

Breaders-Fornobrisa x AlbertSchool

Student project presentation

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Methodology Overview



Key Focus Areas

- Validation, cleaning, and handling datasets
- Demand patterns, seasonality, and peaks
- Linking sales, margins, and volume behavior
- 2026 forecasts with ~10% growth assumptions
- Pareto, ABC-XYZ, and Clustering
- Filtering by products, stores, and periods

Data Collection & Preparation

Datasets processed

- ▶ Sales transactions: 594K rows (2025)
- ▶ Ordered quantities: 44K rows (2025 deliveries)
- ▶ Product master data
- ▶ Store information

Key transformations

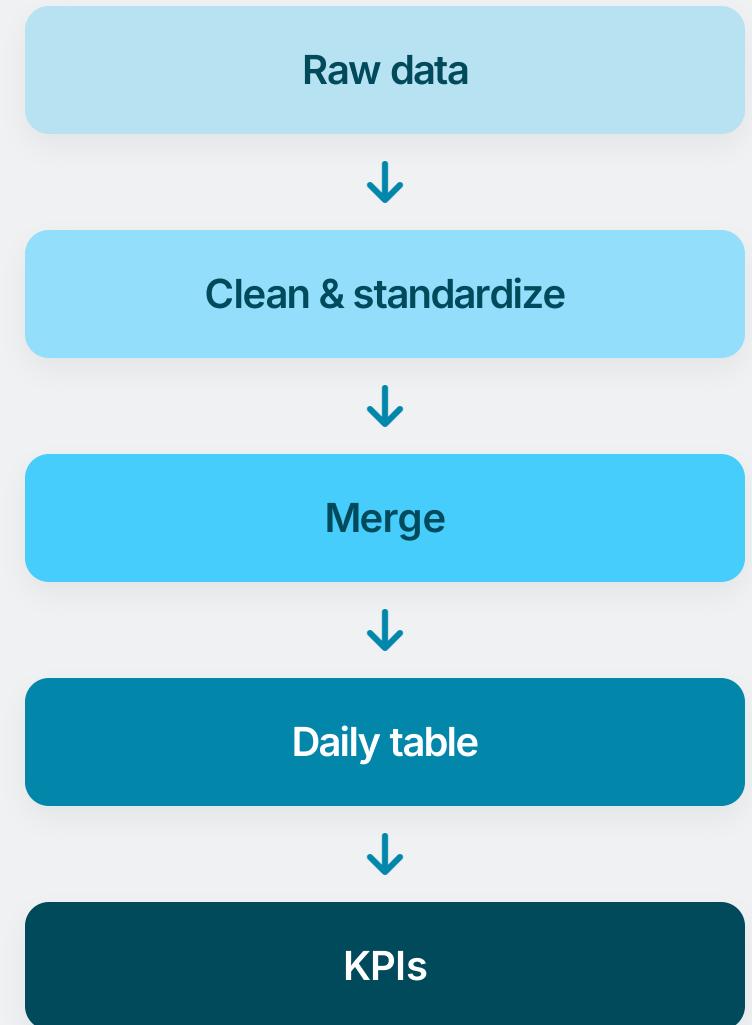
- ▶ Daily aggregation
- ▶ Waste calculation
- ▶ Margin computation

Data cleaning

- ▶ Removed missing values
- ▶ Harmonized identifiers
- ▶ Structured 2025 data

Quality checks

- ▶ Consistency validation
- ▶ Anomaly detection



Principal KPIs (2025)

TOTAL REVENUE

€5.55M

Consolidated 2025 performance

TOTAL TRANSACTIONS

211K

Across both retail locations

OVERALL MARGIN

91.4%

High profitability baseline

Store Comparison: Galliera vs Bolognina		
Metric	Galliera	Bolognina
Revenue	€3.23M	€2.31M
Average Basket	€46.93	€45.21
Margin	91.6%	91.1%
Waste Ratio	6.6%	5.9%
Transactions	123K	88K

Seasonality: Monthly Trends

REVENUE EXTREMES

**Peaks in Dec & May-June.
Lows in Jan & Aug.**

December is driven by the holiday season, while May-June captures peak spring traffic.

