



DATA MANAGEMENT Inc.

PIZZA SALES ANALYSIS

BUSINESS PROJECT

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ABOUT US



Based in Montreal, our tech company specializes in data analysis, business analytics, predictive modeling, and data engineering. We help organizations unlock the full potential of their data with advanced technologies and actionable insights, driving growth and informed decision-making. Focused on innovation and precision, we deliver tailored solutions that enable businesses to thrive in a dynamic digital landscape.



CONTEXT

A pizza restaurant based in Montreal has reached out to us to conduct an in-depth analysis of its sales performance for the past year 2015. The goal is to better understand sales trends, the most popular products, and peak demand periods. By analyzing sales data, we aim to provide strategic recommendations to optimize the product offering, adjust pricing, and improve operational efficiency. Through the analysis of sales, key performance indicators, and seasonal trends, our objective is to equip the restaurant with the necessary insights to make informed decisions and enhance its competitiveness in the market. For this project, we will use the software Power BI.

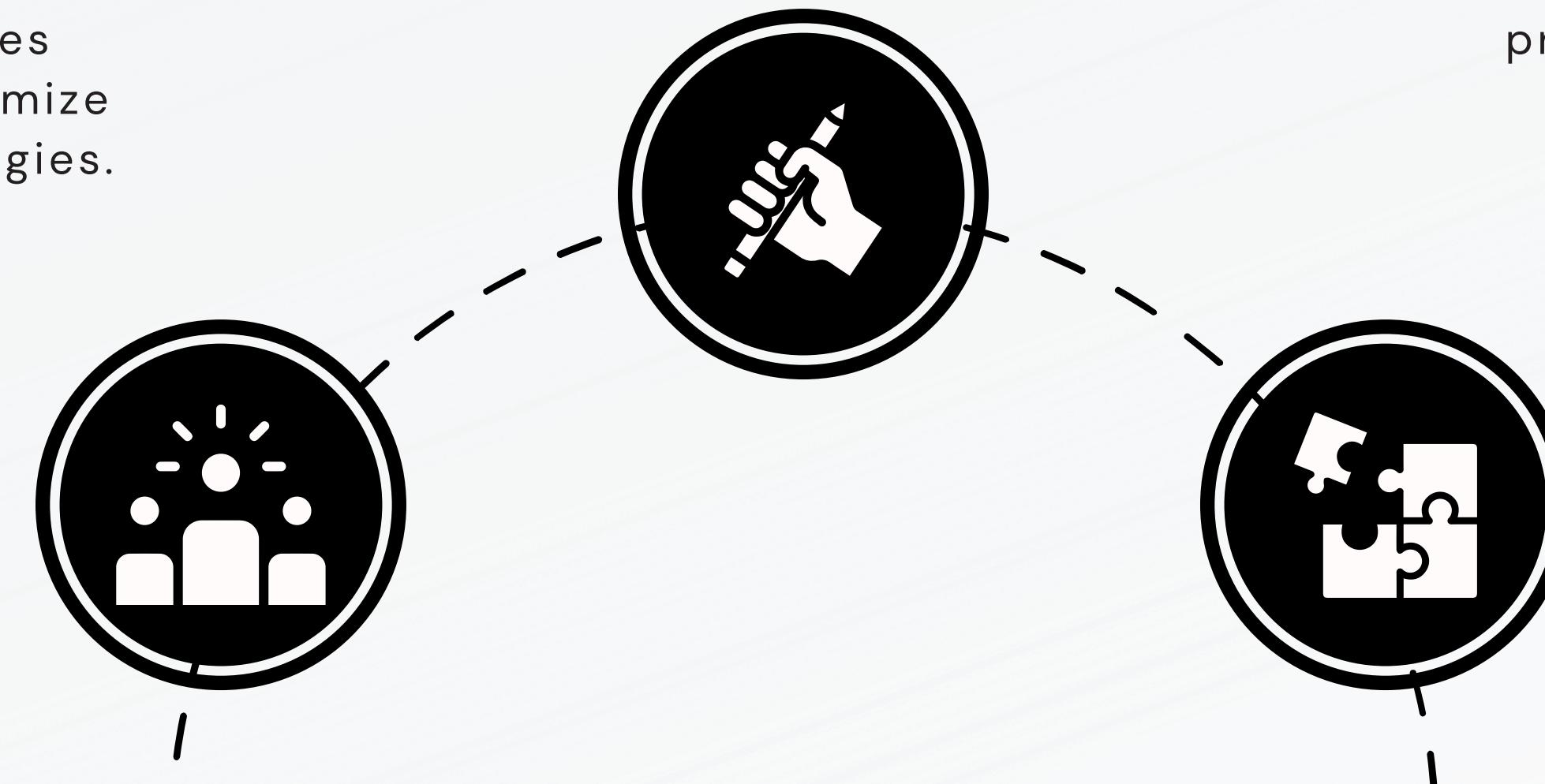
GOALS AND OBJECTIVES

Objective n° 1

Analyze Sales Performance: Identify trends, top-performing products, and peak sales periods to optimize business strategies.

Objective n° 2

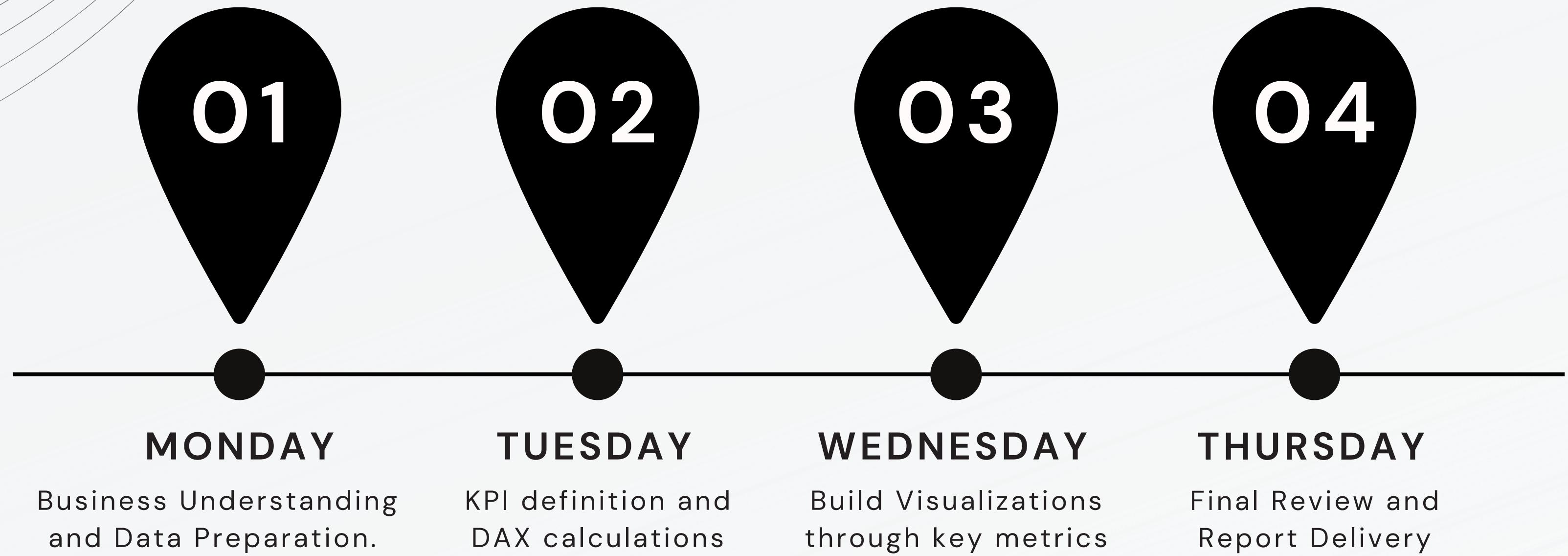
Evaluate Key Metrics: Calculate and measure key performance indicators (KPIs) like Total Sales, Average Order Value, and Sales Growth



Objective n° 3

Generate Actionable Insights: Provide insights and recommendations for stakeholders to improve pricing, product offerings, and store performance

PROJECT TIMELINE



KEY PERFORMANCE INDICATORS

- **Total Revenue:** $\text{Sum of price} \times \text{quantity sold}$.

