discount Cost	113.68M
Fixed & Variable Cost	64.26M
G&A Cost	16.11M
S&D Cost	52.39M
Packaging Cost	54.69M

Operational & Non Operational Costs

100%

Cost Type	Value
Raw Material Cost	278.62M
Trade & Discount Cost	113.68M
Fixed & Variable Cost	64.26M
Packaging Cost	54.69M
S&D Cost	52.39M
G&A Cost	16.11M
Marketing Cost	7.98M

2.9%
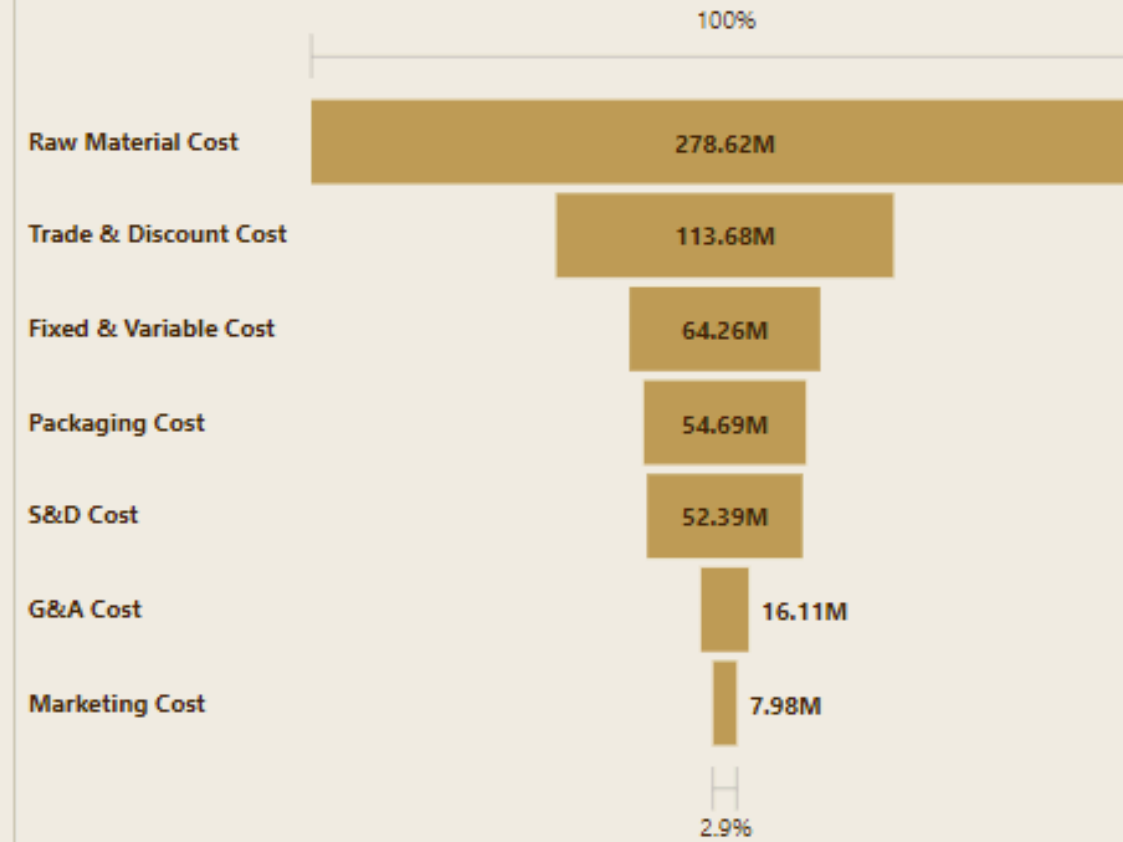
Total Expense by Category

- others 2.37%
