



"From Our Ovens to Your Heart"

SIG PIZZARIA: Pizza Sales Analysis



Presented By:

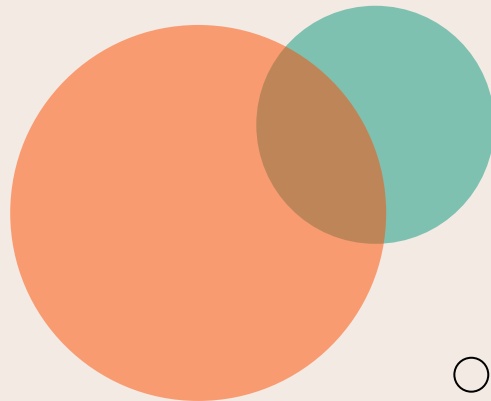
Ayush Mitra



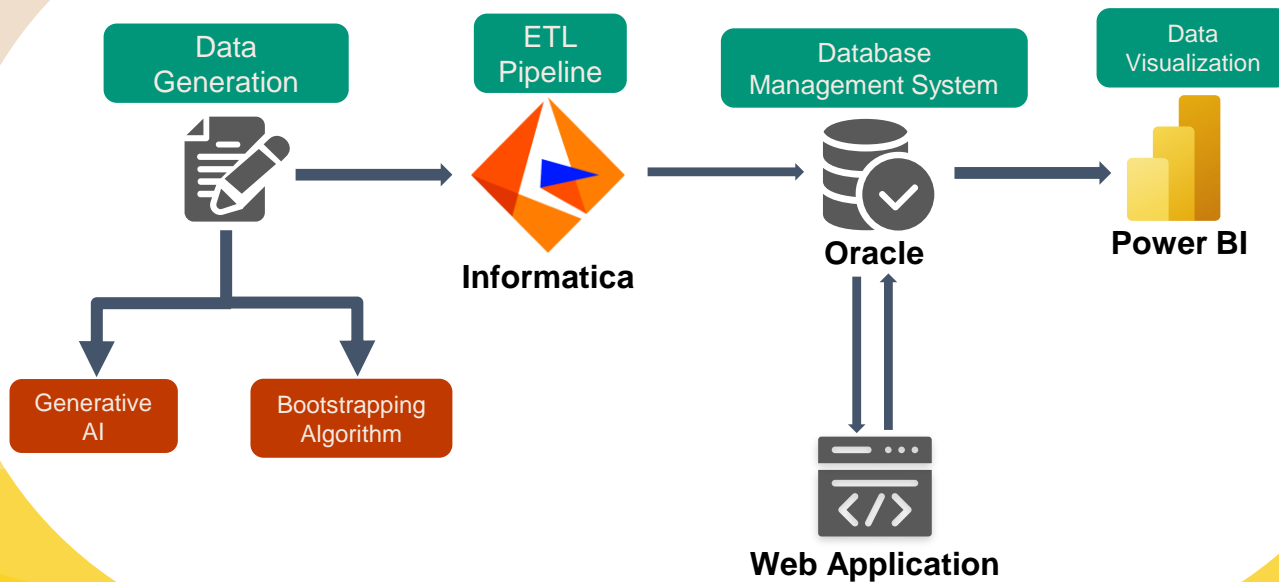
More about US

"Founded in the year 2020, SIG Pizzeria has quickly become a beloved name in the Indian culinary landscape. With a passion for crafting delicious pizzas, we've spread our love for pizza across 15 vibrant cities in India. Our story is a testament to the fact that great things can happen when Indians serve their fellow Indians. At SIG Pizzeria, we take immense pride in being a pizza delivery hub, dedicated to delivering oven-fresh, mouthwatering pizzas right to your doorstep. We believe that food isn't just a necessity; it's an experience that can touch your heart. That's why we've adopted the motto 'From Our Ovens to Your Heart,' because every slice we deliver is made with love and care.

SIG Pizzeria values your trust. Your data is safeguarded using cutting-edge security measures, ensuring confidentiality. We use this information to personalize your pizza experience, tailoring offerings to your taste preferences. Rest assured, every byte is handled with care, allowing us to deliver not just pizzas, but moments crafted especially for you.