STORE VARIANCE

Galliera shows stronger seasonal variation.

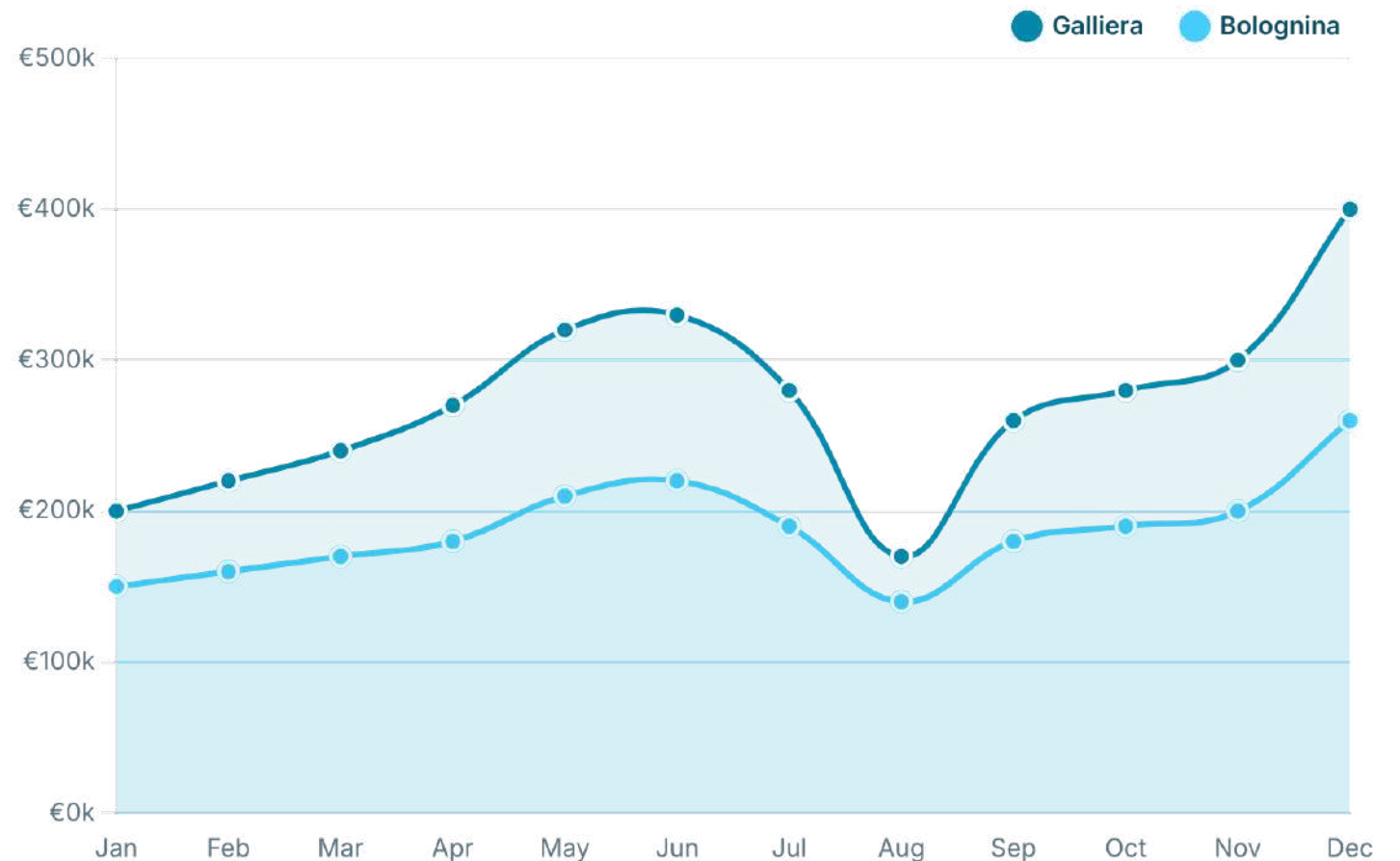
Bolognina maintains a steadier neighborhood demand pattern compared to Galliera's dynamic shifts.

