



PIZZA SALES

ANALYSE DASHBOARD

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FEB 2024





INTRODUCTION

This Project focuses on the analysis of pizza sales data to gain insights into customer preferences, revenue generation, and order patterns. The dataset used in this analysis contains information about pizza sales during the year 2015.

By examining the data, my aim is to uncover valuable insights that can help inform business decisions and optimize the pizza shop's operations.

Technology Used -

- MSSQL
- Power BI





UNLOCKING BUSINESS POTENTIAL

Understanding customer preferences and market trends is crucial for businesses to thrive in a competitive environment. The pizza industry is no exception, with customers having a wide range of choices and preferences when it comes to pizza flavors, sizes, and categories. Analyzing sales data allows us to gain a deeper understanding of customer behavior, identify popular pizza choices, and recognize patterns in customer orders.



DATASET OVERVIEW

pizza_id	order_id	pizza_name_id	quantity	order_date	order_time	unit_price	total_price	pizza_size	pizza_cate	pizza_ingredients	pizza_name
1	1	hawaiian_m	1	01-01-2015	11:38:36	13.25	13.25	M	Classic	Sliced Ham, Pineapple, Mozzarella Cheese	The Hawaiian Pizza
2	2	classic_dlx_m	1	01-01-2015	11:57:40	16	16	M	Classic	Pepperoni, Mushrooms, Red Onions, Red Pepper	The Classic Deluxe Pizza
3	2	five_cheese_l	1	01-01-2015	11:57:40	18.5	18.5	L	Veggie	Mozzarella Cheese, Provolone Cheese, Smoked G	The Five Cheese Pizza
4	2	ital_supr_l	1	01-01-2015	11:57:40	20.75	20.75	L	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onic	The Italian Supreme Pizza
5	2	mexicana_m	1	01-01-2015	11:57:40	16	16	M	Veggie	Tomatoes, Red Peppers, Jalapeno Peppers, Red C	The Mexicana Pizza
6	2	thai_ckn_l	1	01-01-2015	11:57:40	20.75	20.75	L	Chicken	Chicken, Pineapple, Tomatoes, Red Peppers, Thai	The Thai Chicken Pizza
7	3	ital_supr_m	1	01-01-2015	12:12:28	16.5	16.5	M	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onic	The Italian Supreme Pizza
8	3	prsc_argla_l	1	01-01-2015	12:12:28	20.75	20.75	L	Supreme	Prosciutto di San Daniele, Arugula, Mozzarella Ch	The Prosciutto and Arugula Pizza
9	4	ital_supr_m	1	01-01-2015	12:16:31	16.5	16.5	M	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onic	The Italian Supreme Pizza
10	5	ital_supr_m	1	01-01-2015	12:21:30	16.5	16.5	M	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onic	The Italian Supreme Pizza
11	6	bbq_ckn_s	1	01-01-2015	12:29:36	12.75	12.75	S	Chicken	Barbecued Chicken, Red Peppers, Green Peppers,	The Barbecue Chicken Pizza
12	6	the_greek_s	1	01-01-2015	12:29:36	12	12	S	Classic	Kalamata Olives, Feta Cheese, Tomatoes, Garlic, E	The Greek Pizza
13	7	spinach_supr_s	1	01-01-2015	12:50:37	12.5	12.5	S	Supreme	Spinach, Red Onions, Pepperoni, Tomatoes, Articl	The Spinach Supreme Pizza
14	8	spinach_supr_s	1	01-01-2015	12:51:37	12.5	12.5	S	Supreme	Spinach, Red Onions, Pepperoni, Tomatoes, Articl	The Spinach Supreme Pizza
15	9	classic_dlx_s	1	01-01-2015	12:52:01	12	12	S	Classic	Pepperoni, Mushrooms, Red Onions, Red Pepper	The Classic Deluxe Pizza
16	9	green_garden_s	1	01-01-2015	12:52:01	12	12	S	Veggie	Spinach, Mushrooms, Tomatoes, Green Olives, F	The Green Garden Pizza
17	9	ital_cpcollo_l	1	01-01-2015	12:52:01	20.5	20.5	L	Classic	Capocollo, Red Peppers, Tomatoes, Goat Cheese,	The Italian Capocollo Pizza
18	9	ital_supr_l	1	01-01-2015	12:52:01	20.75	20.75	L	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onic	The Italian Supreme Pizza
19	9	ital_supr_s	1	01-01-2015	12:52:01	12.5	12.5	S	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onic	The Italian Supreme Pizza
20	9	mexicana_s	1	01-01-2015	12:52:01	12	12	S	Veggie	Tomatoes, Red Peppers, Jalapeno Peppers, Red C	The Mexicana Pizza
21	9	spicy_ital_l	1	01-01-2015	12:52:01	20.75	20.75	L	Supreme	Capocollo, Tomatoes, Goat Cheese, Artichokes, P	The Spicy Italian Pizza
22	9	spin_pesto_l	1	01-01-2015	12:52:01	20.75	20.75	L	Veggie	Spinach, Artichokes, Tomatoes, Sun-dried Tomato	The Spinach Pesto Pizza
23	9	veggie_veg_s	1	01-01-2015	12:52:01	12	12	S	Veggie	Mushrooms, Tomatoes, Red Peppers, Green Pep	The Vegetables + Vegetables Pizza
24	10	mexicana_l	1	01-01-2015	13:00:15	20.25	20.25	L	Veggie	Tomatoes, Red Peppers, Jalapeno Peppers, Red C	The Mexicana Pizza



