Case Study of Pizza Planet

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Business Overview

Pizza Planet is a new venture in Najibabad, inspired by the established Cake Planet brand. Led by brothers Faizan and Imran, it blends family tradition with modern innovation to deliver high-quality, fresh pizza.

Data Overview

Orders
12,789 total orders analyzed

Sources
Data from Pet Pooja POS

Columns
Key metrics include various attributes

Tracking
Customer tracking at 45.43%

Methodology

Cleaning
Ensured accurate data integrity

Engineering
Created new time-based features

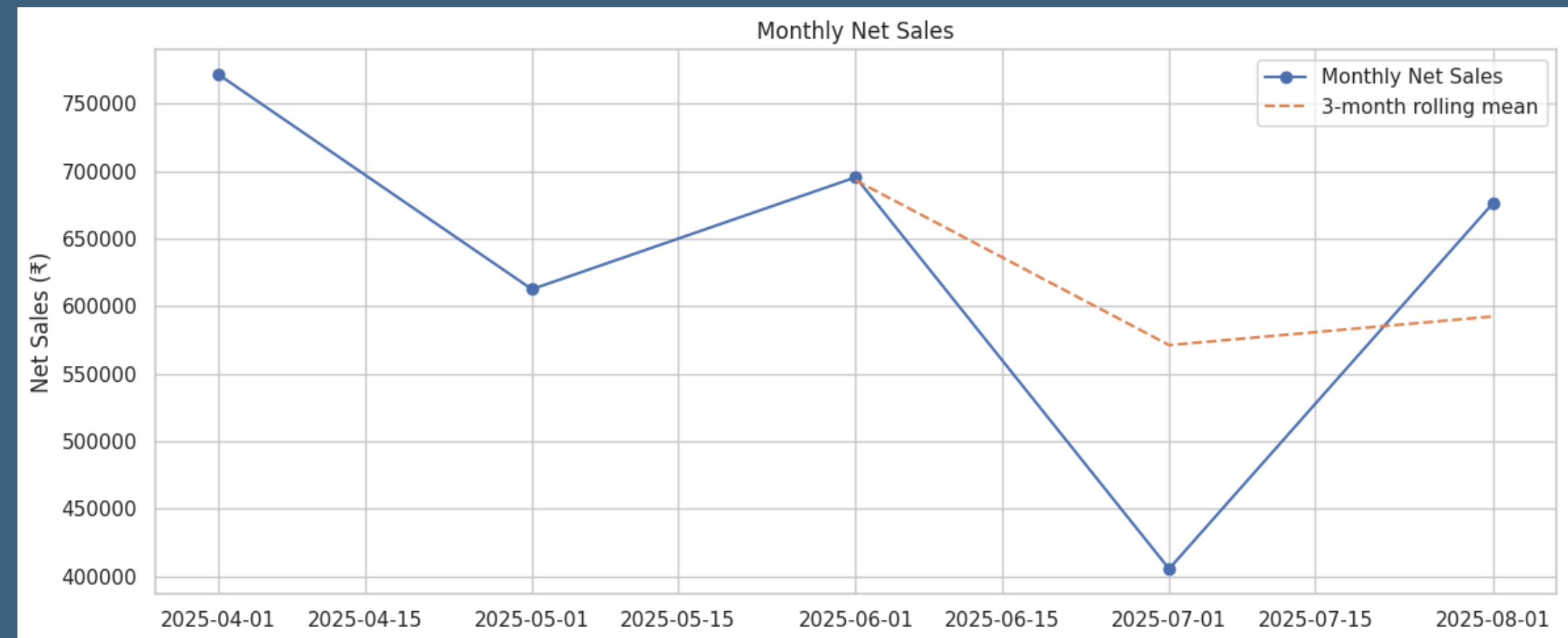## Analysis
Conducted EDA using Python

Segmentation
