

Sales Analysis Final Project Report

Introduction

This project aims to analyze sales trends based on restaurant data. The dashboard presents insights on total revenue, revenue trends over time, top-performing restaurants, best-selling cuisines, and sales by city. The analysis will help businesses make data-driven decisions.

Data Preparation and Relationships

The dataset comprises multiple CSV files: orders, menu, restaurants, and users. Relationships were created between these tables using common keys:

- Orders were linked to restaurants using 'R id'.
- Orders were linked to the menu using 'R id'.
- Orders were linked to users using 'User id'.

These relationships allowed for comprehensive sales analysis across various dimensions.

The screenshot displays the Tableau Desktop Public Edition interface. On the left, the 'Connections' pane shows 'orders' as a text file. The 'Files' pane lists various CSV files: food.csv, menu.csv, Order updated - orders.csv, orders.csv, restaurant.csv, and users.csv. A 'New Union' button is also visible. The main workspace shows a data model with 'Order updated - orders.csv' as the central table, linked to 'menu.csv', 'restaurant.csv', and 'users.csv'. Below the model, a data table is shown with the following columns: #, Order Date, Sales Qty, Sales Amount, Currency, and U. The table contains 7 rows of data, with the first row highlighted. The bottom of the interface shows a 'Data Source' tab and a list of dashboard components: Total Revenue, Revenue Over Time, Sale by Restaurant, Sales by Cuisine, Sale by City, and Dashboard 1.

#	Order Date	Sales Qty	Sales Amount	Currency	U
65,536	10/29/2019	149	7,120	INR	
65,537	10/29/2019	75	6,532	INR	
65,538	10/30/2019	100	6,389	INR	
65,539	10/30/2019	149	7,120	INR	
65,540	10/30/2019	672	47,634	INR	
65,541	10/30/2019	1	120	INR	
65,542	10/31/2019	149	7,120	INR	

Dashboard Components

The dashboard consists of the following key components:

1. Total Revenue: Displays the total revenue generated.
2. Revenue Over Time: A line chart showing monthly sales trends.
3. Top Restaurants by Sales Amount: A bar chart ranking restaurants by revenue.
4. Sales by Cuisine: Analysis of the best-selling cuisines.
5. Sales by City: Sales distribution across different cities.

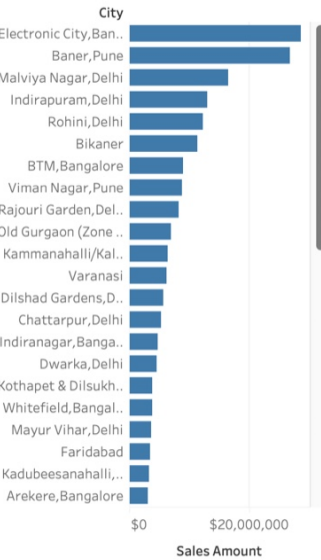
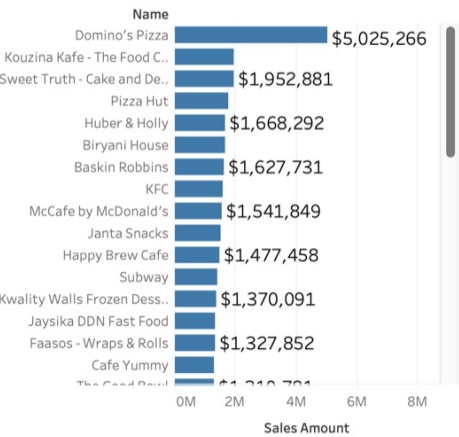
Sales Analysis Dashboard