KPI'S REQUIREMENT

We need to analyze Key indicators for our Pizza sales data to gain insights into our business performance. Specially, we want to calculate the following metrics:

- Total Revenue.
- Average Order Value.
- Total Pizzas Sold.
- Total Orders.
- Average Pizzas Per Order.

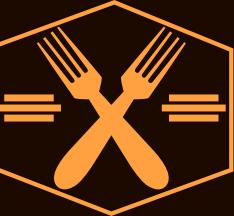




CHARTS REQUIREMENT

- Percentage of Sales By Pizza Size.
- Total Pizzas Sold by Pizza Category.
- Top 5 Best Seller By Revenue, Total Quantity and Total Orders.
- Bottom 5 Best Sellers By Revenue, Total Quantity and Total Orders.





DATA ANALYSIS PROCESS

- Data Collection
- Data Extraction
- Data Processing
- Data Cleaning
- KPI'S Building
- Charts Building
- Adding Insights





LET'S
EXPLORE
DASHBOARD....



PIZZA SALES REPORT

JAN/15 - DEC/15

PIZZA CATEGORY

All

01-01-2015 31-12-2015



BUSIEST DAYS & TIMES

DAYS

Orders are **highest** on Weekends Friday/Saturday Evenings.

MONTHLY

In the **Summer Season**, there are typically **more orders** than in the winter season.

