

TRY OUR NEW

PIZZA

PLACE
SALES
ANALYSIS

50%
OFF



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INTRODUCTION

Problem

The pizza restaurant has experienced a notable drop in sales. To address this issue, management is turning to customer and order data for insights. The goal is to conduct a detailed analysis of sales trends and customer behavior, identifying key areas for improvement to reverse the decline and boost revenue.

Background

This report provides a comprehensive analysis of pizza sales data from January 2015 to December 2015. Data was collected from various pizza locations across the United States and analyzed to uncover patterns, customer preferences, and sales trends over the year.



STAKEHOLDERS

- **Staff and Management:** Collaborated to gather and analyze sales data, ensuring accuracy and relevance.
- Ø **Frontline Team:** Provided feedback on customer behavior, cross-referenced with sales data to uncover patterns.
- Ø **Data Analyst:** Developed custom dashboards to track performance metrics and identify areas for improvement.
- Ø **Customer Feedback Team:** Analyzed reviews to pinpoint common complaints and service gaps.
- Ø **Marketing Team:** Assessed promotional impact on sales and optimized future campaigns.
- Ø **Strategy Advisors:** Provided insights and guidance for aligning data findings with long-term business growth plans.

KPIs

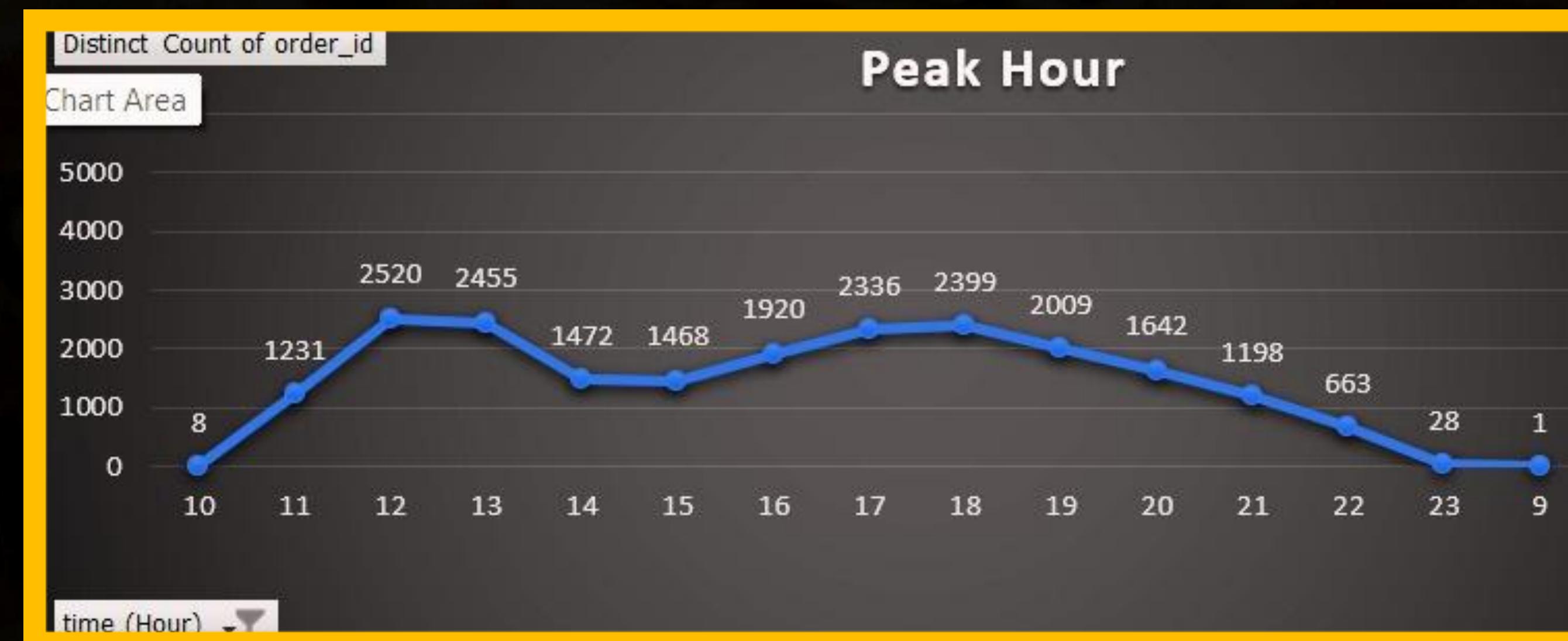
- Total Revenue: Q817,860.05
- Average Order Value: \$37.56
- Total Pizzas Sold: 49,574 Total
- Orders: 21,350 Average Pizzas
- Per Order: 2.32
- Average_Monthly_Revenue:
\$68,155.00
- Peak Times: 12-1 AM and 9-6 PM



ANALYSIS

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

We have **60** customers each day on average, and yes, there are two peak hours : from **12 am to 1 am** and from **5 pm to 6 pm**



