

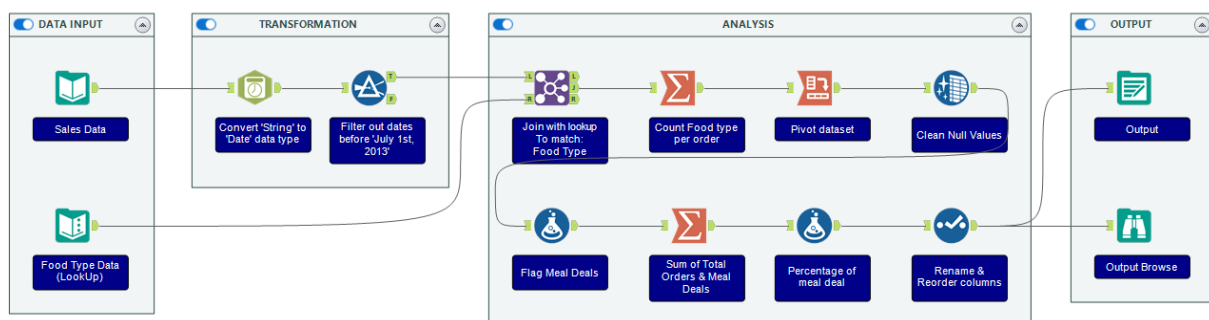
## CHALLENGE STATEMENT

We set out to determine the number and percentage of transactions from a sample date period between June to December 2013. The key metrics from the Dataset would include either a Pizza/Burger, accompanied by both a Side and a Drink.

The client's core objective was to assess the potential impact if they were to introduce a "Meal Deal" on the menu.

## PROCESS

To address the challenge we started off to structure the Data with a workflow on Alteryx.



Here's a breakdown of our approach:

➤ **DATA INPUT:**

Two Datasets, one containing sales information and the other food item types.

➤ **TRANSFORMATION:**

The sales data was not perfect, the date was in text format and so it was converted into a date format. Then we removed any data pre July 1st to keep things relevant.

➤ **ANALYSIS:**

Merging the two Datasets first with the combined data, we summarized to see the frequency of each food type in orders. After some tidying up, we highlighted the orders that matched the criteria of a meal deal. From there,

we determined the total number of orders and how many fit the "Meal Deal" profile, allowing us to find out the percentage of meal deal-like orders.

➤ **OUTPUT:**

To wrap things up, we exported the refined/analyzed data into an Excel file for easy reference, as per the clients requirements.

## DASHBOARD

From our data visualization, it's clear that 70.75% of the orders aligned with the concept of meal deals.

Our recommendation from the work carried out is that it would be a positive impact to consider adding "Meal Deal" options to their menu. The top three best-selling items in the product range were Pizza, Drink, and Sides. In particular given their individual popularity, we recommend combining these three items in a bundle to form the ideal "Meal Deal".

