



Pizza



Sales Analysis

Project Objectives

Analyze quarterly and monthly sales trends to identify peak and low-performing periods for improved business planning and forecasting.

Evaluate customer ordering patterns by time and day to optimize staffing, service quality, and promotional strategies.

Identify top-performing and low-performing pizza products based on order volume and revenue contribution.

Assess revenue distribution across quarters and months to support effective budgeting and profitability analysis.

Provide actionable recommendations to enhance customer experience, increase loyalty, and drive overall business growth.

NAVIGATION

Dashboard

dashboard 1

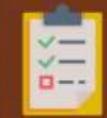
Analysis

Insights

PIZZA SALES ANALYSIS



817.86K
Total_Revenue



21K
Total Order



50K
Total Pizza



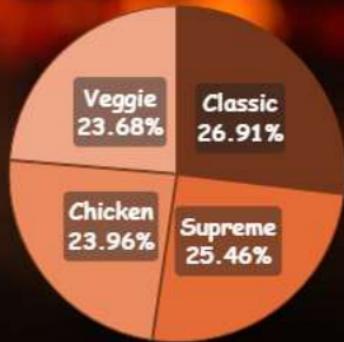
38.31
Avg_order



2.32
avg pizza...

Month Name

All



Extra Large

Large

Medium

Small

Total_Revenue by pizza_name

The Thai Chic...	43,434.25
The Barbecue...	42,768.00
The Californi...	41,409.50
The Classic D...	38,180.50
The Spicy Ital...	34,831.25

Total_Revenue by pizza_name

The Spinach P...	15.60K
The Mediterra...	15.36K
The Spinach S...	15.28K
The Green Ga...	13.96K
The Brie Carre...	11.59K



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Total_Revenue



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Avg_order



2.32
avg pizza...

Total_Revenue by Month Name

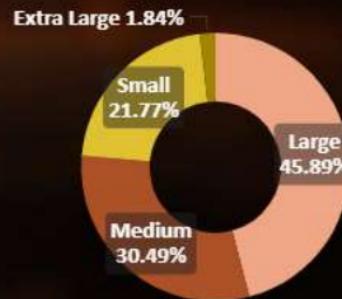
September	64180
October	64028
November	70395
May	71403
March	70397
June	68230
July	72558
January	69793
February	65160
December	64701
August	68278
April	68737



pizza_category



Total_Revenue by pizza_size



Total Order by Start of Hour





Total Order by pizza_name



The Brie Carre Pizza

Lowest Revenue Pizza Name

Classic

Most Ordered Category

The Thai Chicken Pizza

Highest Revenue Pizza Name

The Classic Deluxe Pizza

Most Loved Pizza

Chicken

LEAST Ordered Category

Quarter wise analysis of orders

Quarter	Total Order	%GT Total Order
Q3	5437	25.47%
Q2	5425	25.41%
Q1	5370	25.15%
Q4	5118	23.97%
Total	21350	100.00%

Total Order by pizza_name



Quarter wise analysis of revenue

Quarter	Total_Revenue	%GT Total_Revenue
Q1	2,05,350.00	25.11%
Q2	2,08,369.75	25.48%
Q3	2,05,016.20	25.07%
Q4	1,99,124.10	24.35%
Total	8,17,860.05	100.00%



INSIGHTS AND ANALYSIS

Promotion combo Offer

- A smart way to promote the least ordered pizza is by pairing it with the most loved or top-selling pizza in a combo offer.
- Customers are more likely to try something new when it's combined with a favorite, leading to a better dining experience and higher overall sales
- Total orders peak during lunch (12–1 PM) and early evening (5–7 PM), showing these are the busiest periods. Focusing promotions, staffing, and fast service during these peak hours can help capture maximum

Order summary

Quarter 3 had the highest total orders i.e. 5437 and was 6.23% higher than quarter 4, which had the lowest total orders at 5118.

Quarter 3 had the highest total orders followed by 2, 1, and 4. It accounted for 25.47% of total orders.

Across all 12 Month, Total Revenue ranged from \$64,027.60 to \$72,557.90.

Highest order Pizza summary

The Classic Deluxe Pizza had the highest total orders and was 2.24% higher than The brie carre Pizza, which had the lowest total orders.

The Classic Deluxe Pizza had the highest total orders, followed by The Hawaiian Pizza and The Pepperoni Pizza.

The Thai Chicken Pizza generate the highest revenue

Revenue summary

At 2,08,369.75, Quarter 2 had the highest Total Revenue and was 4.64% higher than quarter 4, which had the lowest Total Revenue at 1,99,124.10.

Quarter 2 had the highest Total Revenue at 2,08,369.75, followed by 1, 3, and 4. It accounted for 25.48% of Total Revenue.

Across all 4 Quarter, Total Revenue ranged from 1,99,124.10 to 2,08,369.75.

Order By Time Summar

July had the highest total orders i.e. 1935 and was 17.56% higher than October, which had the lowest total orders i.e. 1646.

July accounted for 9.06% of total orders.

Across all 12 Month, total orders ranged from 1646 to 1935.

Peak Hour Day

Based on the matrix table data showing that the most pizza orders are placed on Thursdays and Fridays between 12 to 1 pm businesses could offer lunchtime promotions, monitor pizza quality, increase staffing, provide a variety of options, and use customer feedback to improve the overall experience. Implementing these suggestions can lead to increased customer loyalty and growth.