

PIZZA PLACE SALES

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INTRODUCTION

BACKGROUND

AN OVERVIEW OF PIZZA SALES DATA FROM JANUARY 2015 TO DECEMBER 2015 IS GIVEN IN THIS REPORT. TO FIND TRENDS AND PATTERNS IN PIZZA SALES, DATA WAS GATHERED FROM PIZZA JOINTS ACROSS THE UNITED STATES AND ANALYSED.



PROBLEM

PIZZA RESTAURANT HAS RECENTLY SEEN A DECLINE IN SALES AND PLANS TO INCREASE THEM BY LOOKING AT CUSTOMER AND ORDER DATA. TO DO THIS, THE MANAGEMENT PLANS TO PERFORM A THOROUGH ANALYSIS OF ORDER DATA AND CONSUMER BEHAVIOUR IN ORDER TO SPOT IMPORTANT TRENDS AND AREAS FOR IMPROVEMENT.





GOAL



- GAIN A DEEPER UNDERSTANDING OF CUSTOMER BEHAVIOUR AND PREFERENCES
- IMPROVE CUSTOMER SATISFACTION AND LOYALTY
- IDENTIFY AND ADDRESS THE ROOT CAUSE OF THE DECLINE IN SALES
- INCREASE PIZZA SALES BY FINDING THE ISSUE
- FIND THE PROBLEM USING ANALITICAL THINKING AND ANALITICAL TOOLS

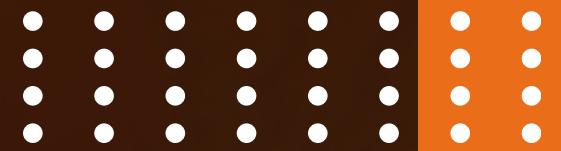


(KPI) KEY PERFORMANCE INDICATOR

• TOTAL ORDER	48620
• TOTAL REVENUE	\$ 817,860
• AVERAGE ORDER VALUE	\$ 37.56
• AVERAGE PIZZA PER ORDER	2
• AVERAGE CUSTOMER PER DAY	60



