Data Vision Analytics

1 Mission

- Analyze the data
- Optimizing the menu
- Increase revenue
- Minimize waste with predictive customer behavior

2 Data

What we know about the customers & dishes?

75,526 Customers

A lot of customers

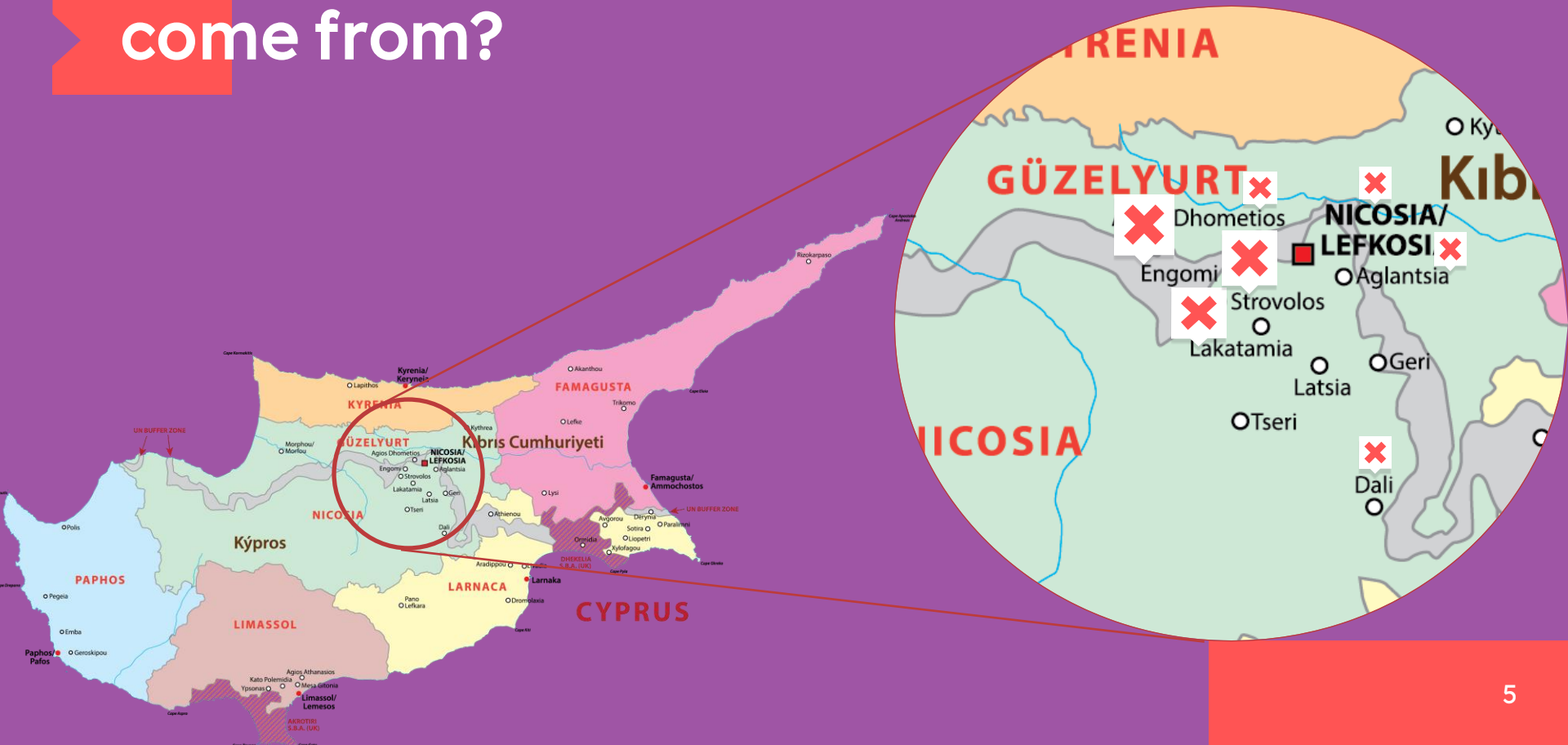
€792,954 Total Revenue

73% dine-in

27 Product Families

And a rich food menu

Where are the customers come from?



