

120M

No of Orders

32bn

Total Revenue

4bn

Discounted Value

12.41%

Overall Discount%

77

Count of centers

Pareto
Analysis

Insights

Conclusion

Year

- ☐ Year 1
- ☐ Year 2
- ☐ Year 3

Week

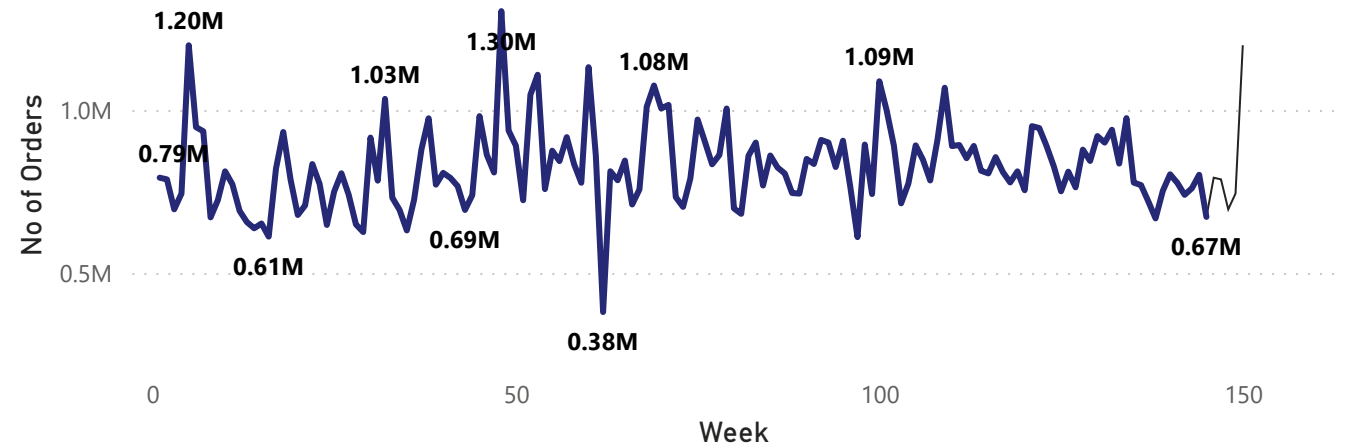
1

145

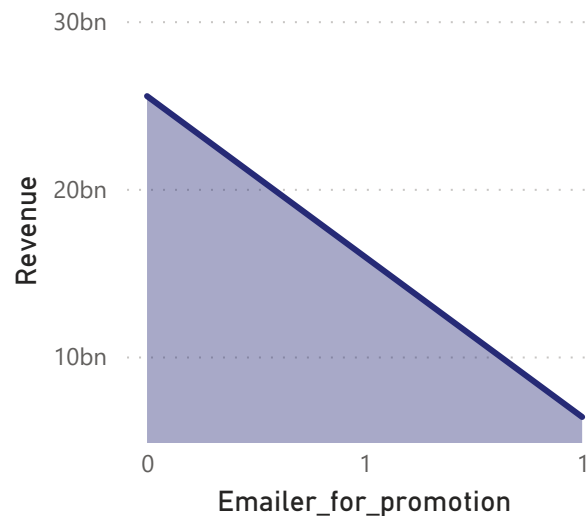
