Pizza Sales Report

Dashboard Link:
https://public.tableau.com/app/profile/prachi.wathore/viz/PizzaSalesReport_17317636657470/Home

Introduction

The pizza sales analysis report provides a detailed overview of sales performance, trends, and customer preferences.

By examining data on sales volume, top-selling pizzas, least-selling pizzas, this report aims to highlight key insights, improve marketing strategies, optimize menu offerings, and drive overall profitability for the pizza business.

Analysis Process

1. Define Objectives

2. Identify Data Source

3. Data Collection and Cleaning

4. Data Processing

5. Derive insights using MySQL

6. Document the findings

7. Choose a Visualisation Tool

8. Design Layout

9. Create Visualisation

10. Add Interactivity

11. Test and Validate

Objective

The objective is to analyse pizza sales trends and identify and understand customer preferences in line with following performance indicators:

Total revenue, total pizzas sold, told orders, average order price and average pizzas per order.

Track hourly trend for the total pizzas sold and weekly trend for total orders daily as well as weekly peaks.

Identify the contribution towards revenue by pizza category and size.

Track the top and bottom five pizzas according to the contribution towards total revenue generated, total ordered quantity of pizzas and total number of orders to streamline the pizza preferences.
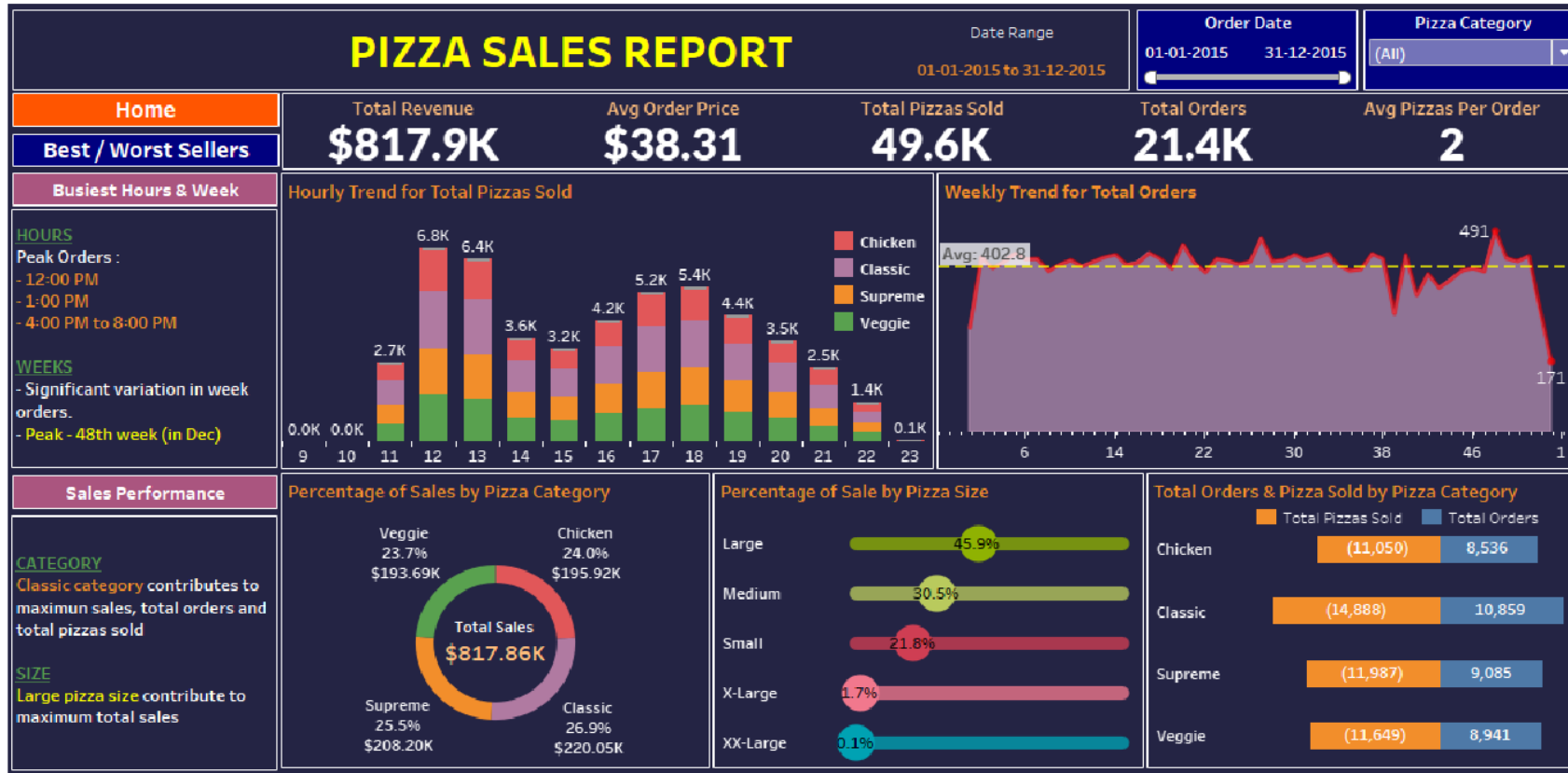
Dataset and Technology