2025 TRAJECTORY

Consistent growth trend throughout the year.

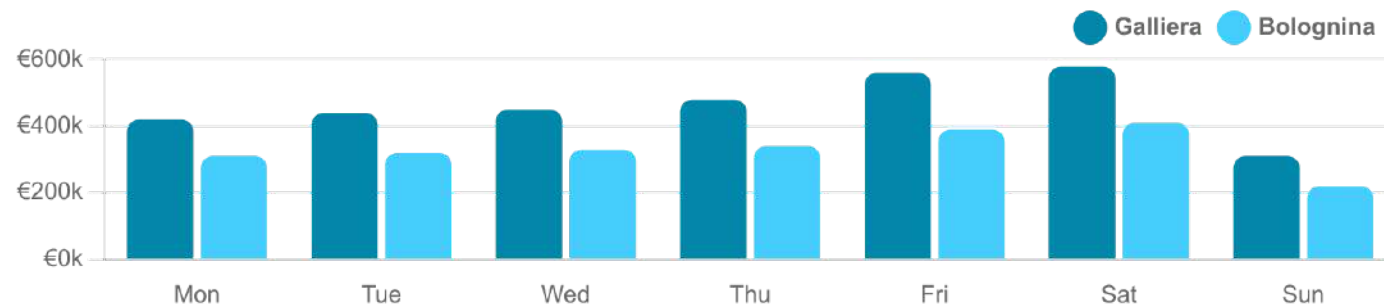
Both locations demonstrate positive underlying momentum despite the expected seasonal dips.

Monthly Revenue (2025)



Seasonality: Weekly & Hourly Patterns

📅 Revenue by Weekday (Galliera vs Bolognina)



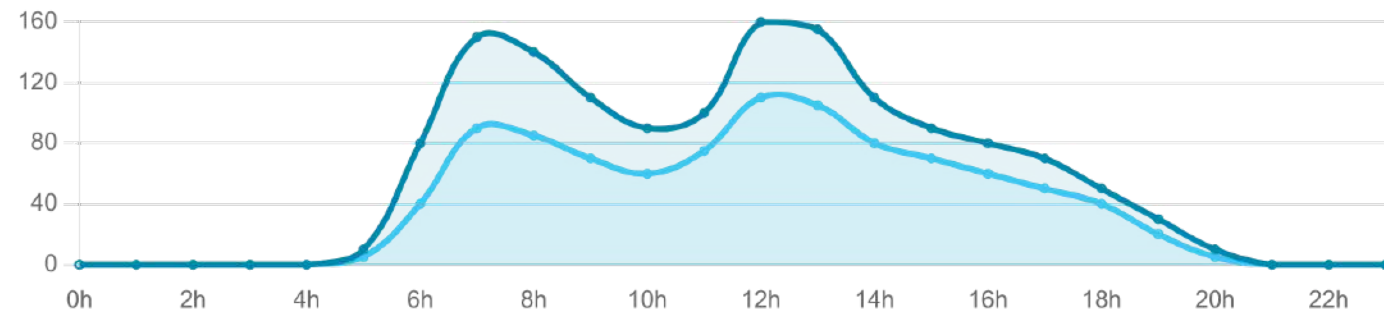
WEEKLY INSIGHTS

- Peak days: Friday–Saturday
- Lowest: Sunday

HOURLY INSIGHTS

- Morning peak: 7–9 AM
- Lunch peak: 12–1 PM
- Afternoon decline

🕒 Hourly Revenue Pattern (0-23h)



STORE DIFFERENCES

- Galliera has stronger breakfast traffic
- Both stores show similar hourly patterns

Profitability & Waste Dynamics

📊 Top categories by margin:

