Restaurant Growth

Project Insights and Analytical Report from a Consulting Startup Experience

01

The dashboard is designed to present critical data insights in a user-friendly format. It integrates various data sources, allowing restaurant managers to monitor their performance in real-time. The layout emphasizes key performance indicators (KPIs) that are most relevant to operational growth.
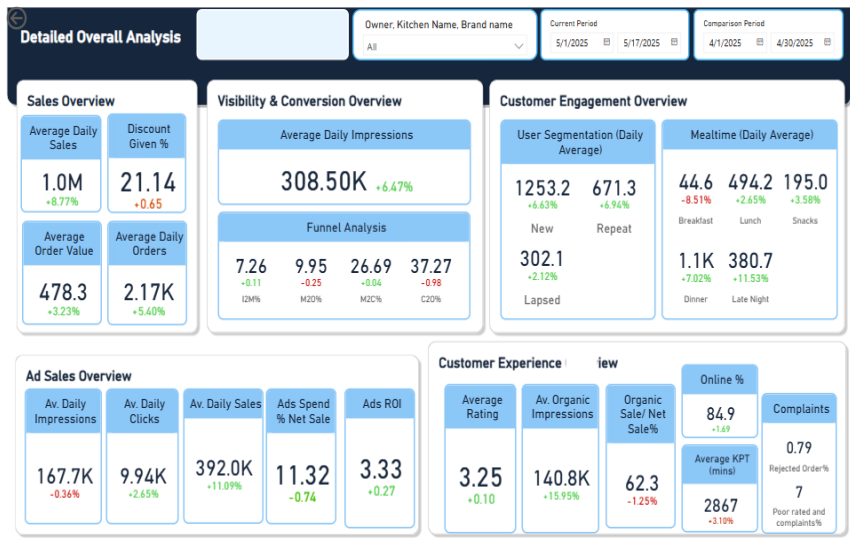
DASHBOARD OVERVIEW

02

Client Sales Overview

Client	AvD Sales (Current)	Δ% (AvD Cur - Comp)	Ads Spent to Sale %	Δ Ads Spent/Sale%	Δ% AOV	Δ% AvD Orders	Δ Discount%	Δ% AvD Impressions	Δ I2M%	Δ M20%	Average...
Shree Anandam foods	202.04		0.00	0.00			20.00		5.95	6.67	
Bake villa cafe	843.65	496.40	20.85	20.85	-24.93	694.46	7.12	98.54	2.40	5.75	
Blinkk Bar and Dining	751.62	612.88	18.06	8.40	3.58	588.24	-5.80	175.73	0.58	4.31	
Moti Mahal Faridabad	589.76		33.42	33.42			18.64	877.28	5.11	4.12	
Delhi Mughlai Street	4,605.65	61.73	20.55	-6.95	-10.95	81.62	9.53	33.14	0.25	4.10	
Anantha pure veg	183.73		0.00	0.00			0.00		5.53	3.96	
Canvas V Plant fwd Kitchen+Bar	5,329.18	26.40	18.26	-16.51	-19.29	56.62	7.80	10.01	0.07	2.43	
Canvas V Plant fwd Kitchen+Bar	5,329.18	26.40	18.26	-16.51	-19.29	56.62	7.80	10.01	0.07	2.43	
Pepper Kitchen	4,696.84	16.89	32.03	-7.27	-14.12	36.10	0.23	-2.88	0.86	2.16	
Pepper Kitchen	4,696.84	16.89	32.03	-7.27	-14.12	36.10	0.23	-2.88	0.86	2.16	
Blink Bar and Dining	82.29		0.00	0.00			0.00	165.13	1.02	1.81	
Toksik	3,367.83	-48.96	14.67	-5.17	-6.96	-45.14	1.85	-56.59	0.15	1.77	
Earthy Palates	3,437.69	-0.02	29.73	-14.12	9.63	-8.81	1.78	-28.39	0.36	1.60	
Earthy Palates	3,437.69	-0.02	29.73	-14.12	9.63	-8.81	1.78	-28.39	0.36	1.60	
CB Diner (Hanumangarh)	419.24	193.81	13.05	13.05	-23.16	282.35	4.17	117.61	2.19	1.56	
Kake Di Hatti	6,790.83	49.08	21.74	-0.65	-12.36	70.10	5.27	19.53	0.43	1.52	
Bharat	9,438.65	-0.83	35.00	2.42	11.23	-10.84	4.44	-22.88	0.38	1.38	
Amandeep Najafgarh	10,809.69	32.68	2.56	-13.95	7.25	23.71	4.49	-13.13	1.26	1.17	
Zoca Najafgarh	7,763.51	28.88	0.00	-12.23	2.31	25.98	6.69	-18.39	1.54	1.69	
Total	1,039,347.37	8.77	11.32	-0.74	3.23	5.40	0.65	6.47	0.11	-0.25	

Owner, Kitchen Name, Brand name — All

Current Period 5/1/2025 — 5/17/2025

Comparison Period 4/1/2025 — 4/30/2025

Detailed Ads Analysis

Owner, Kitchen Name, Brand name — All

Current Period 5/1/2025 — 5/17/2025

Comparison Period 4/1/2025 — 4/30/2025

Period Filter 2025

Data from Sales Report

ROI
3.33 -0.27

Spend % Net Sale
11.32 -0.74

Data from Ads Report

AvD Budget
131.5K -28.70%

Ads ROI
3.26 +0.34

Spend% Sale
8.5 -1.40

Budget
2.2M -59.60%

Delivery %
68.35 +14.66

Avg. CPC
12.70 -3.79%

ADS ROI Vs Time & Segment

Target&Segments ● BREAKFA... ● DEFAULT ... ● DEFAULT ... ● DINNER |... ● LATENIG... ● LUNCH |... ● MENU_... ● MENU_... ● MULTIPL...

Ads Sales , ROI & Budget

● Net Sales ● Ads Budget ● ADS ROI

DASHBOARD

*Due to data confidentiality, I am unable to share a direct link to the dashboard.

03

DASHBOARD

*Due to data confidentiality, I am unable to share a direct link to the dashboard.

Key Features

❑ Key features of the dashboard include data visualization tools that highlight trends over time, the ability to filter data by specific metrics, and comparative analysis options that let restaurants benchmark against industry standards. Interactive elements enable users to drill down into specific datasets for deeper insights.

❑ The dashboard consolidates data from various sources, including sales records, customer feedback, and inventory management systems. By aggregating this information, it provides a comprehensive view of restaurant performance. Regular updates ensure that the data remains current, enabling timely and informed decision-making.

❑ The dashboard consolidates data from various sources, including sales records, customer feedback, and inventory management systems. By aggregating this information, it provides a comprehensive view of restaurant performance. Regular updates ensure that the data remains current, enabling timely and informed decision-making.

Data Sources and Insights

❑ The analysis leverages diverse data sources such as point-of-sale (POS) systems, social media engagement, and web analytics. Insights drawn from historical data reveal patterns in customer behavior, popular menu items, and peak service times. This information is crucial for making strategic decisions that align with customer preferences.

❑ Metrics include revenue growth, customer retention rates, and average transaction value. Monitoring these metrics allows restaurant managers to identify areas of success and address challenges promptly. Visual representations of this data help stakeholders quickly grasp performance trends and make informed adjustments.

❑ Based on data analysis, several recommendations can be made to enhance operational performance. These may include menu adjustments based on customer preferences, targeted promotional campaigns during off-peak hours, or improving staff training to boost service quality. Implementing these changes can significantly drive growth.

Thank you!