Dataset
- ◦ File type: .csv
- ◦ Number of rows: 48620
- ◦ Number of fields: 12
- ◦ Filed list: pizza id, pizza name id, order id, order date, order time, pizza category, pizza size, quantity and unit price etc.
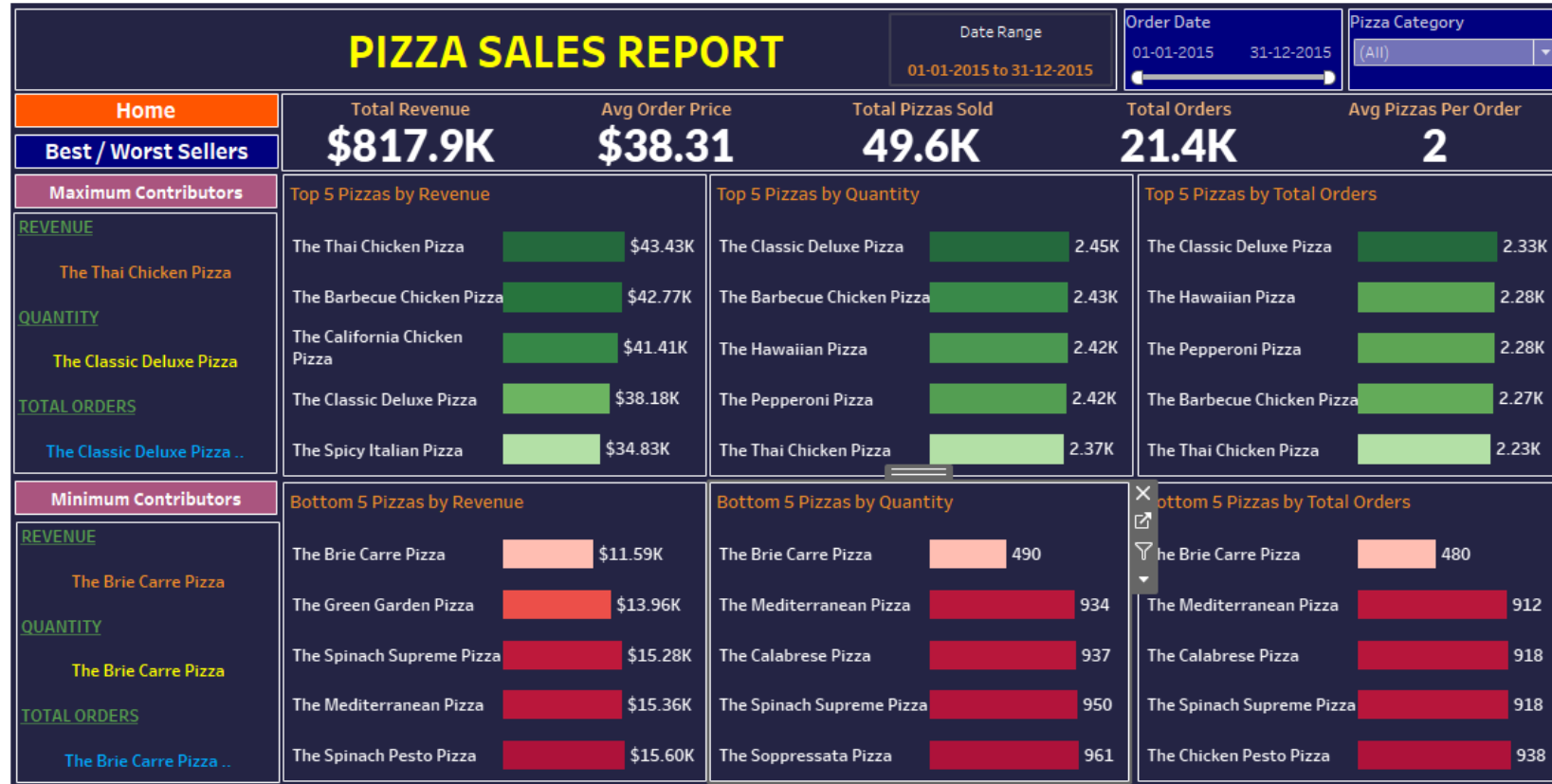
Technology
- ◦ MySQL
- ◦ Tableau Public

Dashboard

Dashboard

Conclusion

The total revenue is $817.9K generated from the $21.4K orders which consisted total 49.6K number of pizzas sold.

The average order price is identified to be $38.31 with average pizzas per order being two.

The peak hours for pizza sale is identified at 12:00 p.m., 1:00 p.m. and in the interval of 4:00 p.m. to 8:00 p.m. The orders are negligible post 10:00 p.m.

There is significant variation in the total number of orders when tracked on weekly basis with an average of 402.8 and a peak in 48th weak of the year(i.e. in December).

Conclusion

Around 51% of the revenue is generated by two categories of pizzas, Classic and Chicken.

The large and medium size pizzas contribute to 75% of the total pizza sales, whereas the X-Large and XX-Large category together contribute to a minor 1.8% only.

Maximum contribution to revenue is by The Thai Chicken Pizza, while, the Brie Carre Pizza contributes the least.

Maximum contribution to the total quantity of pizzas ordered and the total orders placed is by The Classic Deluxe Pizza, while, the Brie Carre Pizza contributes the least in both the categories.