No of Orders by Op_area



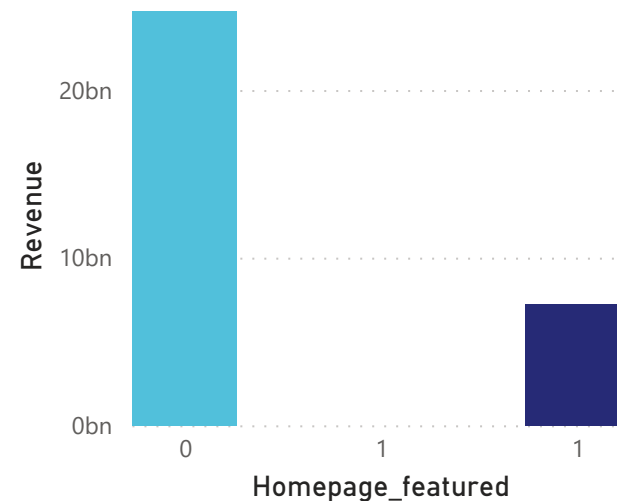
No of Orders by Week



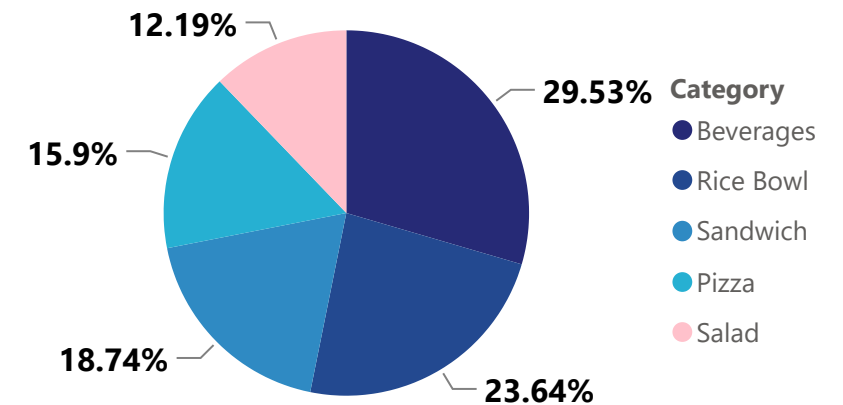
Revenue by Emailer_for_promotion

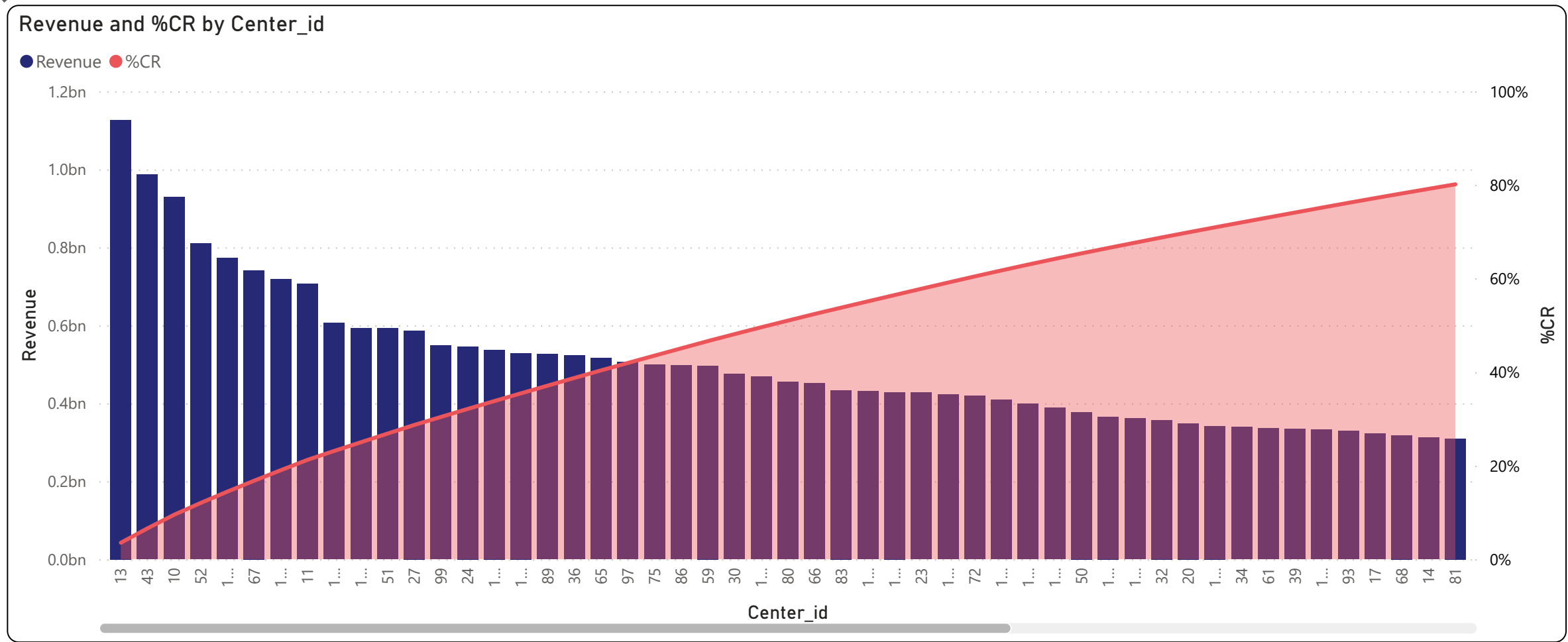


Revenue by Homepage_featured



Revenue by Category

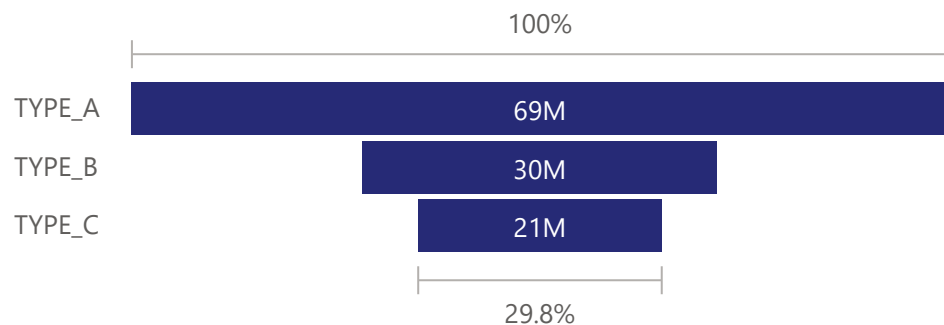




As, we observe that there are **50** centers that generate 80% of revenue. Which forms almost 65% of the total centers. Hence this business **does not follow Pareto Principle**.



No of Orders by Center_type



Type C being the least Performing Center in terms of level of demand in all the years.