- Frosty Veggies 4.45%
- Cake 4.88%
- Frosted Fare 4.93%
- Country Fries 11.23%
- Crunch & Munch 11.65%
- Fresh Fare 16.39%
- Protein pack 41.83%
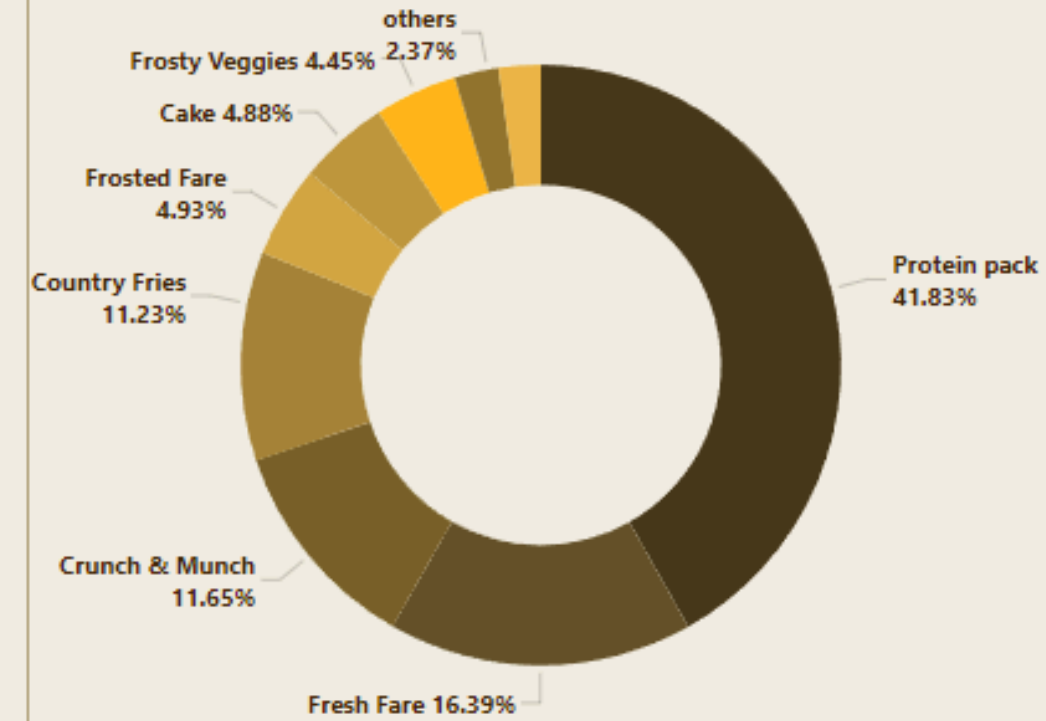
Total Expense by Cluster Head

- Dhiraj 4.89%
- Shreyas 5.2%
- Anas 5.45%
- Kasfur 10.7...
- Harshal 11.65%
- Priyanka 12.99%
- Umar 46.77%
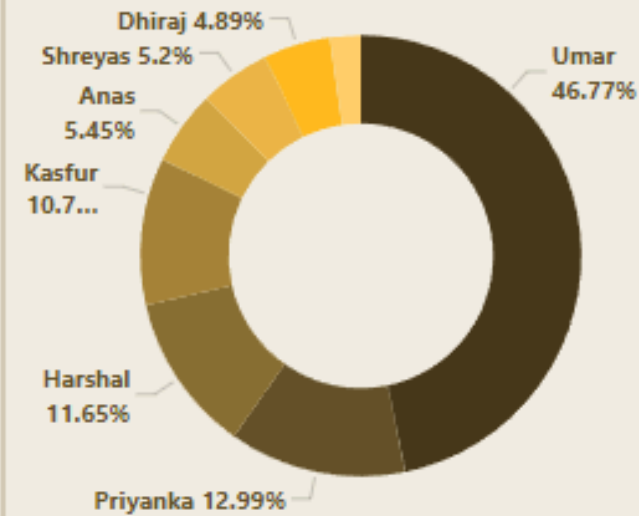
Net Revenue and Raw Material Cost by Year

