Maria Almenara is Lima’s first bakery offering fresh homemade desserts using Maria’s family recipes at large scale. As they expand their Business to Customer (B2C) offering through the opening of eight new stores in 2020, they are looking to incorporate more data into their decision making.

**Our Project:**

Our project has three primary objectives:

1. Develop a demand forecast using historical sales data
2. Develop an inventory model based on demand forecast results
3. Research customer data and habits to suggest business improvements

**Recommendations:**

- "My cake is deformed"
- "They serve cold egg benedict"
- "They stock-out popular items"
- "The cash machine is too high for me to reach"
- "The place smells something like rust"
- "The area is too crowded - they should have a bigger place"
- "I don’t like the music played"

"Their attention is super slow - I think it does not deserve to sacrifice so much wait"
"Bad attention - do not value customers, no one bring me the menu"  
"No one would wait 10 minutes for a cake"