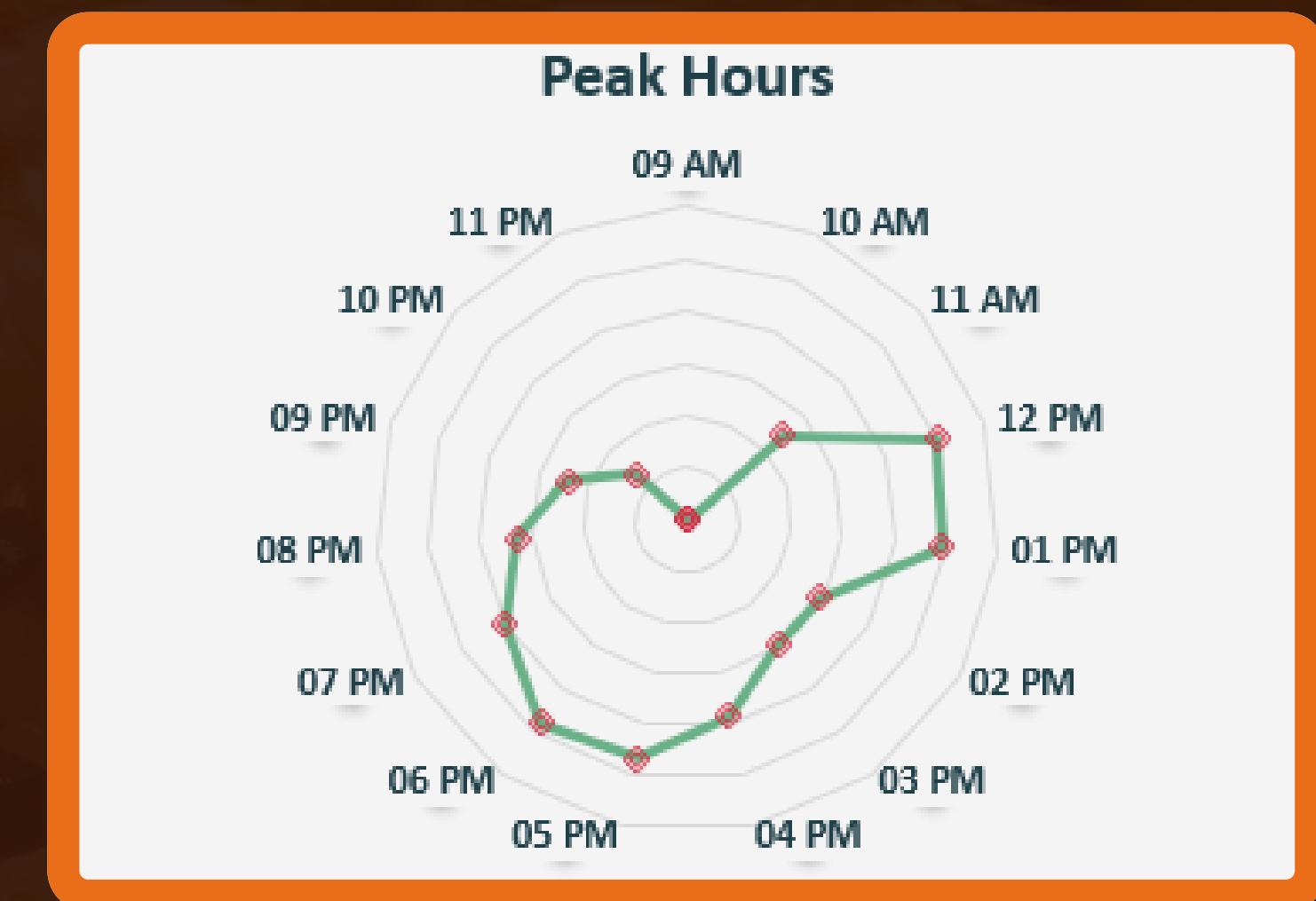
ANALYSIS



HOW MANY CUSTOMERS DO WE HAVE EACHDAY? ARE THERE ANY PEAK HOURS?

60 CUSTOMERS/DAY

12 PM TO 1 PM PEAK HOURS



ANALYSIS



HOW MANY PIZZAS ARE TYPICALLY IN AN ORDER? DO WE HAVE ANY BESTSELLERS?

2 PIZZA / ORDER

BIG_MEAT_S IS THE BEST SELLER



ANALYSIS



DO WE HAVE ANY NON-PERFORMING PIZZA ?