SALES PERFORMANCE

CATEGORY

Classic Category Contributes to maximum sales & Total Orders

SIZE

Large Size Pizza contributes to maximum sales

21350

Total Orders

49574

Total Pizza Sold

817.86K

Total Revenue

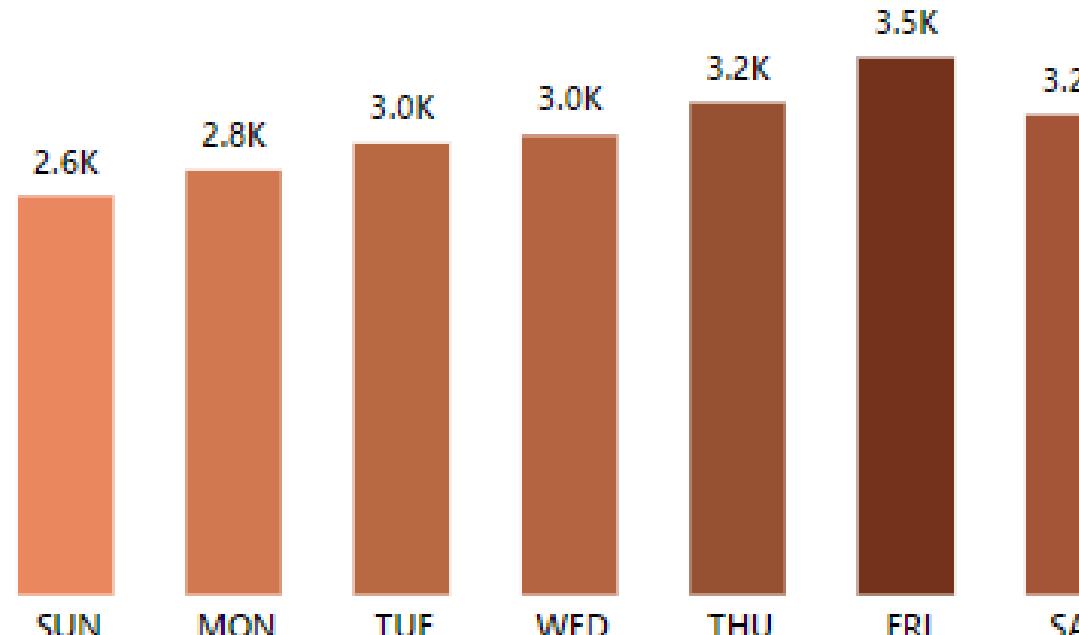
2.32

Avg Pizza per Order

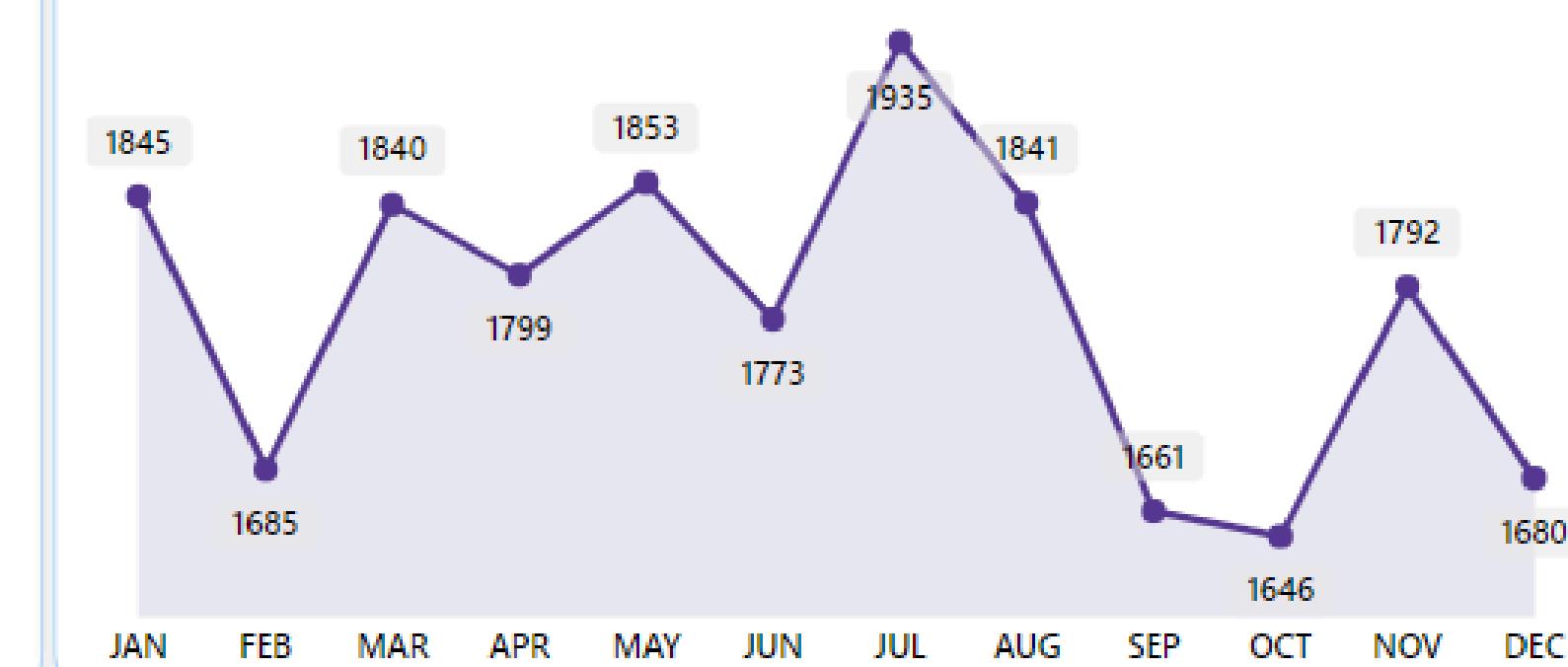
38.31

Avg Order Value

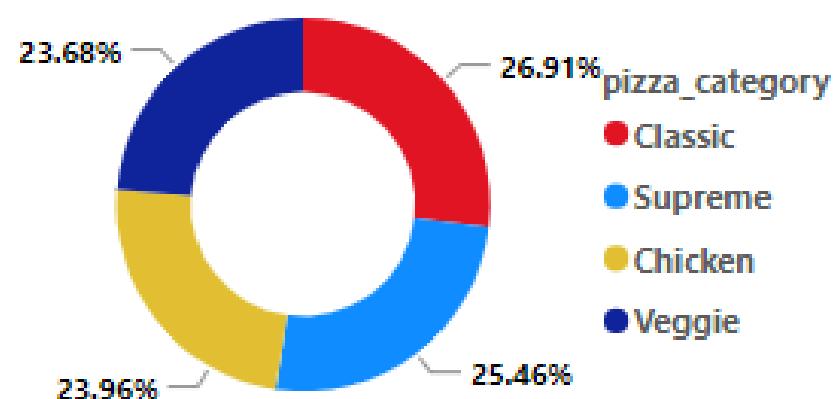
Daily Trend For Total Orders



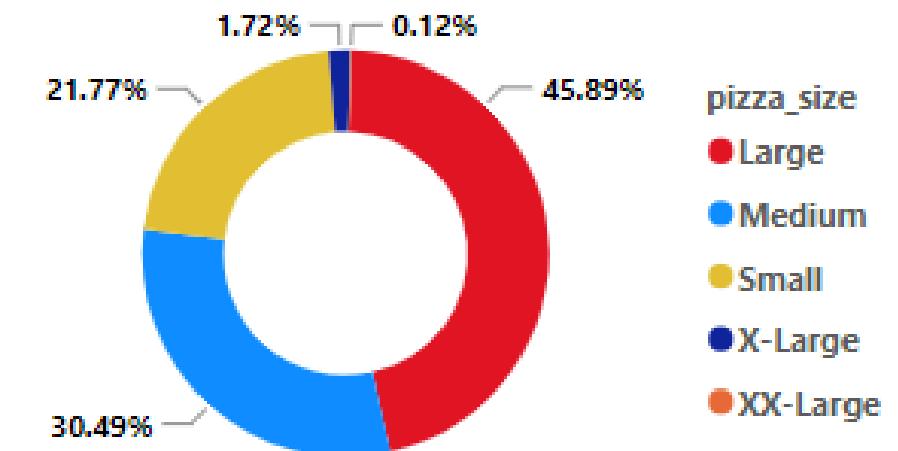