Legend: A Net Revenue ● A Raw Material %

Years: 2020, 2021, 2022, 2023, 2024
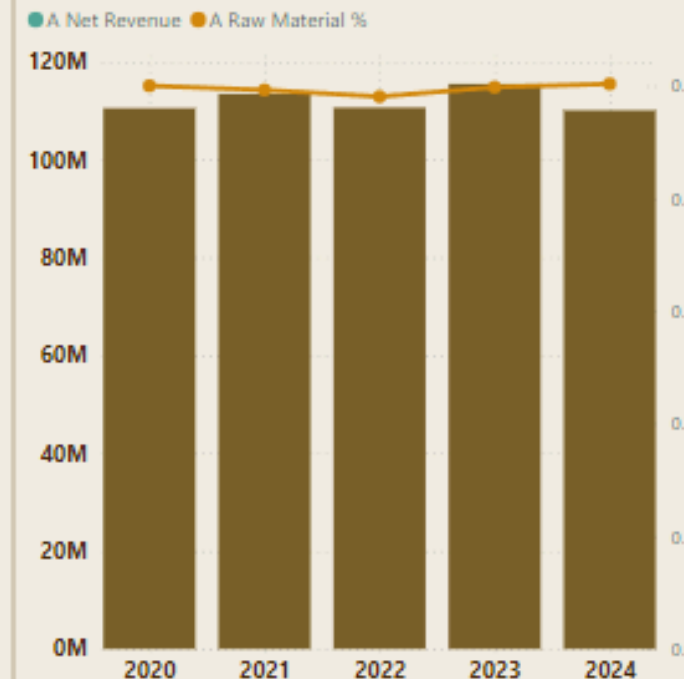
Total Expense by Location

- Calcutta 4.34%
- Karnataka 9.8%
- Raj 13.84%
- Mah 15.68%
- Guj 16.89%
- Up 38.99%

SKU LEVEL TURNOVER

Net Revenue, Count Percentage of Products and Actual Net Revenue Percentage by Category

● A Net Revenue ● %GT Count of Product_id ● %GT A Net Revenue
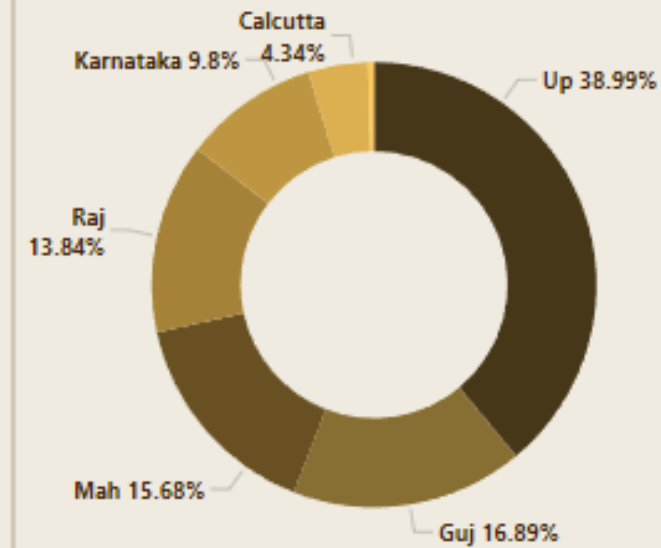
Year	Month	Cluster Head	Category	Channel	Location
All	All	All	All	All	All

