**PIZZA PLACE SALES PROJECT REPORT**

**Problems and background**

**Background**: We have data of complete year 2015 worth of sales from a fictitious pizza place, including the date and time of each order and the pizzas, served, with additional details on the type, size, quantity, price, and ingredients.

**Problem**: In the year of 2015 we want to know that what is the progress of the pizza outlet? We need to check the KPIs, analyse the recommended analysis from the data? We need to find whether the outcome of the analysis in 2015 is strategic or tactical? We will do root cause analysis for any problems having by the pizza outlets specially which are impacting outlet’s business health. Is there any specific customer, pizza, sales count generating the valuable insight? Are there specific customer insights that could be quoted or data to back this up?

Hence, we need to analyse the outlet’s whole year’s data so that we will improve and take valuable action on the above questions. Let us check whether is it a big project or small project? Let us understand whole data and feedback of the pizza outlet for the year 2015.

**Solution**

In this project we realised that market is working on the seasonally and occasionally pizza sale count we analysed that summer season has the highest sales and on daily basis at the time of snaking we had great sale count. In the summer season customer used to order veggies loaded pizza and in rains they used to order classic pizza and supreme pizza, and in winters & Spring supreme category and chicken pizza was mostly loved by the customers.

We do have highest sales count for “The Thai Chicken”, “Barbeque Chicken”, “Pepperoni” pizzas which we should promote and we have least count of pizzas too like “The big meat pizza”, ”The Garden Pizza”,”Spinich and Feta pizza” so either we should take off them or we should improve there ingredients and price.

**Project scope**

Understand the Pizza Outlet Data of the year 2015 and get the valuable insights, KPIs, root causes to improve the business from the next year onwards.

**Methodology**

To get insights from this project we have used various methods which are –

* **Exploratory Data Analysis**

1. Explore the outlet’s data based on the seasonal environment

* **Data sources**

1. Excel

* **Data analysis**

1. Finding the trends and patterns

* **Data visualization**

1. Statistical representation to bringing out insightsfrom the pizza data

**Goals and KPIs**

How will you measure the success of your project? We are going to measure the success of our project is based on the sales of the types of our pizza and by analysing hourly, daily, monthly, yearly, and even for seasonal stats of the pizza sale count. We will also find what type of pizza has least sale count and least revenue generating.

A KPI is short for key performance indicator, a measurable and quantifiable metric used to track progress toward a specific goal or objective

For Example:  To measure a pizza outlet’s performance, the KPI will be **pizza sale count**, and the Goal will be to obtain **highest revenue, happy customers and valuable customers**.

* **Goal 1:** KPI -----> Improve the Sale count of the pizza
* **Goal 2:** KPI -----> Happy Customers
* **Goal 3:** KPI -----> promotions and offers for large amount of customer attraction

**Technical Processes**

We are using the below tools and techniques for the technical process in this project?

* VLOOKUP
* Pivot Table
* Count, SUM, Average, MAX, MIN Operations.
* Pivot Charts, Tables, Sorting, Filters

**Business Concepts Used**

Business processes or concepts used in the project

* Market Understanding
* Customer Demographic
* Customer Behaviour
* Customer Retention
* New Customer Acquisition

1. **Market Understanding**: In this project we realised that market is working on the seasonally and occasionally pizza sale count we analysed in the project that summer season has the highest sales and on daily basis at the time of snaking we had great sale count. In the summer season customer used to order veggies loaded pizza and in rains they used to order classic pizza and supreme pizza, and in winters & Spring supreme category and chicken pizza was mostly loved by the customers.
2. **Customer Demographic**: Based on customer demographic understand we realised that season wise customer used to chose the type of the pizza based on the ingredients that what ingredients he wants in his pizza. In the summer season customer used to order veggies loaded pizza and in rains they used to order classic pizza and supreme pizza, and in winters & Spring supreme category and chicken pizza was mostly loved by the customers.

1. **Customer Behaviour**: No. of customer count and there ordered pizza count with quantities will also let us know how we can improve our business. In this project we found that we have lot of common customers for the pizza sales.
2. **New Customer Acquisition**: For new and more customer acquisition we need to get the feedbacks from the customers we need to understand their taste and as we saw based on occasion and season, we have highest the sale count we will increase the varieties at that time and the least sold pizzas we will improve their quality and prices.

**Recommended Analysis:**

1. How many customers do we have each day? Are there any peak hours?

|  |  |
| --- | --- |
| Pizza   |  | | --- | | Average count of customers in each day is: 60 | |
| Max count of customers were on: 27th NOV 2015 |
| Min Count of customers were on: 29th DEC 2015 |
|  |
| \*There are two peak hours which are from- 12pm to 1pm(2455-2520 sale count) and 5pm to 6pm(2336-2399 sale count). | |
|  |

1. How many pizzas are typically in order? Do we have any bestsellers?

\*\*Average count of pizza per order (customer) is**: 2.3**\*\*

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|  |  |  |  |  |
|  | \*\*We have bestseller pizza is :The big meat pizza (available in classic category with **sizes-small, medium and large**)\*\*   |  | | --- | | \*\*We have bestseller pizza is **:The big meat pizza (available in classis category with sizes-small,medium and large)\*\*** | | | | |  |
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1. How much money did we make this year? Can we identify any seasonality in the sales?

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| **Row Labels** | **Count of order\_id** |
| **Spring** | **12234** |
| **Summer** | **12331** |
| **rainy** | **12214** |
| **winter** | **11841** |
| **Grand Total** | **48620** |

1. Are there any pizzas we should take off the menu, or any promotions we could leverage?

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| Whole pizza  **We Should Take Off "The Big Meat Pizza" due to its lowest sales count and lowest revenue**   |  | | --- | |  | |  |  |  |  |  |  |  |  |  |
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| Whole pizza  **We should promote "Thai Chicken pizza" due to highest revenue**  **MONTHLY BASES WE CAN PROMOTE-**  **JAN ---------**bbq\_ckn,big\_meat,brie\_carre  **FEB --------**bbq\_ckn,big\_meat,brie\_carre  **MAR---------**bbq\_ckn **,**big\_meat **,**brie\_carre  **APR----------**classic\_dlx,hawaiian,bbq\_ckn  **MAY---------** pepperonibbq\_cknclassic\_dlx  **JUN ----------** cali\_cknclassic\_dlxbbq\_ckn  **JULY ---------** pepperoni, classic\_dlx, bbq\_ckn  **AUGUST ---------** cali\_cknpepperoniclassic\_dlx  **SEPT --------** classic\_dlxthai\_cknhawaiian  **OCT --------** classic\_dlxpepperonithai\_ckn  **NOV ---------** hawaiianclassic\_dlxbbq\_ckn  **DEC ----------** hawaiiancali\_cknthai\_ckn   |  | | --- | |  | |  |  |  |  |  |  |  |  |  |
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**Project owner:**

**Name**: ADITI VIRMANI

**Date**: SEPT-1ST-2024