Monthly Trend For Total Orders



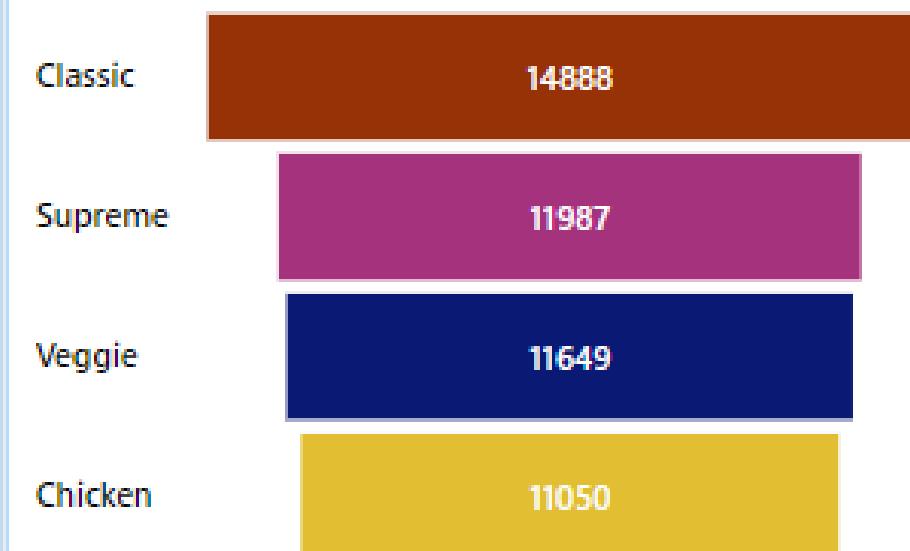
% of Sales By Pizza Category



% of Sales By Pizza Size



Total Pizza Sold by pizza_category





PIZZA SALES REPORT

JAN/15 - DEC/15

PIZZA CATEGORY

All



01-01-2015 31-12-2015

BEST SELLERS

REVENUE

The Thai Chicken Pizza Contributes to maximum Revenue.

QUANTITY

The Classic Deluxe Pizza Contributes to maximum Total Quantities.

TOTAL ORDERS

The Classic Deluxe Pizza Contributes to maximum Total Order.