Purpose: Measures the overall income from pizza sales to understand the business's financial performance and track revenue growth over time.

- **Average Order Value (AOV):** $\text{Total revenue} \div \text{Total number of orders}$.

Purpose: Provides insights into customer spending behavior per transaction, helping to assess the effectiveness of sales strategies and identify opportunities for upselling.

- **Total Pizza Sold:** $\text{Sum of pizzas sold across all transactions}$.

Purpose: Indicates the total number of pizzas sold, helping to assess product popularity, sales volume, and inventory needs.

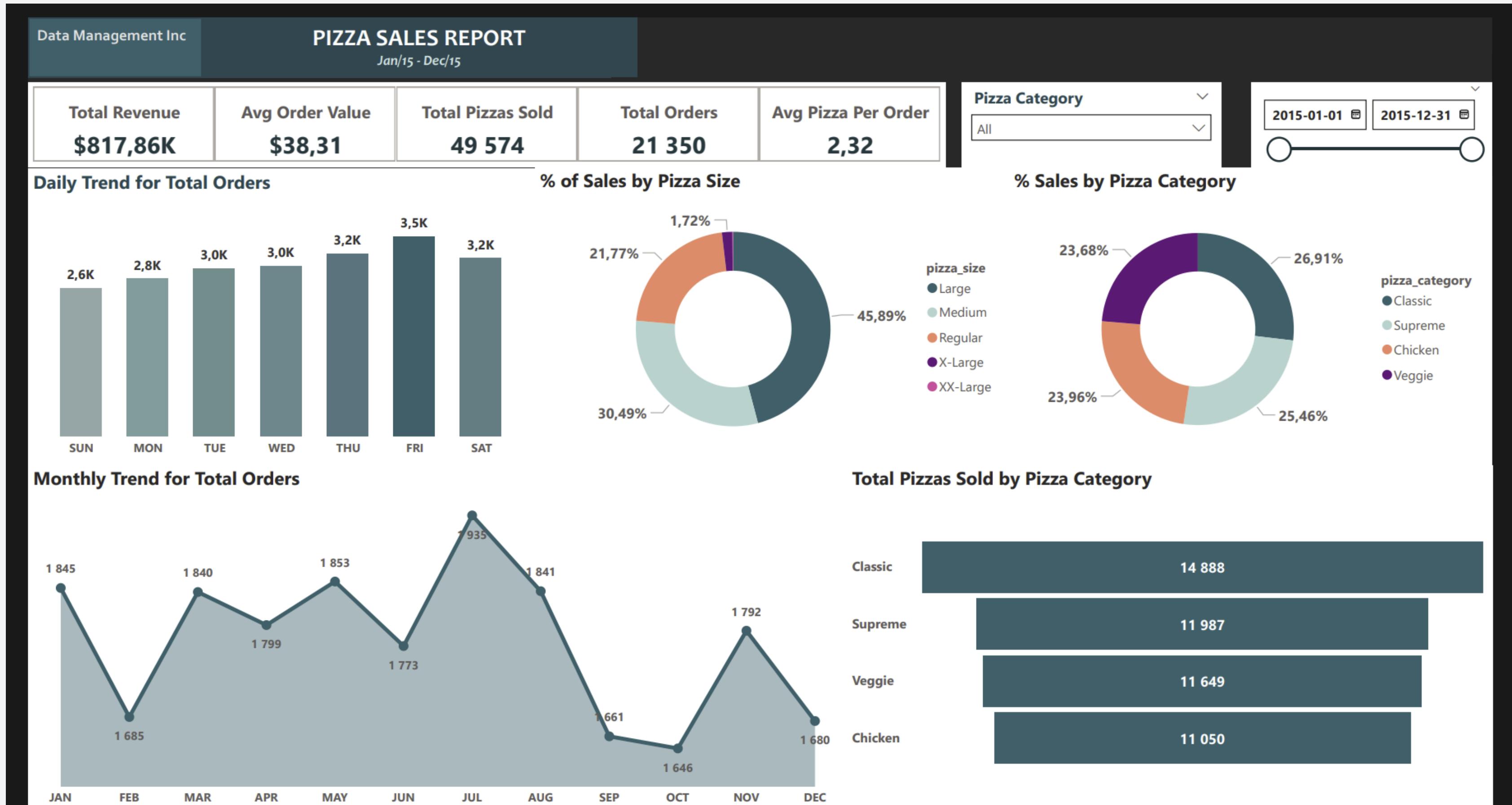
- **Total Orders:** $\text{Count of unique customer orders}$.