Categories: Protein pack, Fresh Fare, Country Fries, Crunch & Munch, Frosty Veggies, Cake, Frosted Fare, others, Sweet Crust
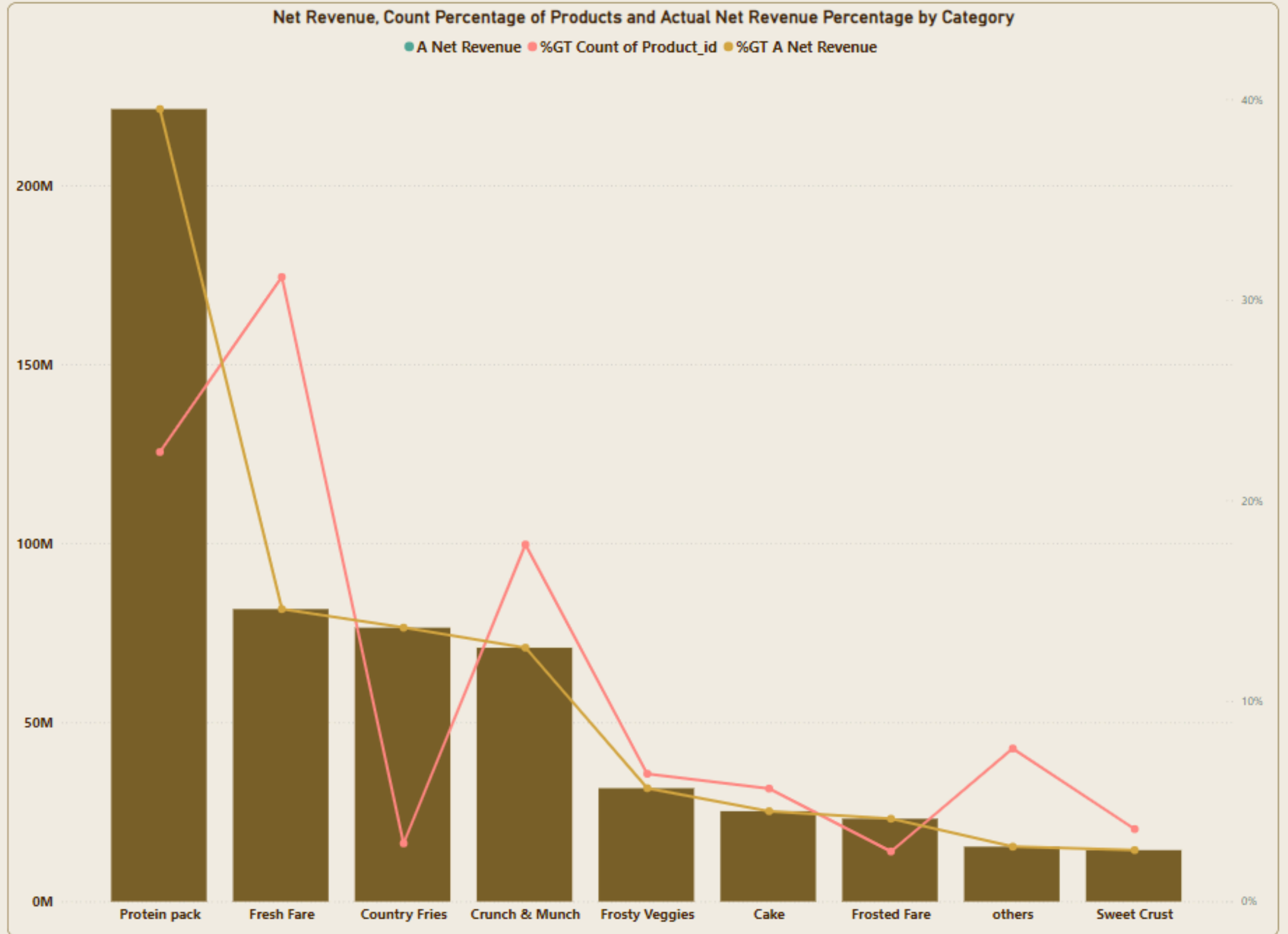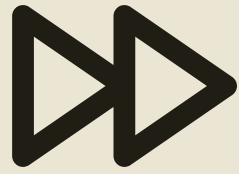
Next Steps

1.

Apply insights to drive strategic decision-making.

2.

Continuous monitoring and optimization using the dashboard.