Data Cleaning and Preprocessing

Removing Duplicated Values

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Correcting date format errors for Invoice Date Hour, Customer Since

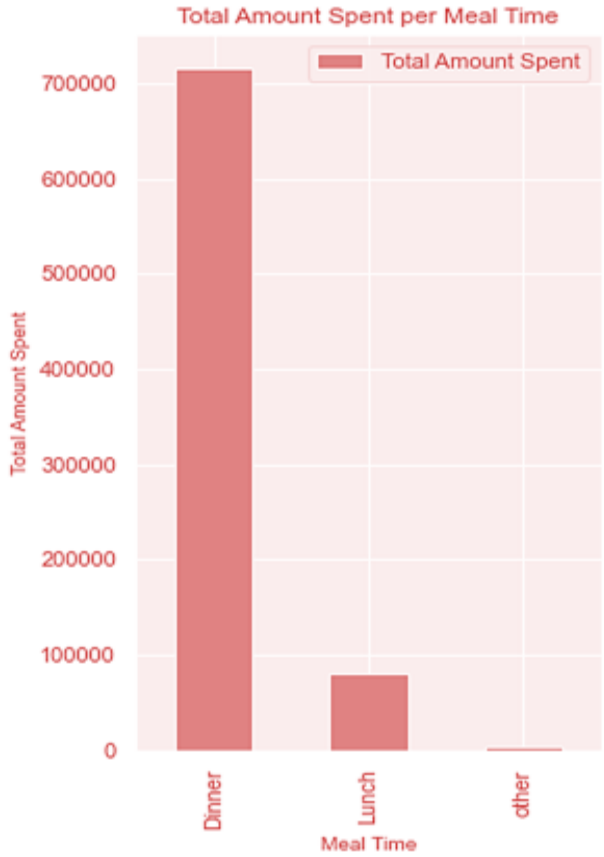
Fixing typos in variables such as “Product Designation” and “Customer City”

Creating new variables: Mealtime & Years As Customer

Creating new variables with extra datasets: Holidays, Weather & Seasons

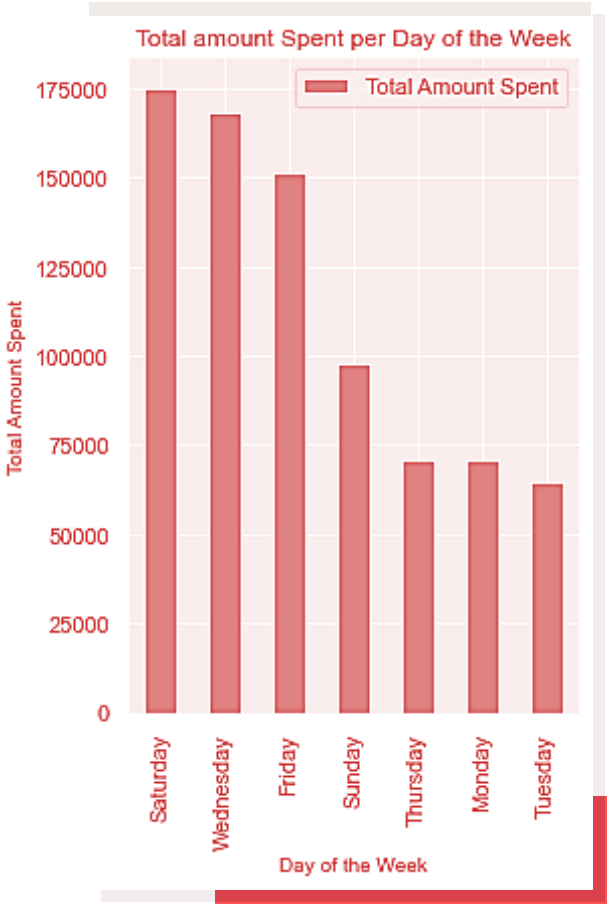
Comparison of Mealtime

- Busy Dinner
- Quiet Lunch



Which day?

- The most crowded day - Saturdays: 175,079 customers.
- The second most crowded day - Wednesday
- Mondays & Tuesdays have around 70,000 customers.