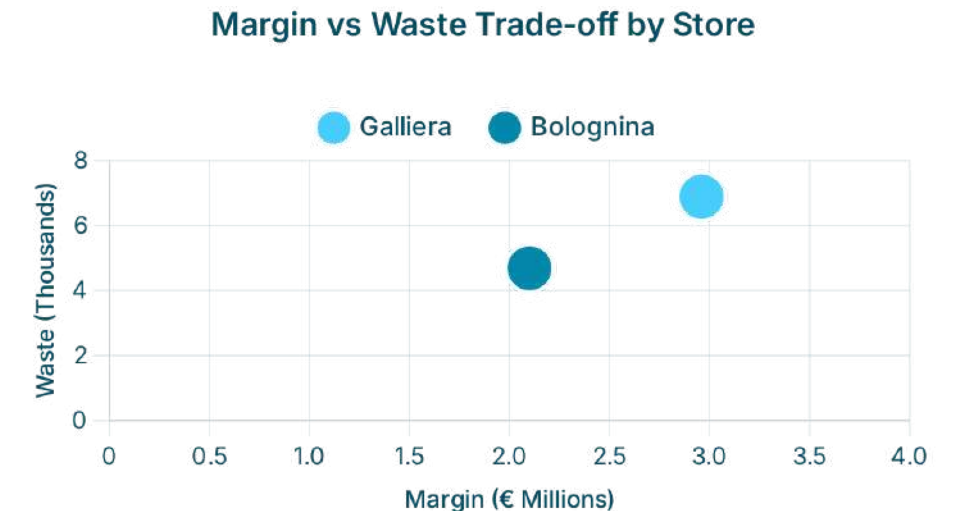
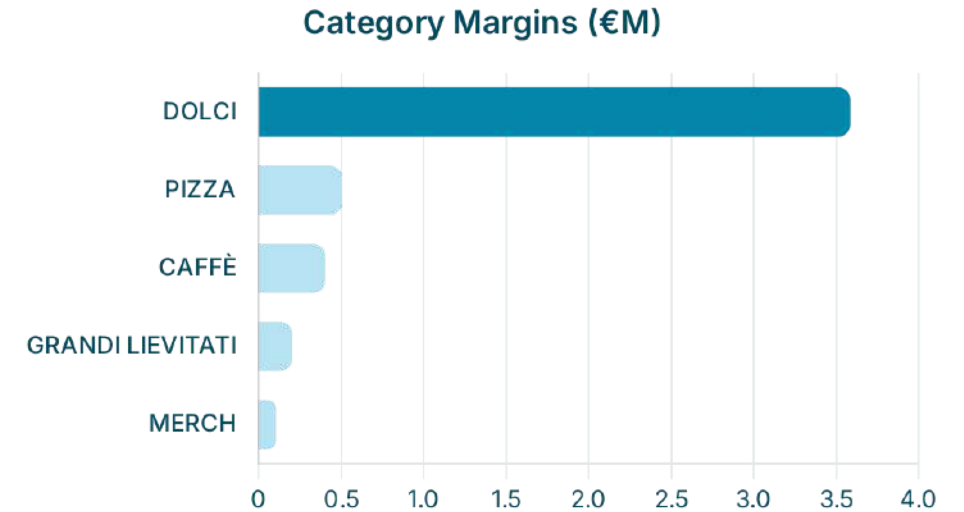
- ▶ DOLCI (€1.44M Bolognina; €2.14M Galliera)
- ▶ PIZZA
- ▶ CAFFÈ

♻️ Waste concentrated in:

- ▶ GRANDI LIEVITATI (seasonal)
- ▶ MERCH (95% waste ratio)

💡 High-margin products have lower waste ratios

⚖️ Trade-off between availability and efficiency



Performance Drivers

🔹 The Pareto Principle

✅ ~15% of SKUs drive 80% of revenue

- 39 SKUs (Bolognina)
- 36 SKUs (Galliera)

⚡ Key Characteristics

↑ Higher margins and Higher turnover

↓ Lower waste (3.1% vs 4.9%)