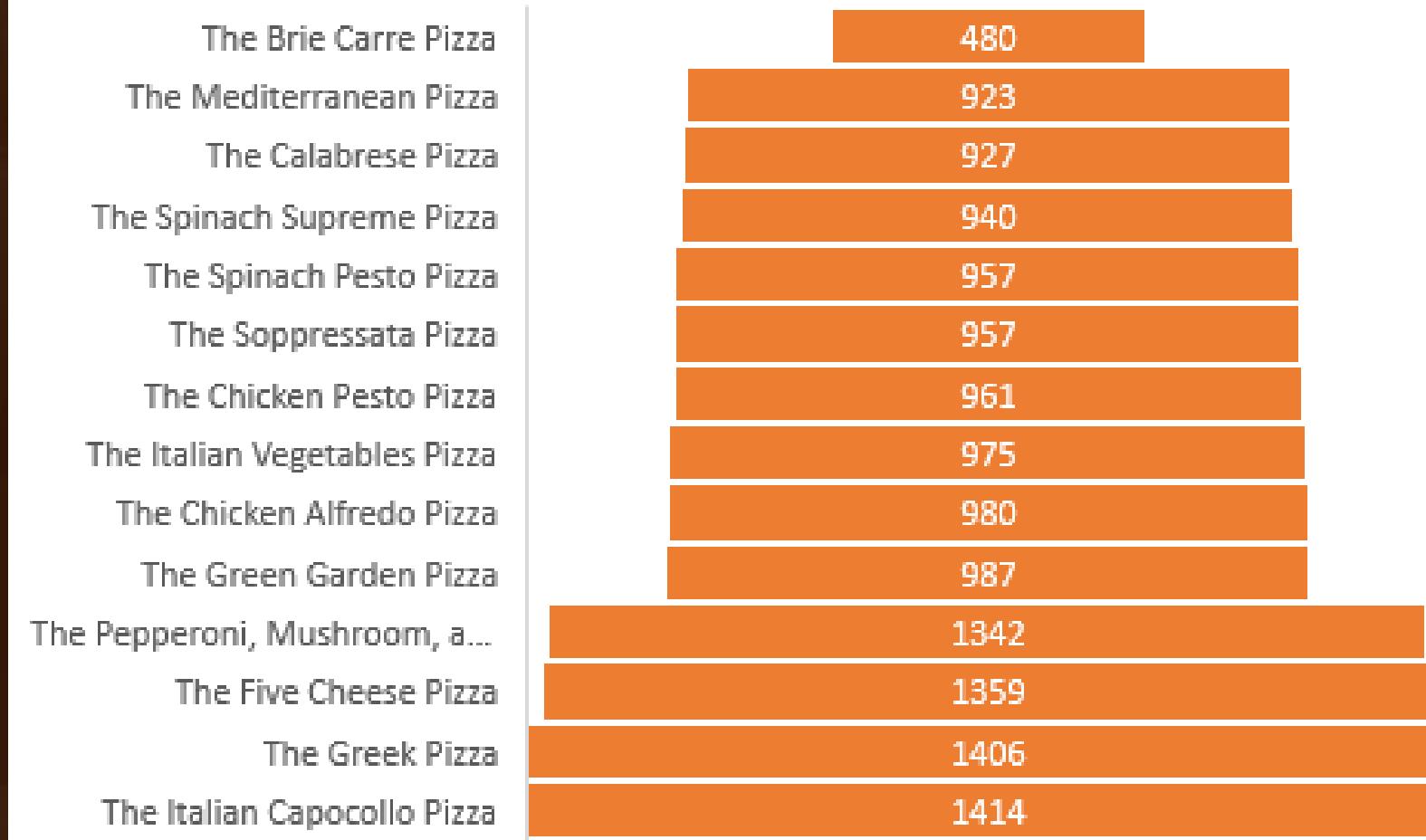
BRIE CARRE PIZZA IS NOT PERFORMING
WITH ONLY 480 ORDERS

RECOMMENDATION

REMOVE THE PIZZA FROM THE MENU

OR

BRING COMBO OFFER'S TO INCREASE THE SALES OF THE BRIE CARRE PIZZA



ANALYSIS

MONTHLY DATA

JULY IS THE PEAK MONTH



CONCLUSION



THE GIVEN DATASET IS A USEFUL TOOL FOR EXAMINING THE YEAR'S WORTH OF SALES AT A PIZZA RESTAURANT. IT CAN BE USED TO INVESTIGATE A NUMBER OF SUGGESTED ANALYSIS INQUIRIES ABOUT PIZZA ORDERS AND SALES. DEPENDING ON THE PRECISE ISSUES AND OBJECTIVES OF THE ANALYSIS, EXCEL OR OTHER DATA ANALYSIS TOOLS AND TECHNIQUES MAY BE USED. THE DATASET PROVIDES A THOROUGH OVERVIEW OF THE SALES AND ORDERING TRENDS FOR PIZZA, WHICH MAY BE UTILISED TO DEVELOP INSIGHTS AND MAKE SENSIBLE DECISIONS.



THANK YOU FOR ATTENTION



ANAND RANA