Pizza Sales Report 2015

Data Analyst / AYA Ashraf

CONTENTS

Executive Summary

- **The** Pizza Sales Report offer a user-friendly interface to provide a comprehensive view of our pizza sales data.

- They encompass various key insights, including daily and monthly sales trends, sales breakdown by pizza category, distribution of sales by pizza size, identification of top-selling pizzas based on various metrics, and identification of least-selling pizzas based on multiple criteria.

- These views empower us to make informed, data-driven decisions, optimizing our pizza sales and business performance for sustained success .
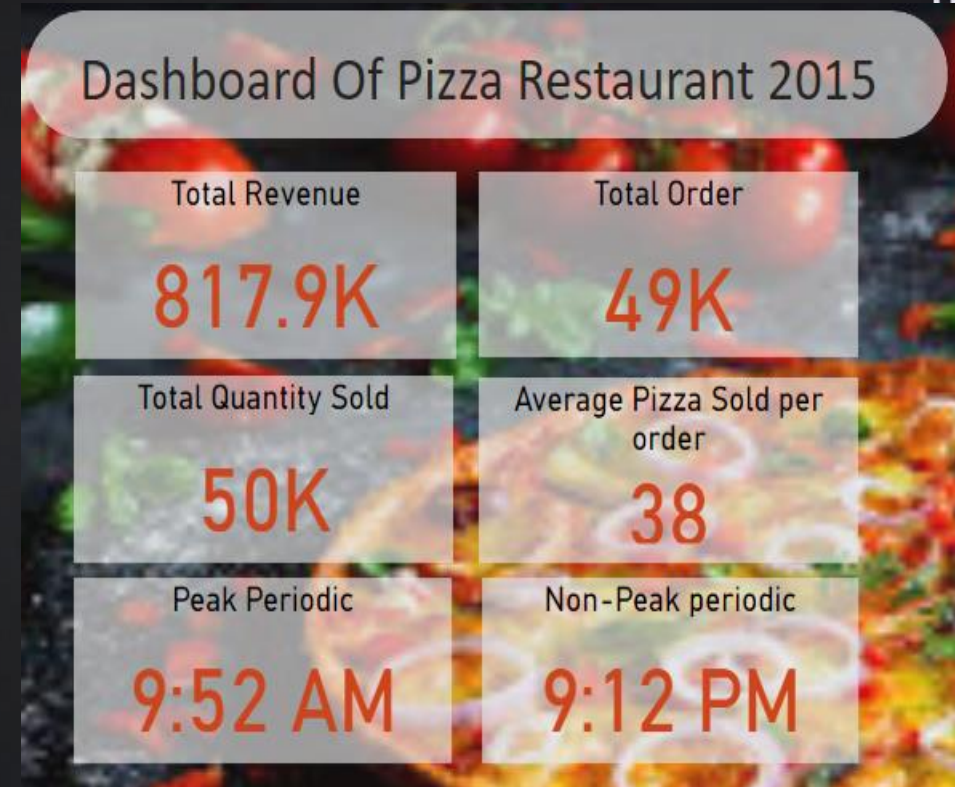
Highlight

1. Important KPIS (Revenue , Quantities , Orders)

2. Series Time Dashboard Through 2015.

3. Sales Performance Dashboard.

4. Quantity Performance Dashboard.

5. Summary Table For Important Data.

Important KPIS (Revenue , Quantités , Ordrés)

➢ *Using Power BI tools helped me to extract the major key performance indicators for the pizza shop database after I understood the data, cleaned it and then analyzed it.*

➢ *Which is to understand the trend represented by sales operations inside the pizza shop, and this is what we will explain in this and the following slides.*

➢ *Where it was found that the total sales obtained by the store are (817.9K)*

➢ *And the total number of orders is (49K) and the quantities sold are (50K) during the year 2015*

➢ *It also became clear that the best time and which is achieved that the peak time is (9:52 AM) (which achieves the highest time to increase the number of orders) and (9:12 PM) (which is the least time for the number of orders.)*

(This is what this part of the interactive dashboard explained...).