📊 Demand variability strongly correlates with waste levels

TOP PERFORMERS

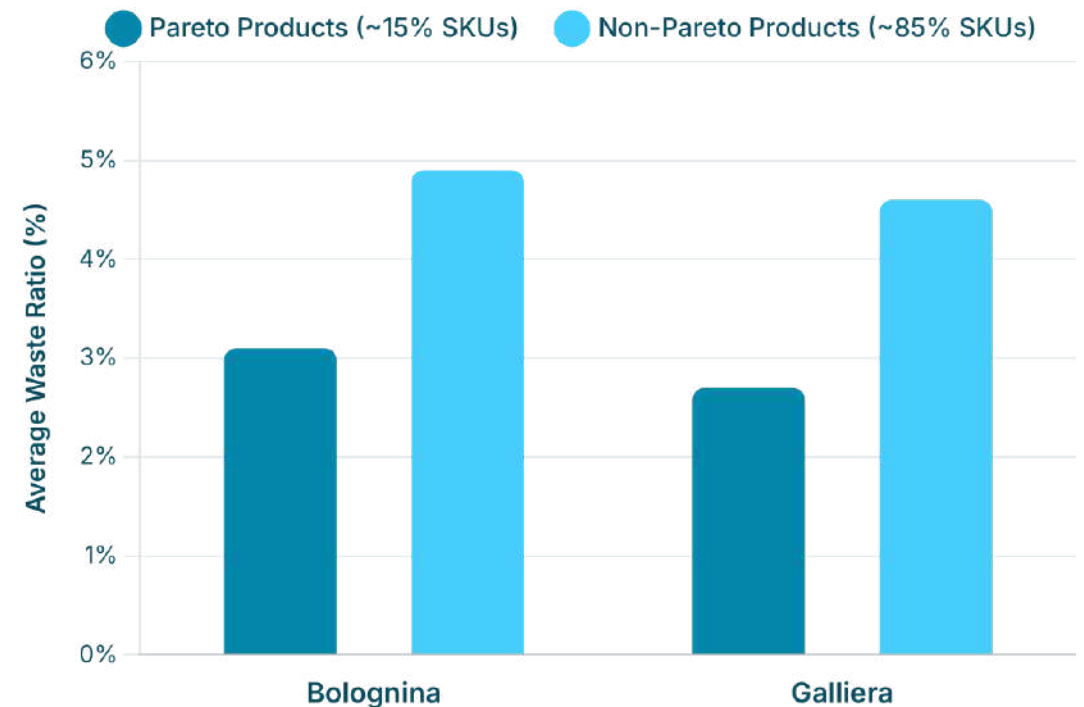
Cornetto varieties

🍕 Pizza slices

💧 Water

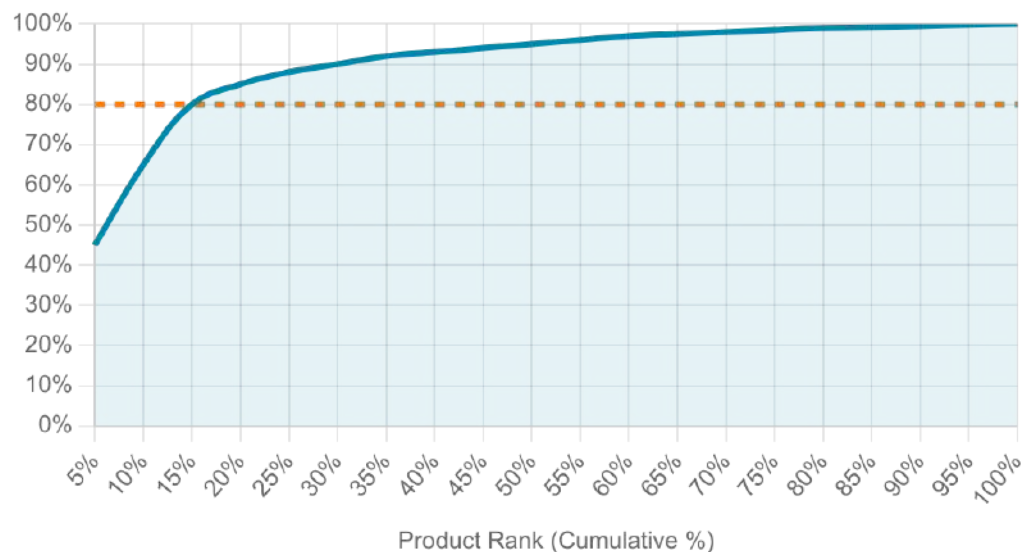
🍞 Pangocciolo

Waste Ratio: Pareto vs Non-Pareto



Additional KPIs (Showcase: Pareto)

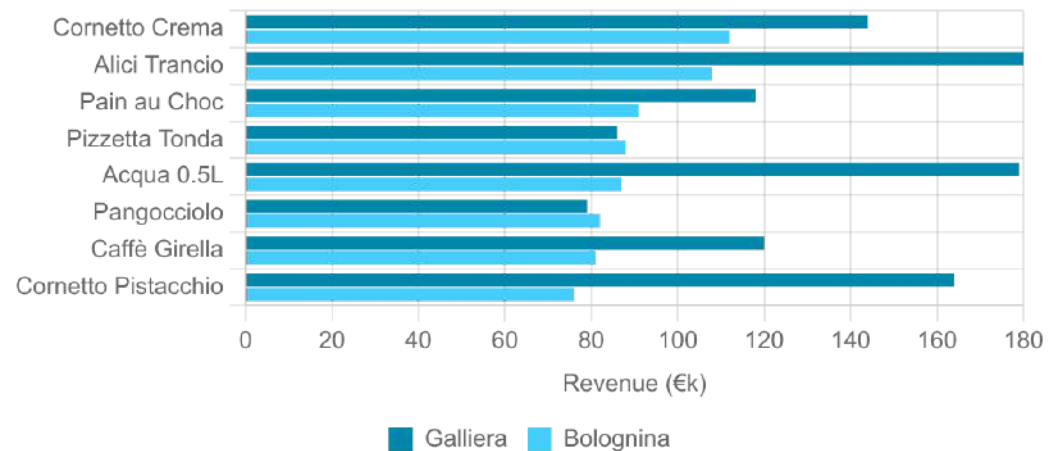
Revenue Concentration Curve



✓ ABC-XYZ classification: Most products are A-X (high revenue, low volatility)

✗ Long tail: 85% of SKUs contribute only 20% of revenue

Top 15 Products by Store (Revenue)



STRATEGIC FOCUS:

80% of revenue is generated by just ~15% of the assortment.

Interactive App Development

Analysis Filters

FILTER DIMENSIONS:

 Products

 Stores

 Time periods

Built dynamic filtering tool for real-time analysis

Enables scenario planning and what-if analysis based on selected parameters.

Key metrics displayed:

Revenue

Margins

Waste ratios

Demand patterns

Filters

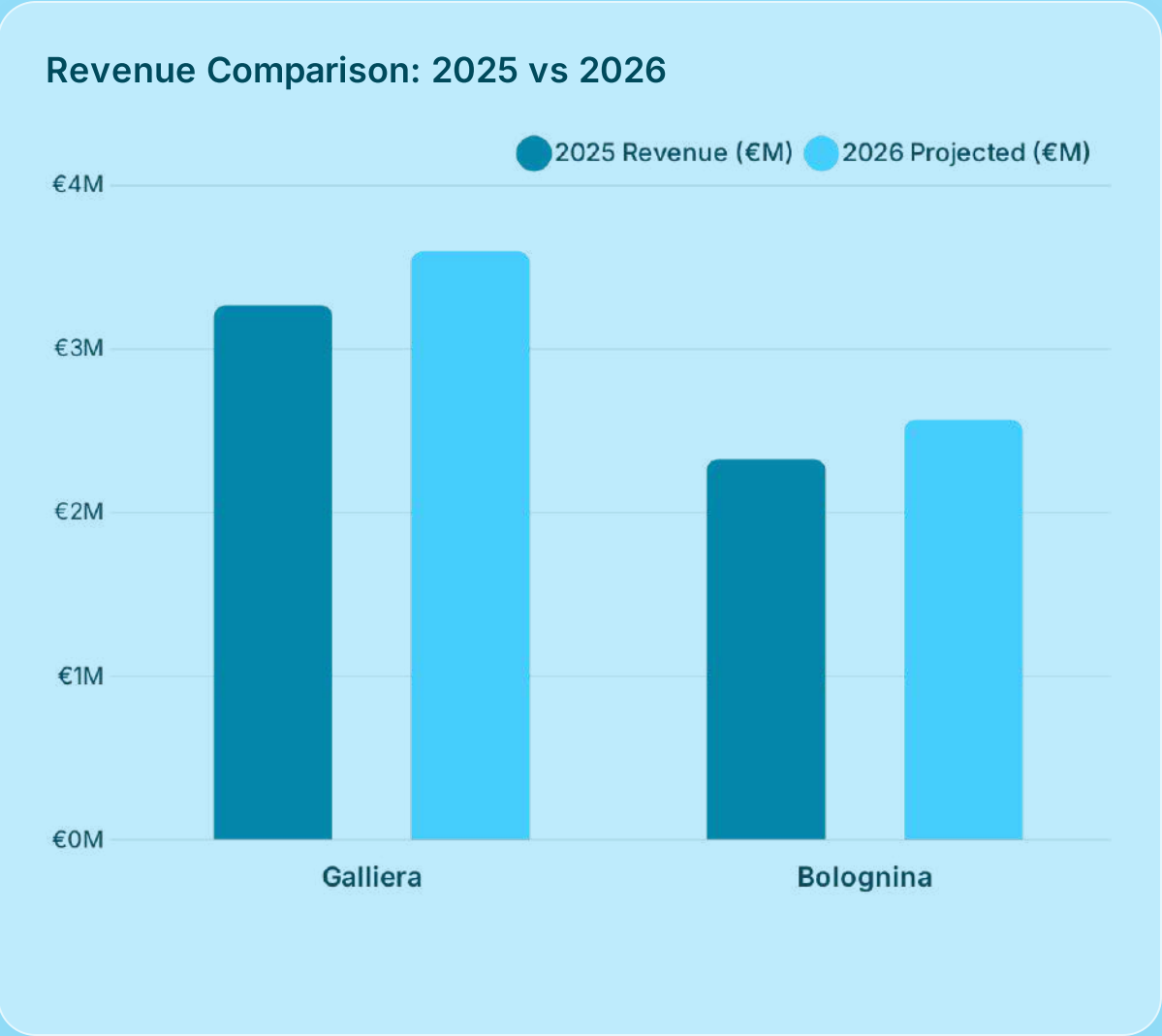


Metrics



Visual outputs

2026 Budget Overview



Projected revenue

€6.11M total

Galliera: €3.60M | Bologna: €2.57M

Expected profitability

93% +

margin ratio

Key Assumptions

+10% volume
Growth assumption: volume increase

-15% waste
Waste reduction target

+2% margin
Margin improvement through better product mix

Strategic Recommendations

COMMERCIAL STRATEGY

1. Product Mix Optimization

Focus on Pareto products, reduce long-tail SKUs

4. Pricing Strategy

Leverage high-margin categories (DOLCI, CAFFÈ)

6. Store-Specific Actions

Galliera: focus on breakfast

Bolognina: focus on lunch traffic

OPERATIONS & EFFICIENCY

2. Waste Reduction

Improve ordering for GRANDI LIEVITATI, eliminate MERCH waste

3. Demand Forecasting

Use hourly/weekly patterns for better staffing and production

5. Operational Efficiency

Align ordered quantities with actual demand patterns

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Report Period:

Full Year 2025

Project Type:

Student project presentation

Thank You

Sources & Data



Data sources

Breaders internal systems (2025 full year)



Analysis tools

Python (pandas, matplotlib, seaborn)



References

Business case documentation