Divided customers into specific groups

Revenue

The monthly revenue trends reveal **notable fluctuations** across the year.
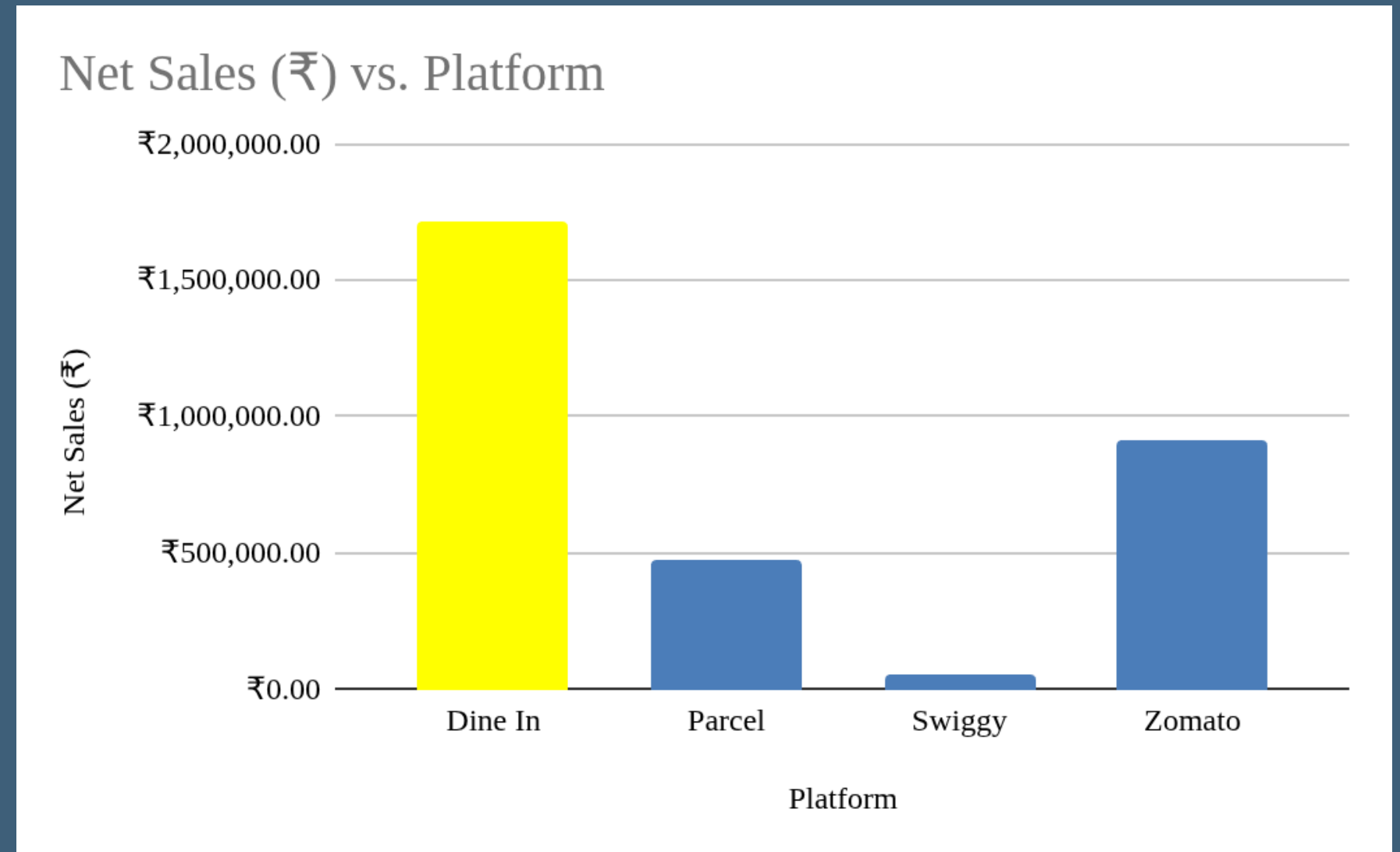
Key insights include:
- Seasonal peaks that align with holidays
- Consistent growth during summer months
- Valuable data for future sales strategies
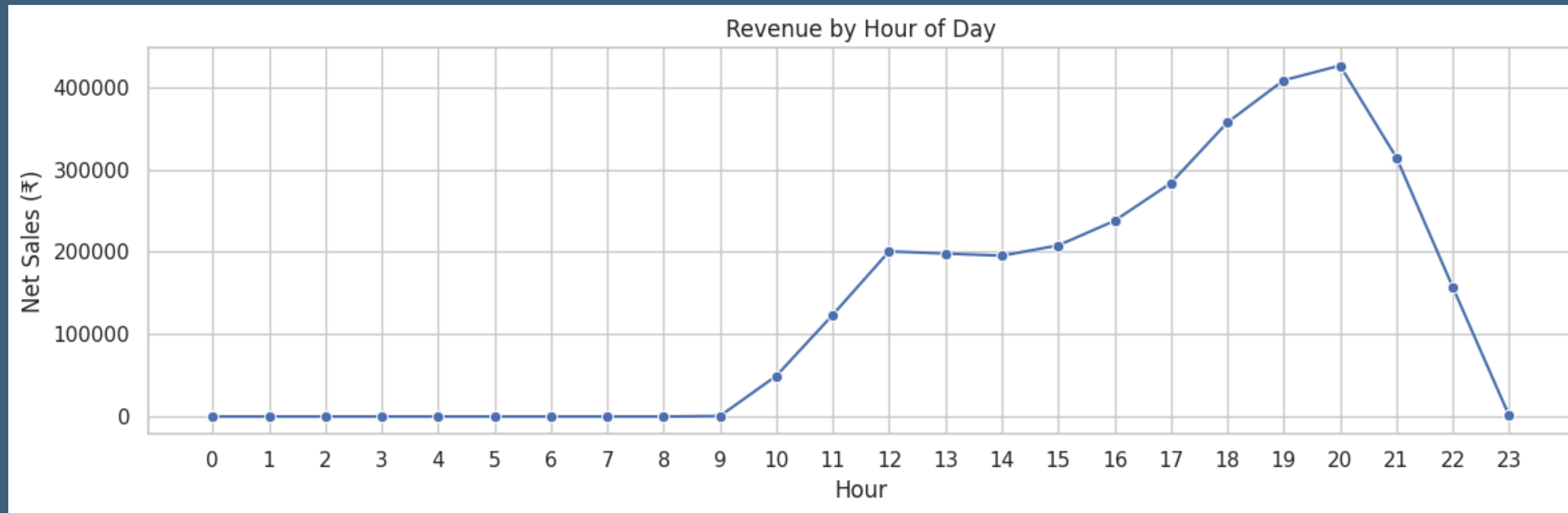