Purpose: Tracks the number of customer orders, helping to measure customer engagement and assess how often customers are purchasing.

- **Average Pizza per Order:** $\text{Total pizzas sold} \div \text{Total orders}$.

Purpose: Helps understand how many pizzas customers are purchasing per order, providing insights into customer preferences and potential upsell opportunities.

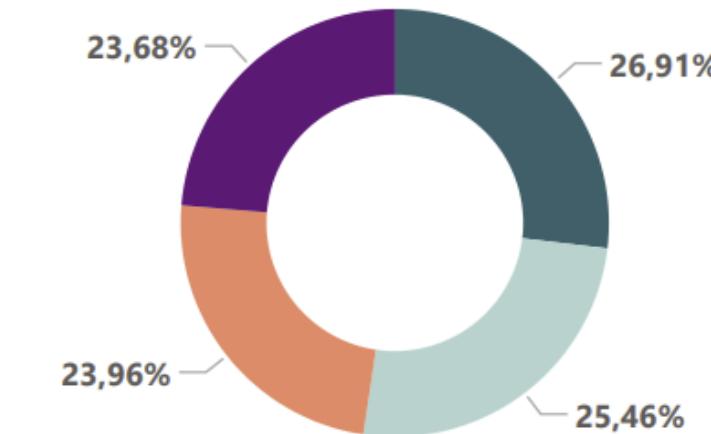
SALES REPORT



Pizza Category
All

2015-01-01 2015-12-31

% Sales by Pizza Category

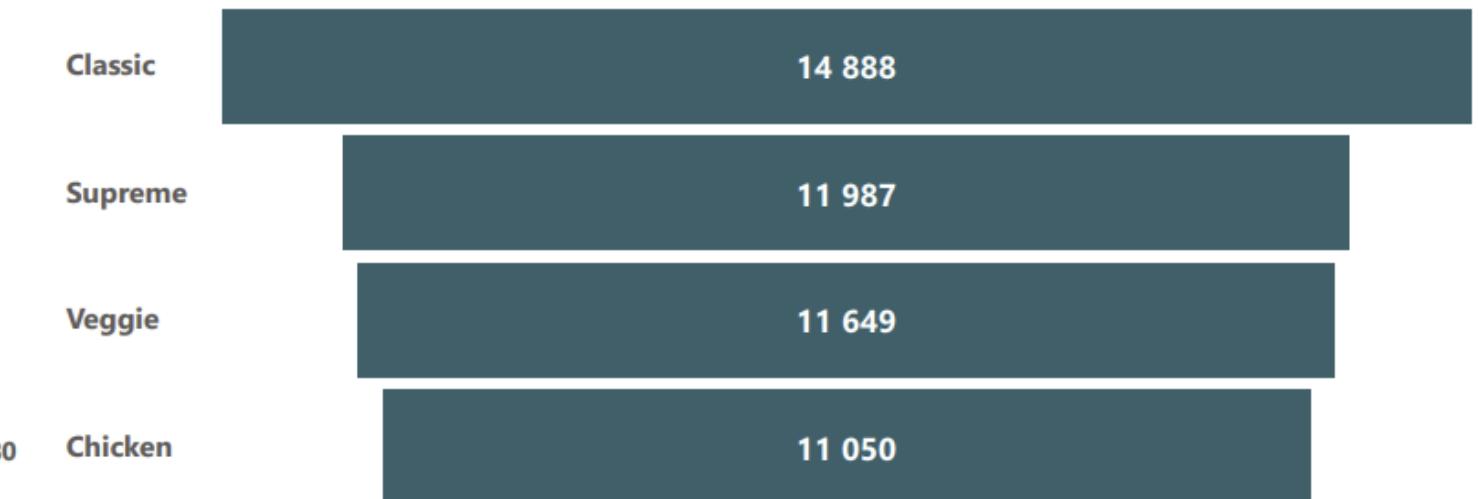


pizza_category
Classic
Supreme
Chicken
Veggie

Monthly Trend for Total Orders



Total Pizzas Sold by Pizza Category



OBSERVATIONS

- Orders are highest on Thursdays, Fridays and Saturdays
- There are maximum orders on July and January
- Classic category pizza registered the maximum sales amount and maximum orders.

STRATEGIES

- **Targeted Promotions for Peak Days (Thursday, Friday, and Saturday):**

Strategy: Since orders are highest on Thursdays, Fridays, and Saturdays, implement targeted promotions during these peak days to drive more traffic and increase sales.

Action: Offer time-limited discounts, bundle deals (e.g., "Buy 1, get 1 50% off"), or loyalty rewards to encourage repeat business.

Objective: Maximize sales on high-traffic days by incentivizing customers to order more.

- **Seasonal Campaigns for January and July:**

Strategy: With the maximum number of orders in January and July, launch seasonal campaigns or special offers that align with customer expectations during these months.

Action: Promote New Year's or summer sales with specific pizza flavors or discounts to drive sales in these high-demand months.

Objective: Capitalize on the increased traffic in these months with exclusive offers and limited-time menu items.

- **Promote Classic Category Pizzas:**

Strategy: Classic category pizzas generated the highest sales and orders, so focus marketing and promotions around these popular products.

Action: Offer special deals or bundles that feature the most popular classic pizzas. For example, create family meal bundles with classic pizzas at a discount or highlight classic pizzas in digital marketing campaigns.