Year

- ☐ Year 1
- ☐ Year 2
- ☐ Year 3

Cuisine

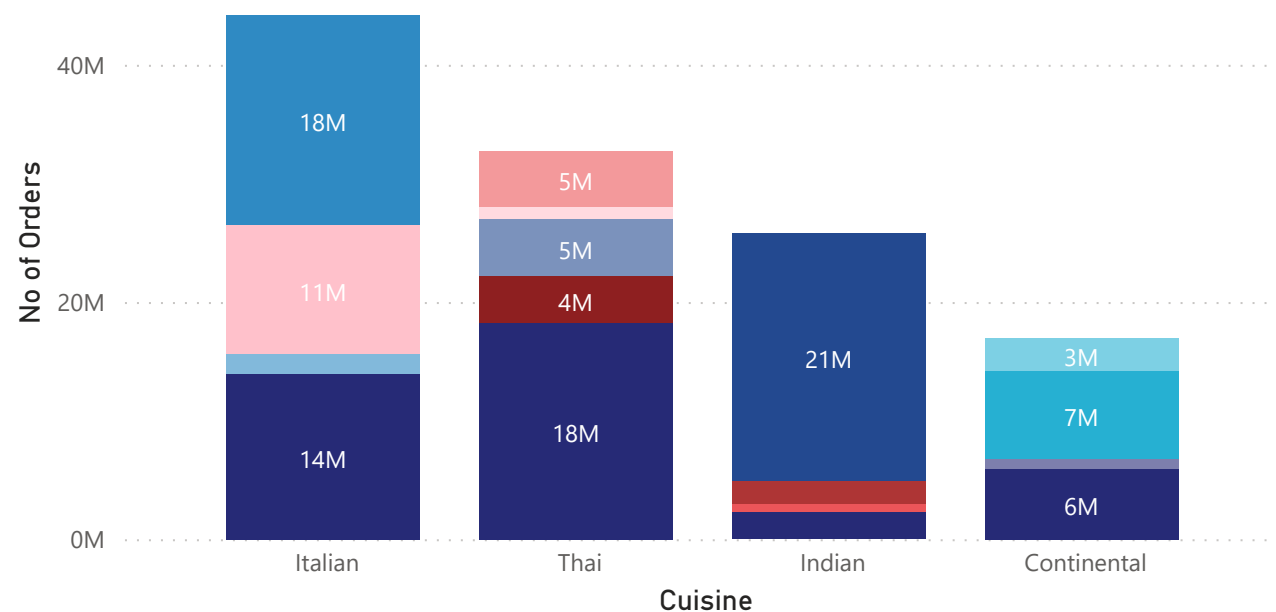
All

Category

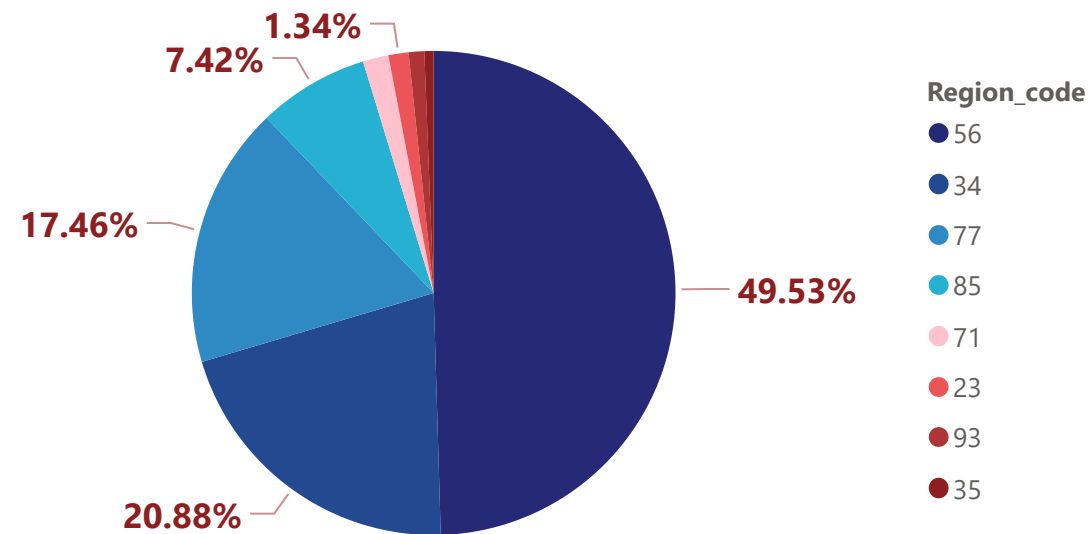
All

No of Orders by Cuisine and Category

Category ● Beverages ● Biryani ● Desert ● Extras ● Fish ● Other Sna... ● Pasta ● Pizza ● Rice Bowl ▶



Revenue by Region_code



Performance Wise

Region **56 is the top selling** (50% of total revenue)
Region **35 is the least selling** (0.5% of total revenue)

No of orders By Category And Cuisine

CATEGORY	TOP	BOTTOM
• Italian	Sandwich	Pasta
• Thai	Beverages	Extras
• Indian	Rice Bowl	Biryani
• Continental	Pizza	Fish & Seafood



CONCLUSIONS

- .The business does not follow Pareto Principle.
- .There is no co-relation between numbers of orders and operational area as we observe that some areas having larger operational area receive less orders than the areas having smaller area. (ex. op areas 4.00 and 7.00) Hence, the operational area of the store does not influence No. of Orders.
- .No, Email and Product Features on homepage are not an effective mode of Promotion.
- .The Top 5 selling categories are Beverages, Rice Bowl, Sandwich, Pizza and Salad.