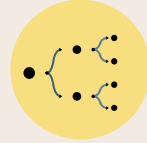
Entire Pipeline Process



Tools Used



Python



Informatica

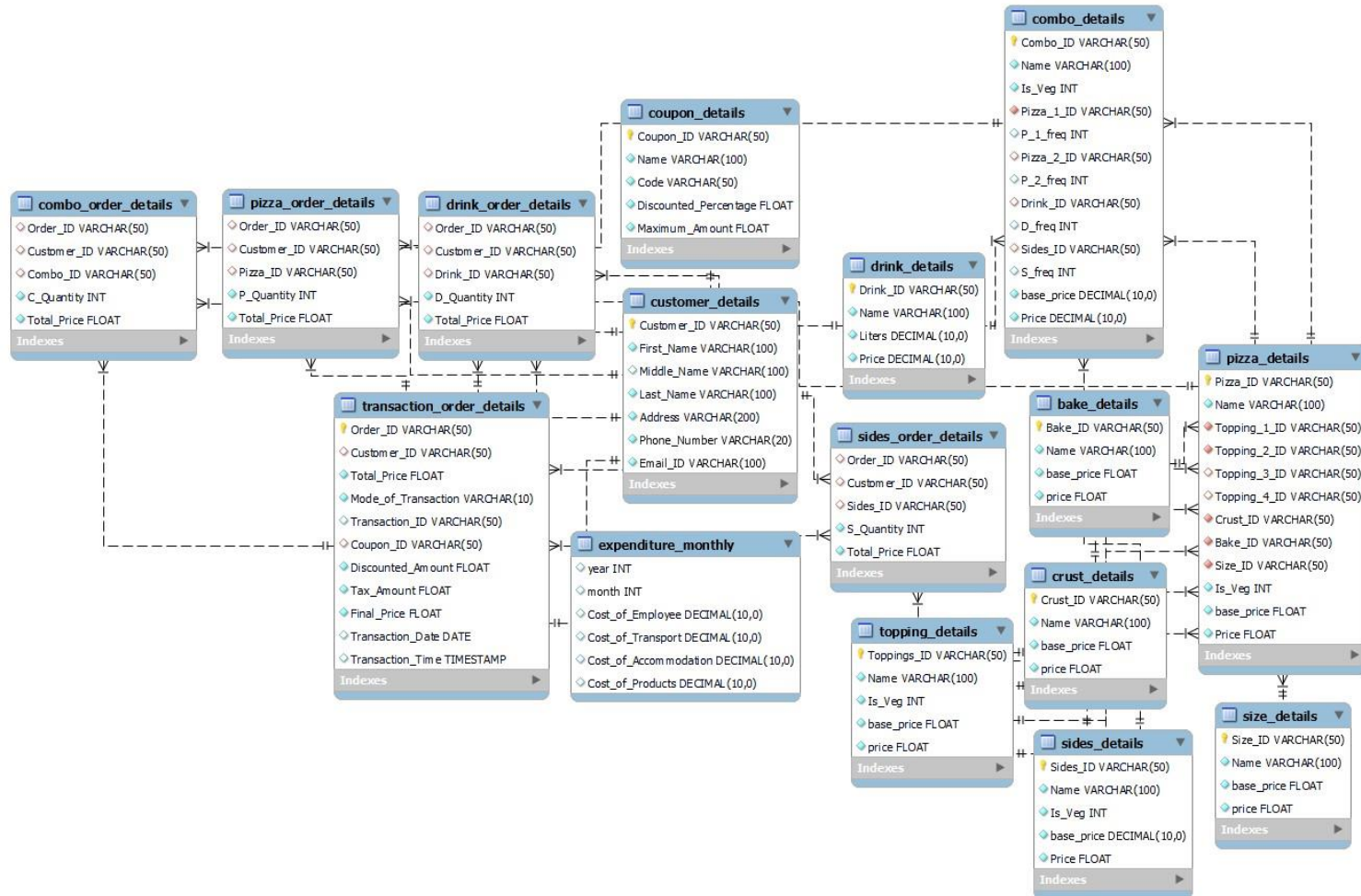


Power BI



Oracle

The ER Diagram used to Store the Data



Data Generation:

➤ Synthetic Data Generation –

For the base tables, we leveraged Generative Artificial Intelligence (AI) techniques to create synthetic data that closely mimics real-world scenarios. This approach allowed us to simulate various aspects of the business environment, including customer demographics, product categories, and geographical information.

➤ Transactional Data Simulation –

To populate the transactional data tables, we employed Bootstrapping Sampling techniques. This process enabled us to generate a comprehensive set of records for the transactional data tables, reflecting various sales transactions that would occur in a virtual store environment.