Objective: Leverage the popularity of classic pizzas to maintain steady sales and attract customers who prefer familiar, high-selling items.

STRATEGIES

- **Improve Upselling and Cross-Selling Opportunities:**

Strategy: Introduce upselling and cross-selling strategies to increase the average order value.

Action: Encourage customers to order more by recommending complementary items, such as sides or drinks, when they order a pizza. For example, offer a discount on a drink or dessert with the purchase of a pizza.

Objective: Boost sales without the need to increase foot traffic by maximizing the value of each order.

- **Loyalty Programs and Referral Discounts:**

Strategy: Create a loyalty program to incentivize repeat purchases and encourage customers to refer friends and family.

Action: Offer customers discounts or free products based on the number of orders they place or the amount spent. Implement a referral program that rewards customers for bringing in new customers.

Objective: Drive customer retention and expand the customer base through referrals and repeat business.

- **Social Media and Digital Advertising:**

Strategy: Increase brand awareness and sales by leveraging social media and digital advertising to promote deals, especially around peak days and seasonal campaigns.

Action: Use targeted Facebook, Instagram, or Google Ads to reach customers on the days when they are most likely to order. Highlight your best-sellers, seasonal offers, or loyalty programs in ads.

Objective: Boost orders during off-peak days and increase customer acquisition.

LINKS

- **Dataset** : <https://docs.google.com/spreadsheets/d/1xyzSUeXiwIT21EByQSukCZ2djfkGHwmz/edit?usp=sharing&ouid=111262811441697349863&rtpof=true&sd=true>
- **Power BI Report file** : <https://drive.google.com/file/d/1skOlqtPRQo3QosPXfBPCLXUq3IQPPrhE/view?usp=sharing>
- **Pdf Report file** : https://drive.google.com/file/d/1RprZXhC77AuSzXfwhqTf8ASJ3cANC_6/view?usp=sharing

**THANK'S FOR
WATCHING**



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