Dashboard Of Pizza Restaurant 2015

Total Revenue	Total Order
817.9K	49K

Total Quantity Sold	Average Pizza Sold per order
50K	38

Peak Periodic	Non-Peak periodic
9:52 AM	9:12 PM

Series Time Dashboard in 2015

Day: All
pizzas.size: All
pizza_types.name: All

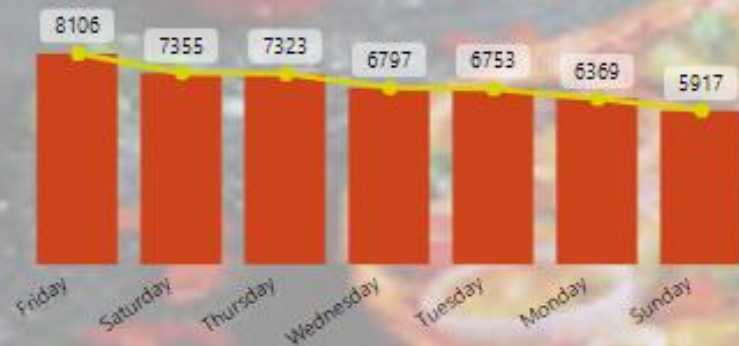| Total Revenue	Total Order	Total Quantity Sold	Average Pizza Sold per order	Peak Periodic	Non-Peak periodic
817.9K	49K	50K	38	9:52 AM	9:12 PM

Count of order by Day

Day	Count
Friday	8106
Saturday	7355
Thursday	7323
Wednesday	6797
Tuesday	6753
Monday	6369
Sunday	5917

Sales by Quarter

Quarter	Sales
Qtr 1	205.4K
Qtr 2	208.4K
Qtr 3	205.0K
Qtr 4	199.1K

quantity by Month

Month	Quantity
January	4.2K
February	4.0K
March	4.3K
April	4.2K
May	4.3K
June	4.1K
July	4.4K
August	4.2K
September	3.9K
October	3.9K
November	4.3K
December	3.9K

Count of order by time

(Time axis values: 9:52 AM, 10:25 AM, 10:34 AM, 10:43 AM, 10:50 AM, 10:52 AM, 10:54 AM, 10:54 AM, 11:02 AM, 11:10 AM, 11:15 AM, 11:15 AM, 11:15 AM, 11:15 AM, 11:15 AM, 11:15 AM, 11:15 AM, 11:15 AM, 11:16 AM, 11:16 AM, 11:16 AM, 11:16 AM, 11:16 AM, 11:16 AM, 11:16 AM, 11:16 AM, 11:16 AM, 11:16 AM, 11:16 AM, 11:16 AM, 11:16 AM, 11:16 AM, 11:16 AM, 11:17 AM, 11:17 AM, 11:17 AM, 11:17 AM, 11:17 AM, 11:17 AM)

Filters

Sales Performance Dashboard

Day	pizzas.size	pizza_types.name
All ⌄	All ⌄	All ⌄

Total Revenue	Total Order	Total Quantity Sold	Average Pizza Sold per order	Peak Periodic	Non-Peak periodic
817.9K	49K	50K	38	9:52 AM	9:12 PM

Month
- ☐ January
- ☐ February
- ☑ March
- ☐ April
- ☐ May
- ☐ June
- ☐ July
- ☐ August

Best Pizza Order
The Thai Chicken Pizza
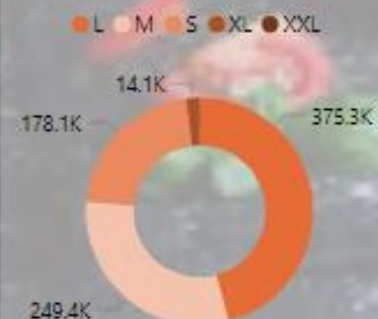
least Pizza Order
The Brie Carre Pizza