WORST SELLERS

REVENUE

The Brie Carre Contributes to minimum Revenue

QUANTITY

The Brie Carre Pizza Contributes to minimum Total Quantities

TOTAL ORDERS

The Brie Carre Pizza Contributes to minimum Total Orders

21350

Total Orders

49574

Total Pizza Sold

817.86K

Total Revenue

2.32

Avg Pizza per Order

38.31

Avg Order Value

Top 5 Pizzas By Revenue



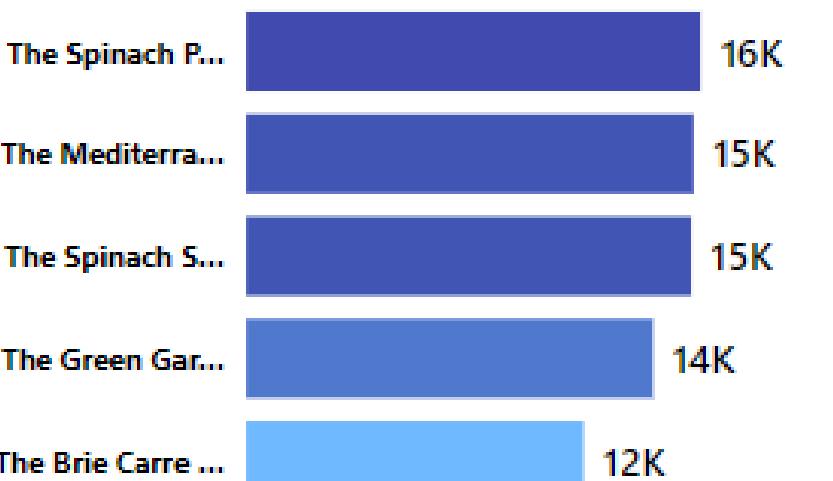
Top 5 Pizzas By Quantity



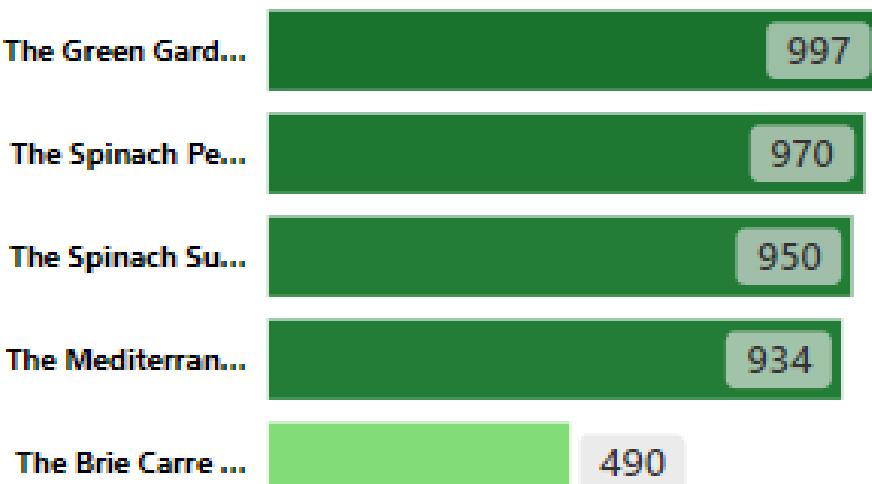
Top 5 Pizzas By Total Orders



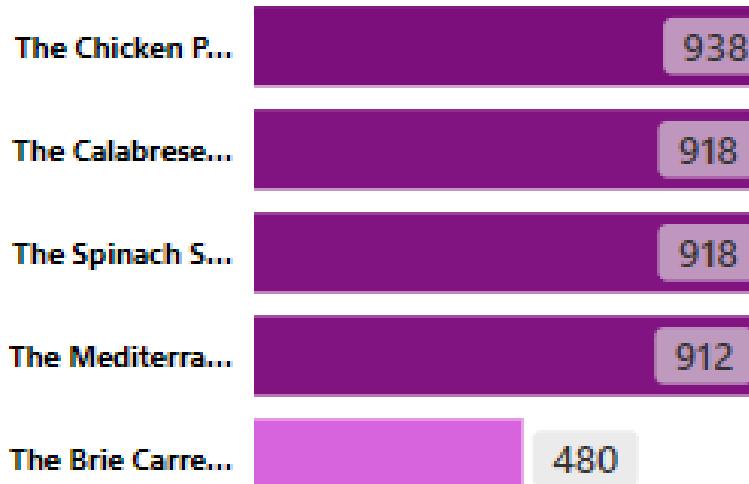
Bottom 5 Pizzas By Revenue



Bottom 5 Pizzas By Quantity



Bottom 5 Pizzas By Total Orders





KEY INSIGHTS

REQUIRED KPI'S :