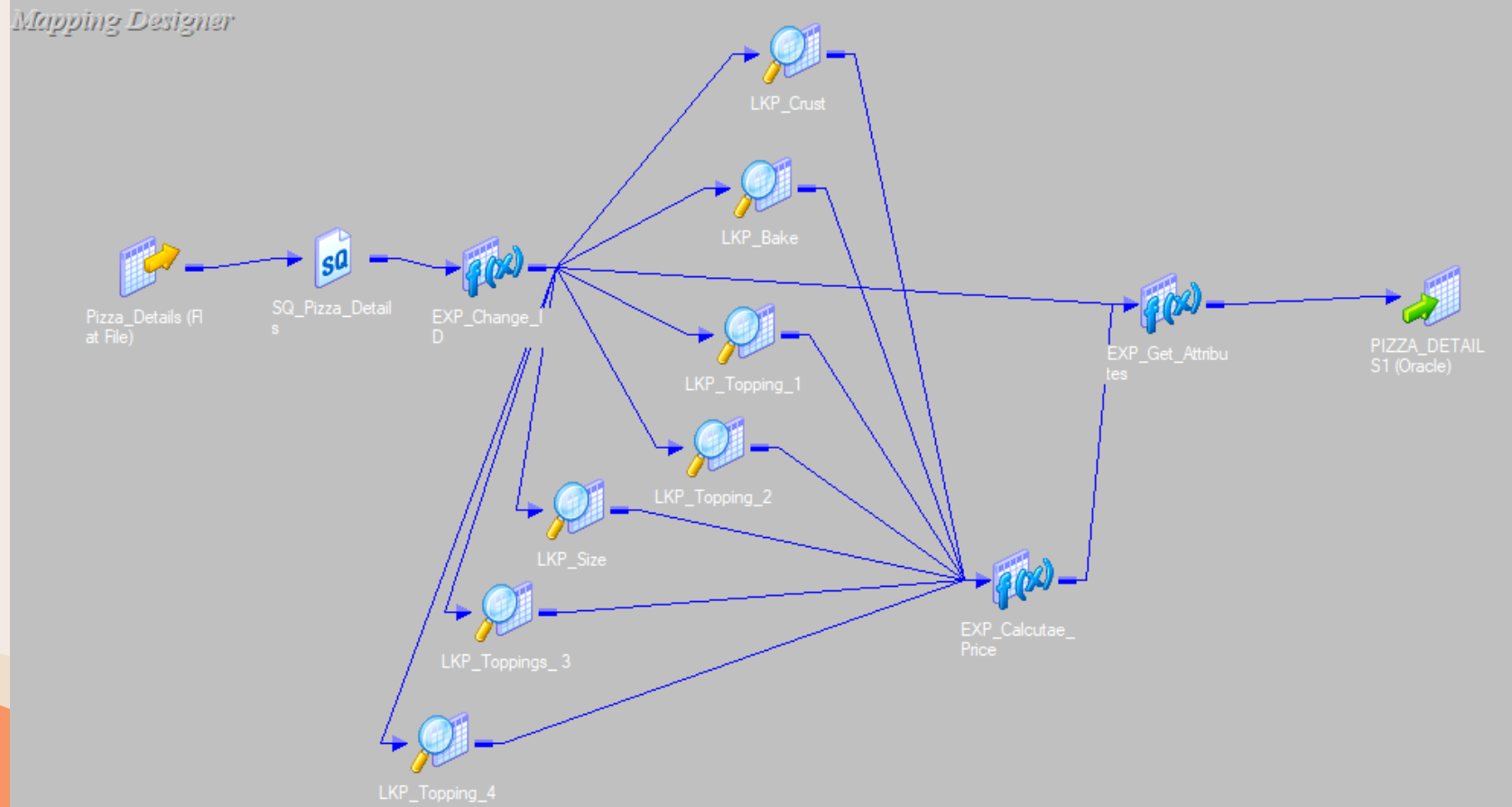
ETL Data Pipeline:



- ETL (**Extract, Transform, Load**) data pipeline: Process of extracting, transforming, and loading data into a target database or data warehouse.
- Ensures data cleansing, standardization, and availability for analysis and reporting.
- Here, we have used a leading data integration and management tool known as “**Informatica**”.
- Informatica: Key Advantages for Data Pipeline Construction -
 - ❑ Comprehensive functionality for data profiling, cleansing, and transformation.
 - ❑ Efficient handling of large data volumes and complex ETL workflows.
 - ❑ Ensures data integrity, regulatory compliance, and seamless integration across diverse data sources.





Example of a ETL pipeline in Informatica:





Storing Transformed Data in Oracle Database:

- **Leveraging Oracle for Data Storage:** After data transformation with Informatica, we chose Oracle Database as our storage solution for its reliability and scalability.
 - **Key Advantages of Oracle Database:**
 - a) **Data Security:** Oracle ensures robust data security, protecting sensitive customer and financial information.
 - b) **Scalability:** Oracle Database seamlessly scales with data growth, providing long-term support for expanding business requirements.
 - c) **High Performance and Integrity:** Oracle guarantees optimized performance, rapid data processing, and enforces data integrity constraints for reliable analytical workloads.
 - **Enabling In-Depth Analysis:** The Oracle Database serves as the foundation for our analytical endeavors, supporting our team in gaining valuable insights from the transformed data.
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Now Lets Visualize and Analyse





Thank you!