Sales by pizza types
Type	Value
Classic	220K
Supreme	208K
Chicken	196K
Veggie	194K

sales by pizzas size
Size	Value
L	0.38M
M	0.25M
S	0.18M
XL	0.01M
XXL	0.00M

Sales by pizzas.size
L ● M ● S ● XL ● XXL
- 14.1K
- 178.1K
- 375.3K
- 249.4K

Top 5 Pizza Sales
Pizza	Value
The Thai Chicke...	43.43K
The Barbecue C...	42.77K
The California C...	41.41K
The Classic Del...	38.18K
The Spicy Italia...	34.83K

Bottom 5 Pizza Sales
Pizza	Value
The Spinach Pe...	16K
The Mediterran...	15K
The Spinach Su...	15K
The Green Gar...	14K
The Brie Carre ...	12K

pizza category Count Order
Category	Value
Classic	14.58K
Veggie	11.45K
Supreme	11.78K
Chicken	10.82K
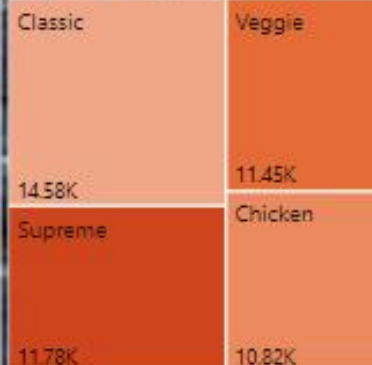
pizza dashboard, Sales Performance Dashboard
⊘ Live data ⌄   Data updated on 9/12/24, 11:20 PM

Quantity Performance Dashboard

Total Revenue	Total Order	Total Quantity Sold	Average Pizza Sold per order	Peak Periodic	Non-Peak periodic
817.9K	49K	50K	38	9:52 AM	9:12 PM

Month
- [ ] January
- [ ] February
- [ ] March
- [ ] April
- [ ] May
- [ ] June
- [ ] July
- [ ] August

Much Quantity of Pizza Order

The Classic Deluxe Pizza

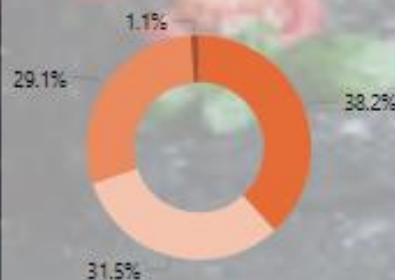**least Quantity of Pizza Order**

The Brie Carre Pizza

Quantity by pizza types

Type	Quantity
Classic	14.9K
Supreme	12.0K
Veggie	11.6K
Chicken	11.1K

Quantity by pizzas size

Size	Quantity
L	18956
M	15635
S	14403
XL	552
XXL	28

Quantity by pizza size

- L: 38.2%
- M: 31.5%
- S: 29.1%
- XL: 1.1%
- XXL

Top 5 Pizza by Quantity sold

Pizza	Quantity
The Classic Del...	2.45K
The Barbecue C...	2.43K
The Hawaiian Pi...	2.42K
The Pepperoni ...	2.42K
The Thai Chicke...	2.37K

Bottom 5 Pizza by Quantity sold

Pizza	Quantity
The Soppressat...	961
The Spinach Su...	950
The Calabrese ...	937
The Mediterran...	934
The Brie Carre ...	490