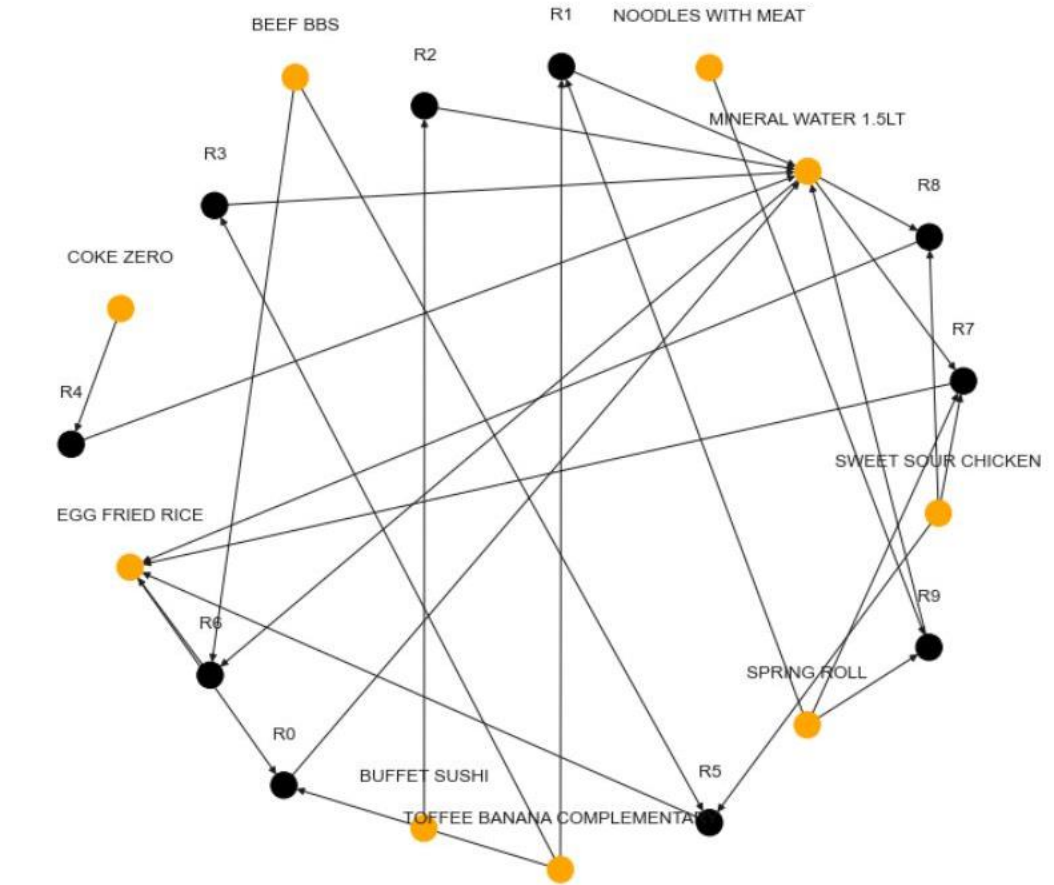
Busiest Month of the Year for the Restaurant

3

Results

What the restaurant should do?

Item sets



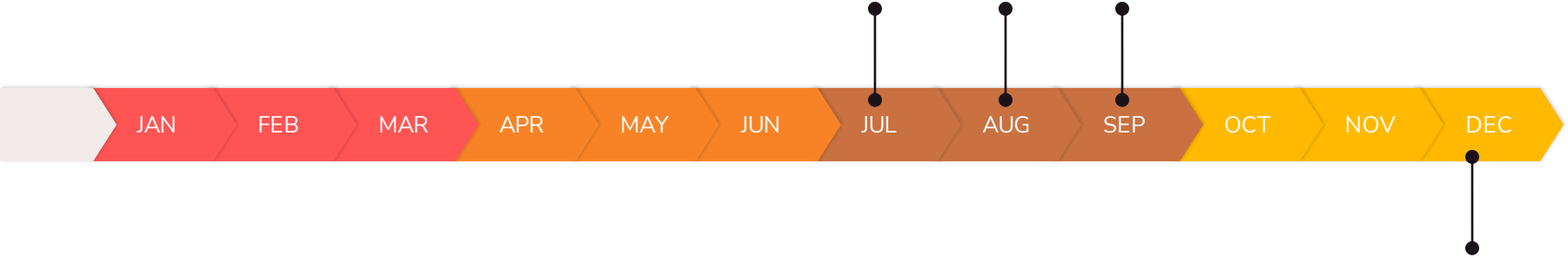
- Visualization of model output

Final Suggestions

- Launch campaigns during quieter months.
- Create special set of menu for deliveries.
- Revise the menu to include dishes like noodles with meat to reduce waste.
- Offer extras on dishes with less demand.
- Consider closing during certain lunch times days (around 700 euros per month)

Yearly Plan

Reduce the number of employees and run promotions, such as discounts on eggs, to attract more customers during the summer.



We can introduce a new dish and test it due to the higher number of customers.

Thanks!

Any questions?

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