525.38K

Total Revenue

13701

Total Orders

31849

Total Pizza Sold

2.32

Avg Pizza per Order

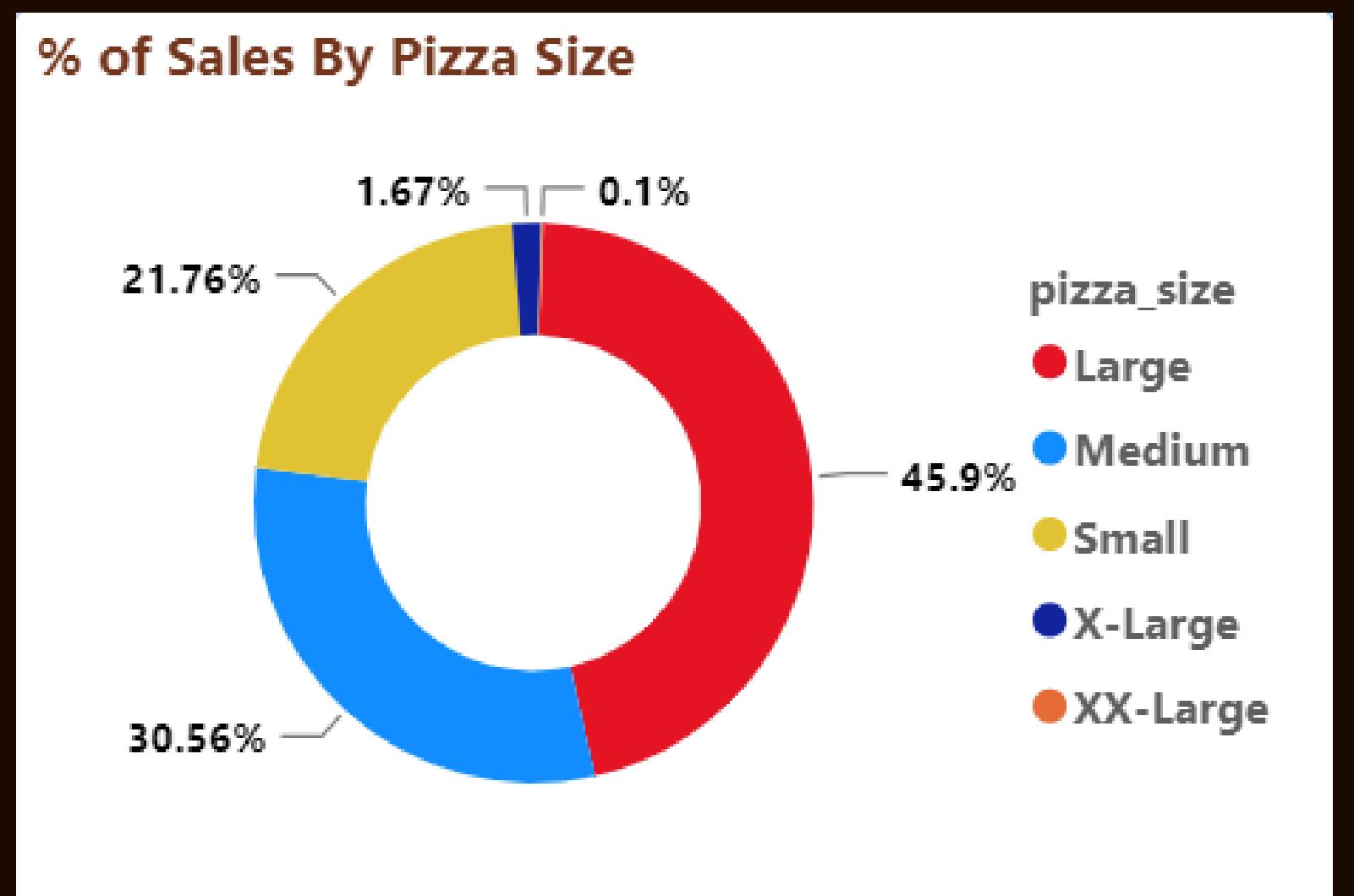
38.35

Avg Order Value



KEY INSIGHTS

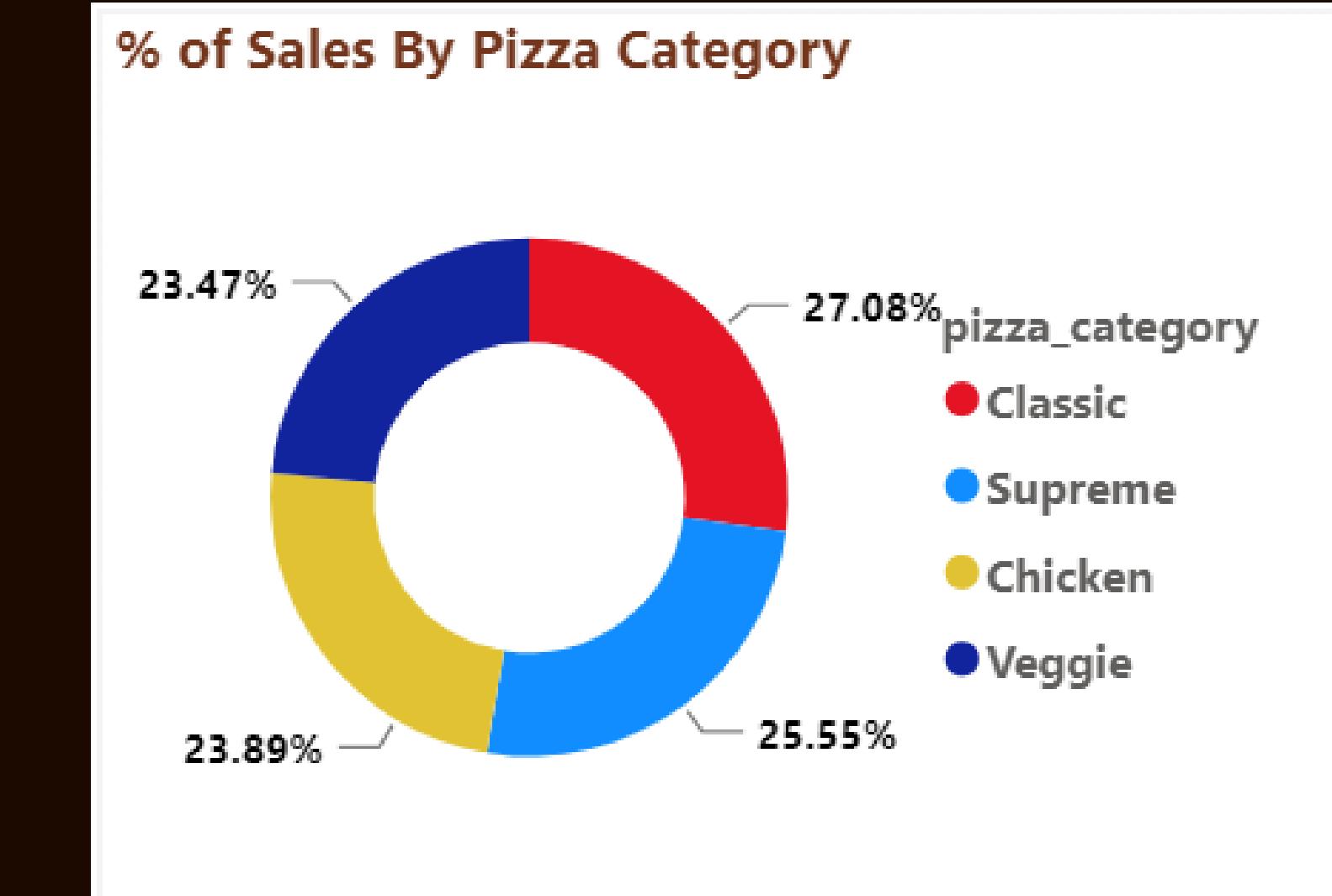
Percentage of Sales By Pizza Size -





KEY INSIGHTS

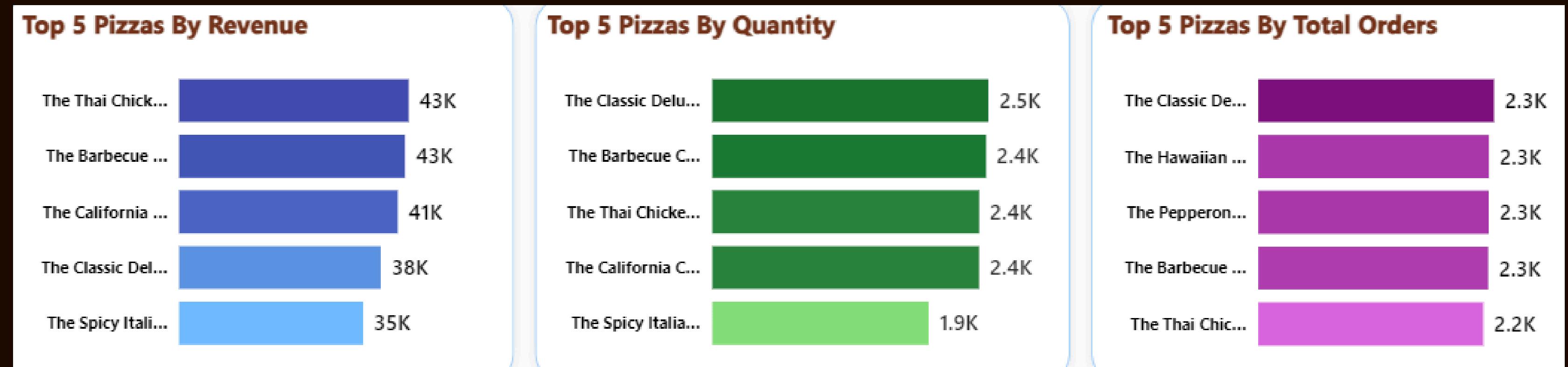
Total Pizzas Sold by Pizza Category -





KEY INSIGHTS

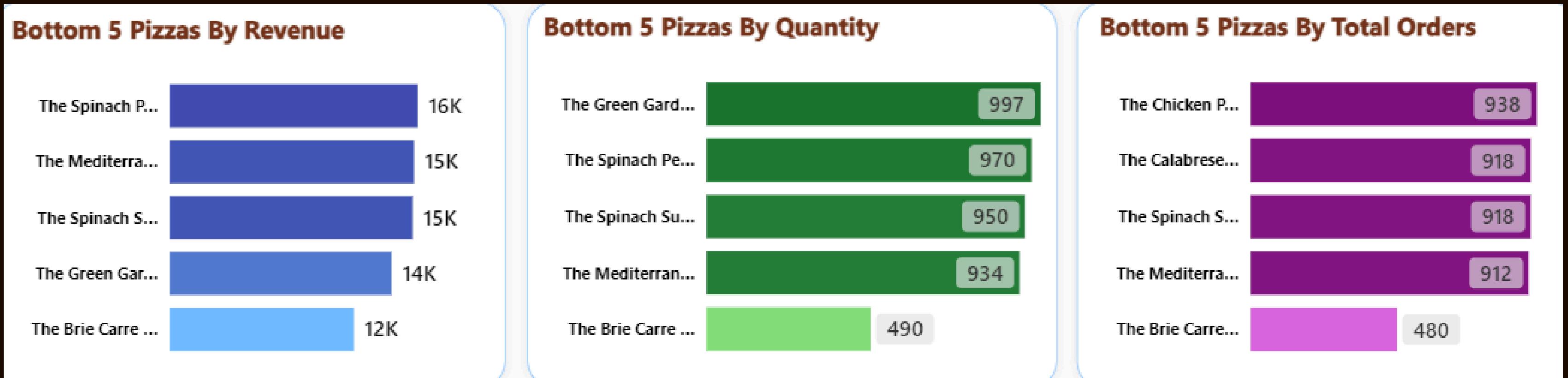
Top 5 Best Seller By Revenue, Total Quantity and Total Orders -





KEY INSIGHTS

Bottom 5 Best Sellers By Revenue, Total Quantity and Total Orders -





RECOMMENDATIONS -

- Implement promotions such as "Pizza of the Month" deals featuring discounts on popular categories like Classic ,Chicken, Veggie and Supreme.
- Customize coupon offers based on customer preferences and purchase history to enhance relevance and effectiveness.
- Collaborate with complementary businesses such as beverage companies or dessert shops to create joint promotions featuring top pizza categories.
- Create bundle deals that include discounts on top pizza categories along with complementary items like garlic breadsticks, salads, or beverages.





RECOMMENDATIONS -

For Bottom Pizzas Sales -

- Conduct market research to understand the reasons behind the low sales of certain pizza varieties.
- Analyze customer feedback, reviews, and sales data to identify factors contributing to the underperformance of bottom sales pizzas.
- Train staff to upsell and promote bottom sales pizzas effectively to customers.
- Implement changes or adjustments based on customer feedback to address any concerns or areas for improvement.



THANK YOU