pizza category Count Order

Category	Count
Classic	14.58K
Veggie	11.45K
Supreme	11.78K
Chicken	10.82K

Summary Table

Filters

Day	Friday			Monday			Saturday			Sunday			Thursday		
pizza_types.category	Total Sales	Total quantity	Total order	Total Sales	Total quantity	Total order	Total Sales	Total quantity	Total order	Total Sales	Total quantity	Total order	Total Sales	Total quantity	Total order
Classic	133.65	2506	2463	28,451.10	1933	1898	33,503.00	2252	2207	26,673.30	1830	1789	33,257.50	2256	22
The Classic Deluxe Pizza	402.00	410	404	5,126.50	328	326	5,674.50	366	362	4,310.00	277	273	5,831.00	376	3
The Hawaiian Pizza	962.75	374	367	4,284.00	325	320	4,816.75	361	355	3,967.75	299	289	4,950.50	372	3
The Pepperoni Pizza	877.50	468	462	3,450.75	282	278	4,400.00	352	344	4,079.25	327	322	4,517.75	359	3
The Greek Pizza	860.40	239	237	3,713.85	189	186	4,928.75	239	236	2,989.30	155	154	3,977.75	207	2
The Italian Capocollo Pizza	601.50	263	259	3,121.50	182	178	3,490.00	202	201	3,109.00	175	169	3,926.50	228	2
The Napolitana Pizza	668.50	225	225	3,127.00	186	183	3,685.50	223	222	2,905.50	179	179	3,927.50	236	2
The Big Meat Pizza	672.00	306	289	3,024.00	252	240	3,636.00	303	282	3,096.00	258	246	3,252.00	271	2
The Pepperoni, Mushroom, and Peppers Pizza	089.00	221	220	2,603.50	189	187	2,871.50	206	205	2,216.50	160	157	2,874.50	207	2
Supreme	900.40	1953	1923	26,720.05	1515	1493	30,778.05	1793	1764	25,760.25	1482	1453	31,805.60	1827	17
The Spicy Italian Pizza	835.75	325	318	4,694.25	256	249	5,065.25	282	280	3,856.25	211	206	5,476.25	301	2
The Italian Supreme Pizza	440.00	304	300	4,292.00	241	234	4,760.75	272	268	4,194.25	236	232	5,294.50	295	2
The Sicilian Pizza	051.25	317	310	3,692.50	226	225	4,828.50	306	297	3,787.50	238	229	4,859.50	302	2
The Pepper Salami Pizza	163.25	238	234	2,984.25	170	169	3,963.75	221	216	3,323.50	187	184	4,009.25	231	2
The Prosciutto and Arugula Pizza	181.25	248	243	3,035.75	179	177	3,569.00	217	213	3,004.50	187	186	3,302.25	202	1
The Soppressata Pizza	600.00	151	151	2,114.75	119	117	2,351.25	142	142	1,879.50	112	111	2,347.25	136	1
Total	073.90	8242	8106	107,329.55	6485	6369	123,182.40	7493	7355	99,203.50	6035	5917	123,528.50	7478	73

Summary

➢ *From the previous dashboards visualization , we conclude that the highest quarters through the year '2015' were (the second quarter), which represented (208.4 K) of sales, and this was similar to the months (May - June - July - August), the four months that achieved the highest sales, led by the month (July) which achieved the highest sales month.*

➢ *The interactive board also showed that (Friday) represents the golden day, as it achieves the highest sales and orders, especially in the (early hours of the morning). On the other hand, we find that (Sunday) achieves the lowest sales compared to the rest of the days of the week.*

➢ *As for the pizza categories, we find that the (Classic) category is at the top in terms of public demand and attraction to it, especially the (large and X-large) sizes. These two types of sizes and this category take the lead over the rest of the categories and sizes.*

➢ *Although type (The Thai Chicken Pizza) is the one that achieves the most profits over other types of pizza, but type (The Classic Delux Pizza) takes the lead in the number of orders and quantities sold, but each has its own owner.*

➢ *Another type ,we don't forget it ,is (The Brie Carre Pizza) is the lowest type of pizza ordered to it achieve lowest quantity and sales.*

Some suggestions that will help in improving sales operations ..?

➤ *Providing different offers to attract the largest number of customers such as friends offers or school and university offers especially during school days or offers for families and children especially during holidays and summer vacations.*

➤ *Conducting advertising campaigns to raise awareness about the types of pizza that achieve the lowest sales in order to draw attention to it by placing special offers for it such as offering a free drink with the order or drinks at a lower price than their price outside, while also paying attention to other types of pizza.*

➤ *Providing some additions with the order such as some crunchy or appetizers such as potatoes of all kinds or fried onion slices and others in addition to different types of hot and cold drinks.*

➤ *Providing fast delivery services to any place and at any time, especially at night to compensate for the decrease in sales at that time.*

➤ *- Create a more accurate database containing customer data to identify the target group, attract them, acquire them continuously, and create special offers for them, and the non-targ et group to know how to deal with them and attract them to become customers of the store.*

THANK YOU