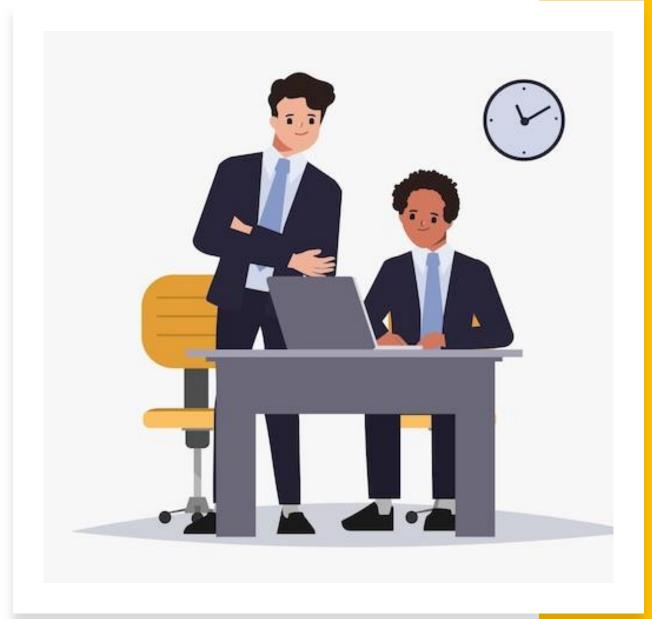SCOTCH

PIZZA

INTRODUCTION

- You have been employed as a Junior data analyst for Hagital Consulting. One of the firm's client needs help with expanding their business. They have been collecting data of the sales from the past year but cannot really make any sense of the data. You have been tasked to run an analysis of the data and bring up some insights and recommendations that could be helpful to the client. The details of the project can be found on the next slide

THE CLIENT

- A pizza restaurant chain, Scotch pizzas have collected data on pizza sales over the past year. The data includes information about *order ID, pizza ID, quantity, date and time of order, pizza size, pizza price, pizza name, pizza category, branch name, city,* and *sales rep name*. The restaurant chain wants to analyze this data to identify customer behavior and preferences, popular pizzas and branches, and pricing and inventory decisions.

- **Sample Questions**
    - What is the most popular branch?
    - What is the most popular pizza name?
    - At what time do we have the peak influx of customers?

- Every other thoughtful insight would be great!

DELIVERABLES

- You are to document your analysis covering the following areas
    - Introduction/Business Problem
    - Data Collection & Pre-processing
    - Analysis
    - Visualization
    - Results
    - Conclusion & Reccomnedation