Monthly Net Sales

Performance

- **Dine-In** leads with the <u>highest revenue</u> contribution.
- **Zomato** serves as a strong secondary revenue channel.
- **Swiggy** shows minimal contribution towards total revenue.

Understanding these **platform dynamics** is crucial for optimizing marketing and operational strategies.

Net Sales (₹) vs. Platform
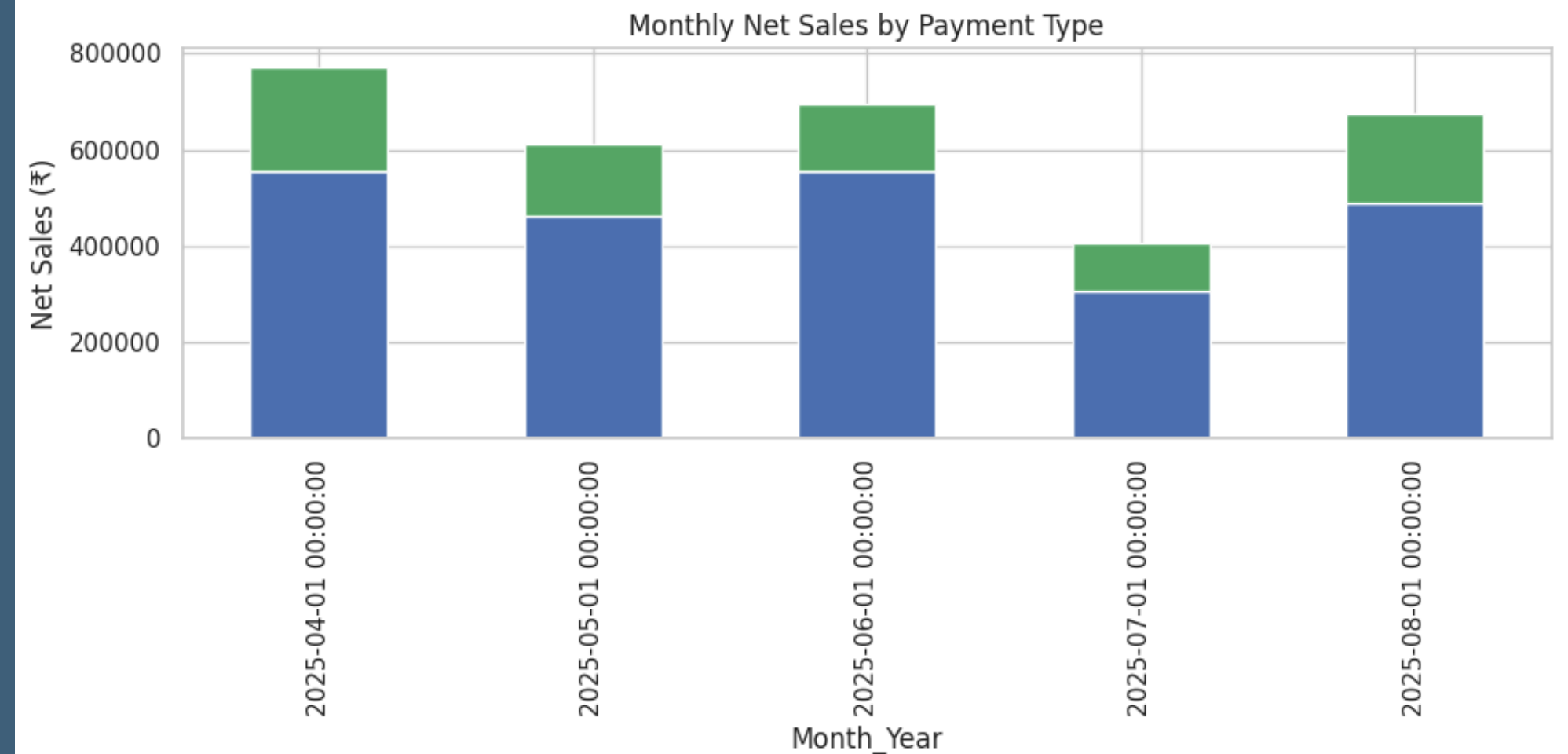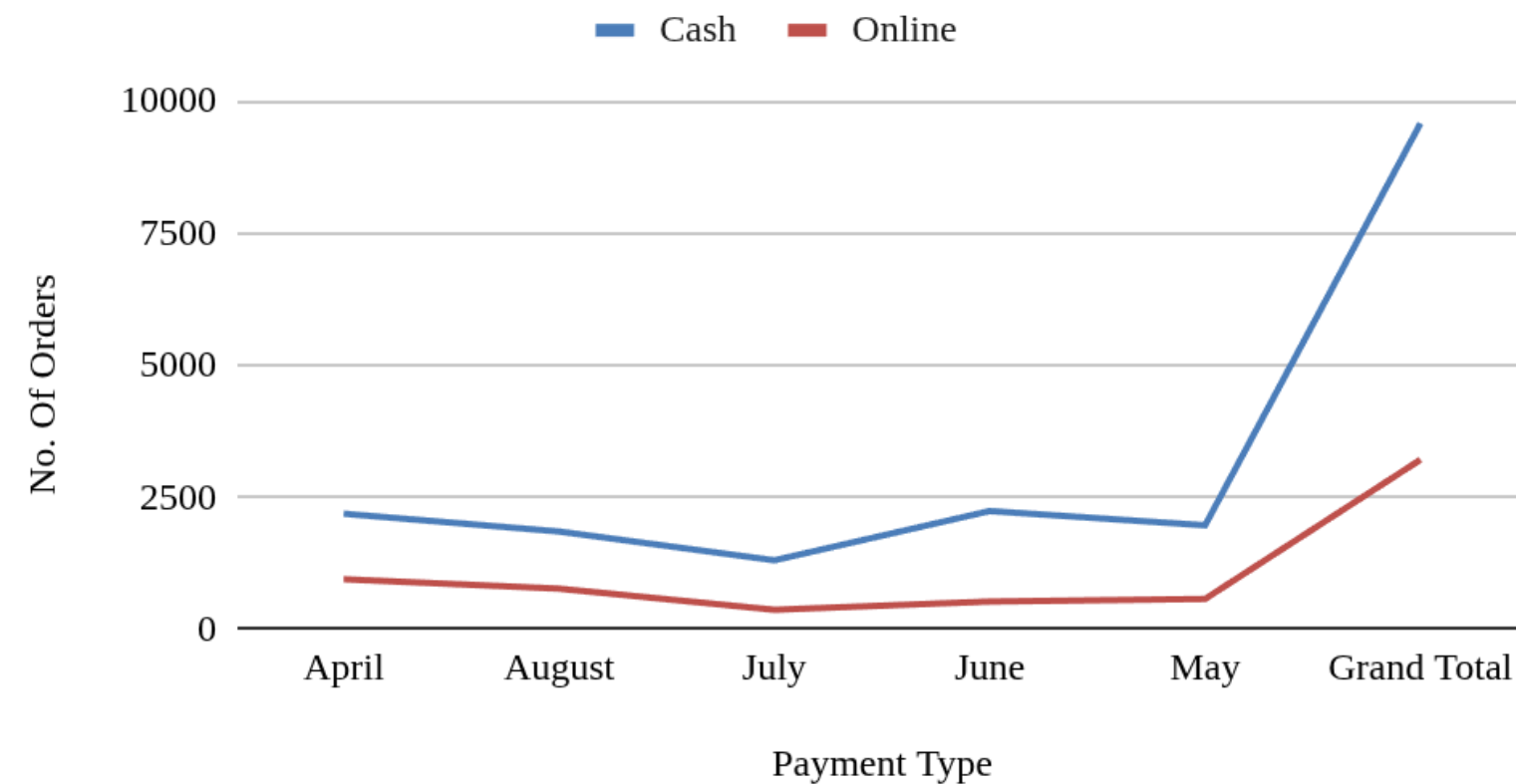
Peak

Revenue by Hour of Day

The **peak sales hours** for Pizza Planet are from 5
PM to 9 PM, with the highest sales occurring at 7
PM.
This data is crucial for better staffing and
inventory management.

Payments

Cash and Online

Monthly Net Sales by Payment Type

- Cash transactions dominate at **75%**.
- Online payments are showing a steady rise.
- There is a significant **opportunity** to promote and increase digital payment methods.

Results

Dominance

Strong dine-in performance noted

Peak

Clear evening sales spike observed

Retention

Weak customer loyalty identified here

Discounts

Not a significant revenue driver

Recommendations

Loyalty
Implement a rewards and follow up system

Online
Encourage digital payment methods

Zomato
Enhance visibility on online food booking platform

Scheduling
Optimize staff and services for peak hours