Total Revenue Generated

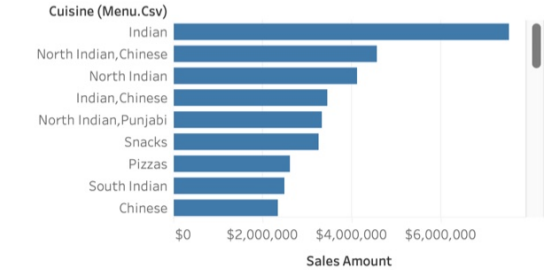
Revenue Over Time

Sales by City

Top Restaurants by Sales Amount

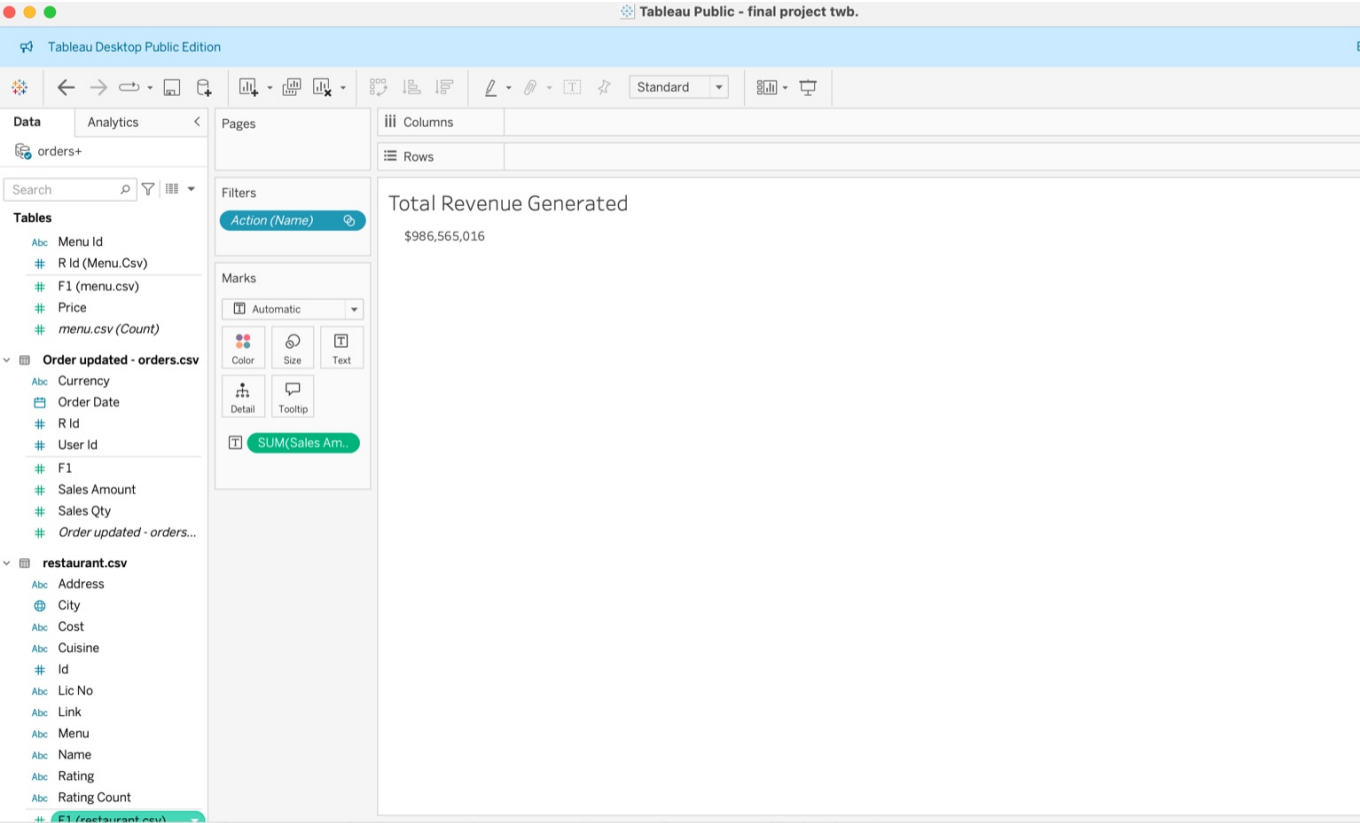


Sales by Cuisine

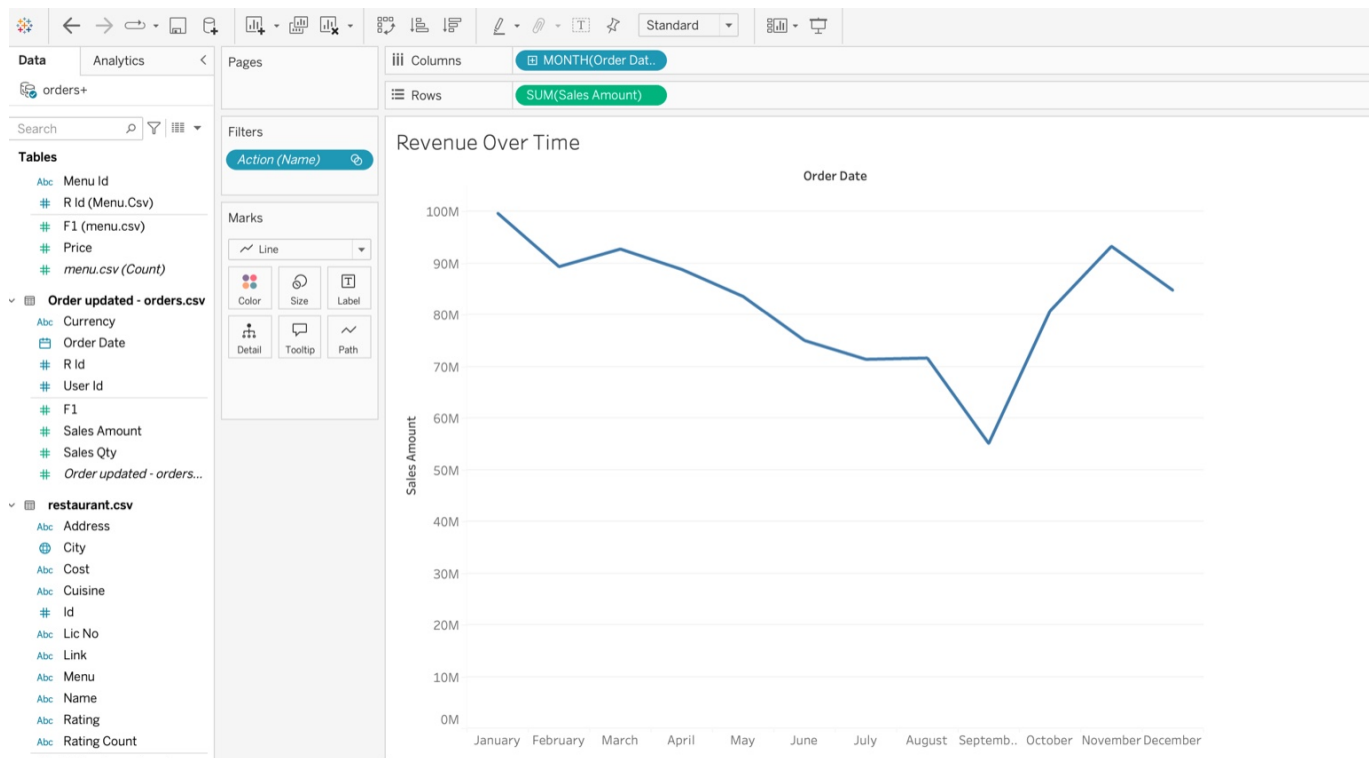


Conclusion
This sales analysis dashboard provides key insights into revenue trends across various dimensions, including restaurants, cities, and cuisines. The finding indicate that North indian cuisine dominates sales, with Bangalore generating the highest revenue. Domino's Pizza stands out as the top-performing restaurant. The seasonal fluctuations in revenue suggest opportunities for targeted marketing efforts. These insights can help businesses optimize their offerings and make data-driven decisions for growth.

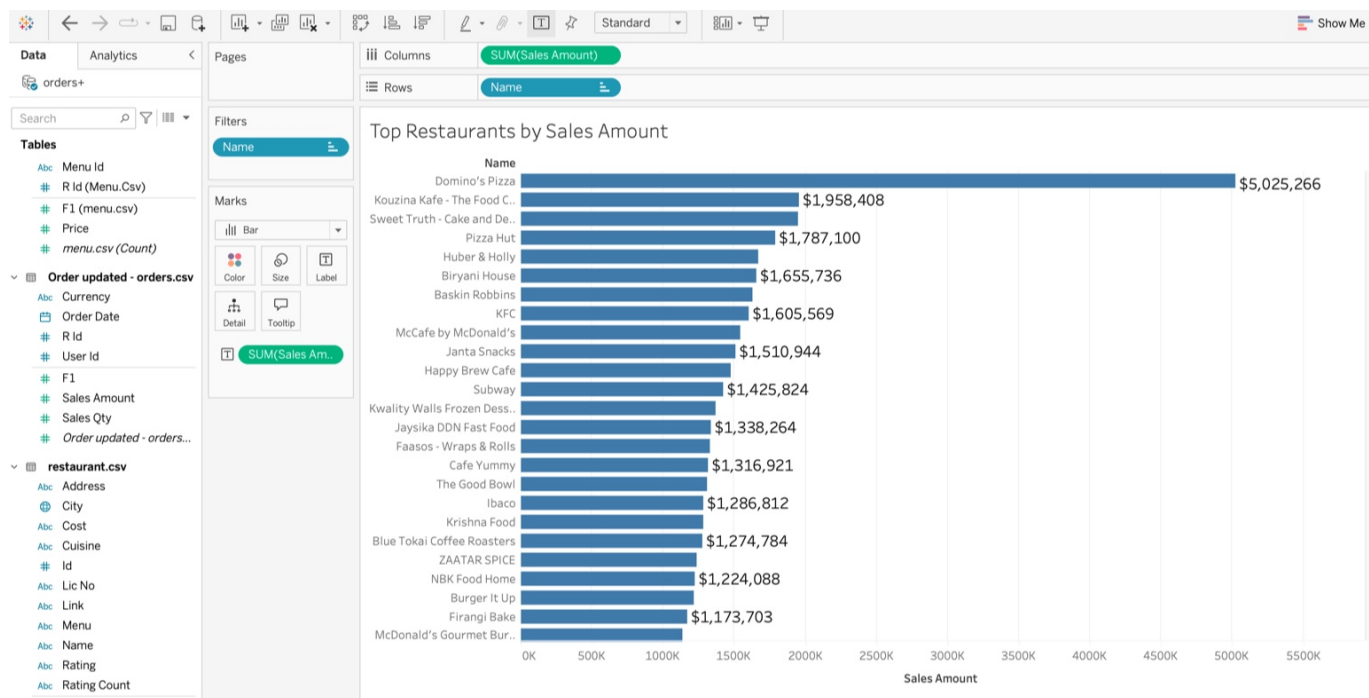
Total Revenue



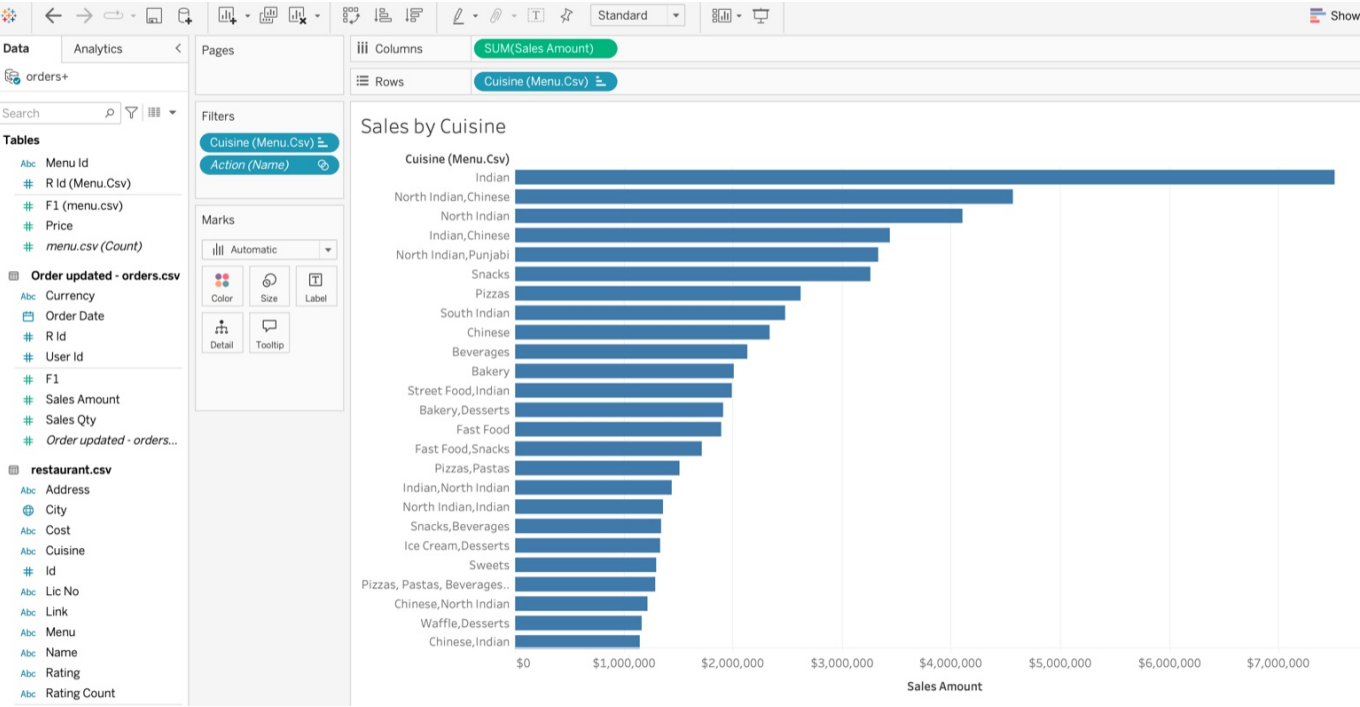
Revenue Over Time



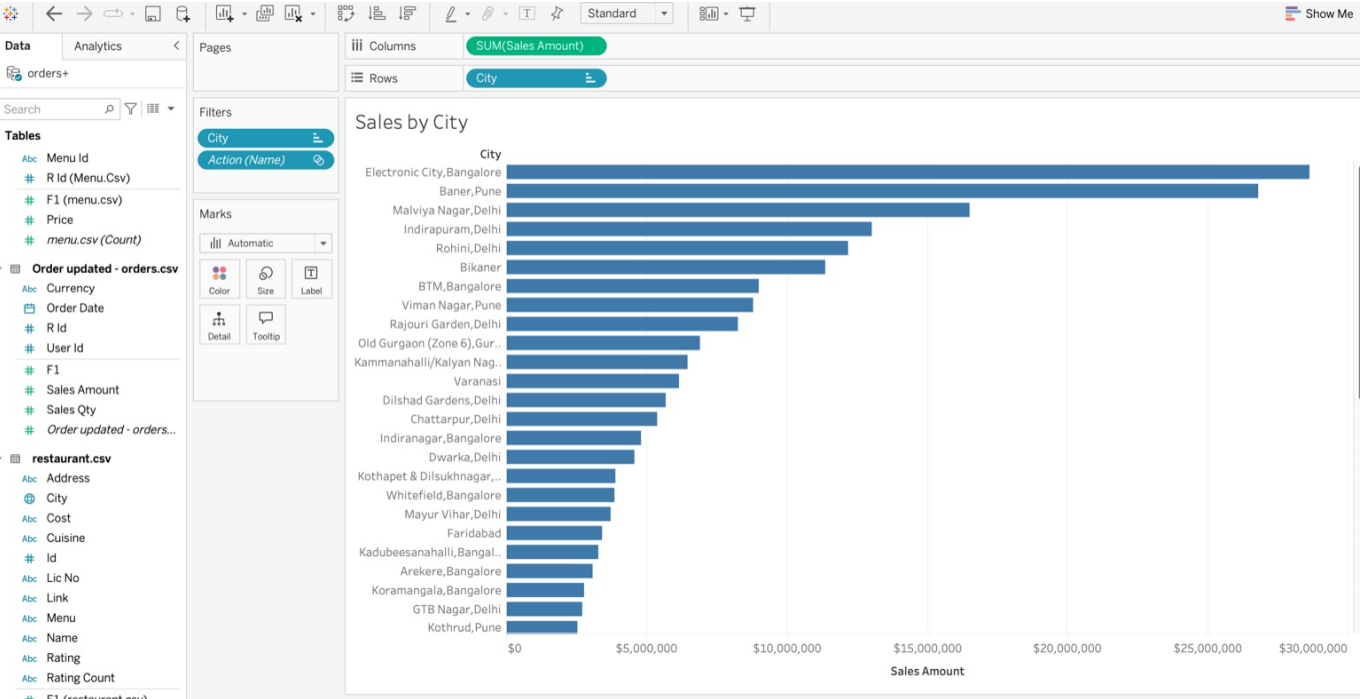
Top Restaurants by Sales Amount



Sales by Cuisine



Sales by City



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