ANALYSIS

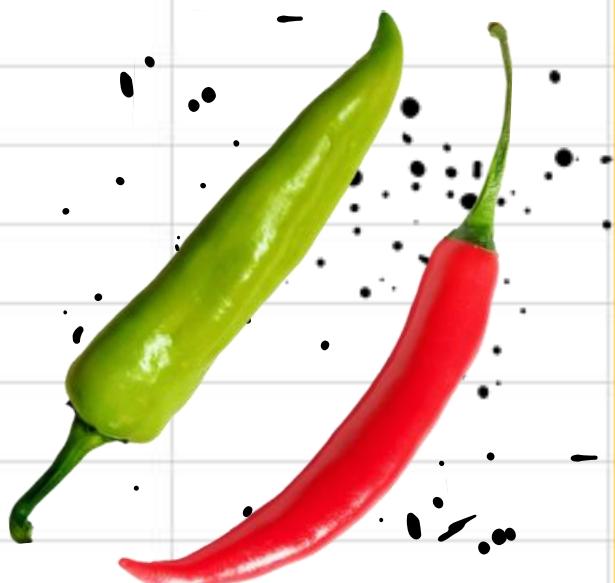
How many pizzas are typically in order? Do we have any bestsellers? **2.32 pizzas** are typically in an order. **big-meat-s** is the bestseller



ANALYSIS

How much money did we make this year? Can we identify any seasonality in the sales? >This year we make **\$817860.05**, Yes we can see in **Summer** the order is on top

| Season's | Row Labels | Distinct Count of order_id | Season's | Total Orders |
|-------------|------------|----------------------------|----------|--------------|
| Winter | Jan | 1845 | Winter | 5210 |
| Winter | Feb | 1685 | Spring | 5492 |
| Spring | Mar | 1840 | Summer | 5549 |
| Spring | Apr | 1799 | Autumn | 5099 |
| Spring | May | 1853 | | |
| Summer | Jun | 1773 | | |
| Summer | Jul | 1935 | | |
| Summer | Aug | 1841 | | |
| Autumn | Sep | 1661 | | |
| Autumn | Oct | 1646 | | |
| Autumn | Nov | 1792 | | |
| Winter | Dec | 1680 | | |
| Grand Total | | 21350 | | |

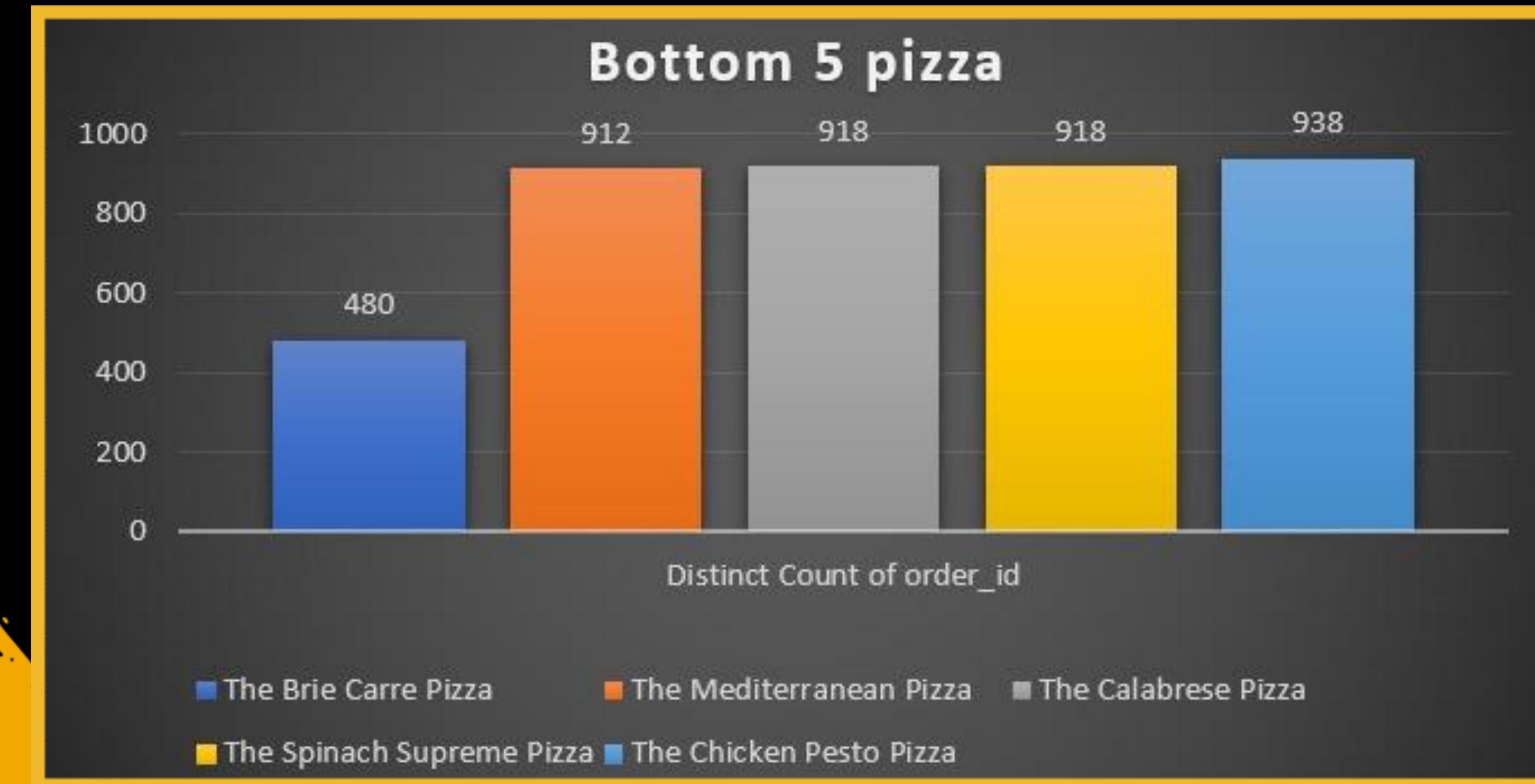


ANALYSIS

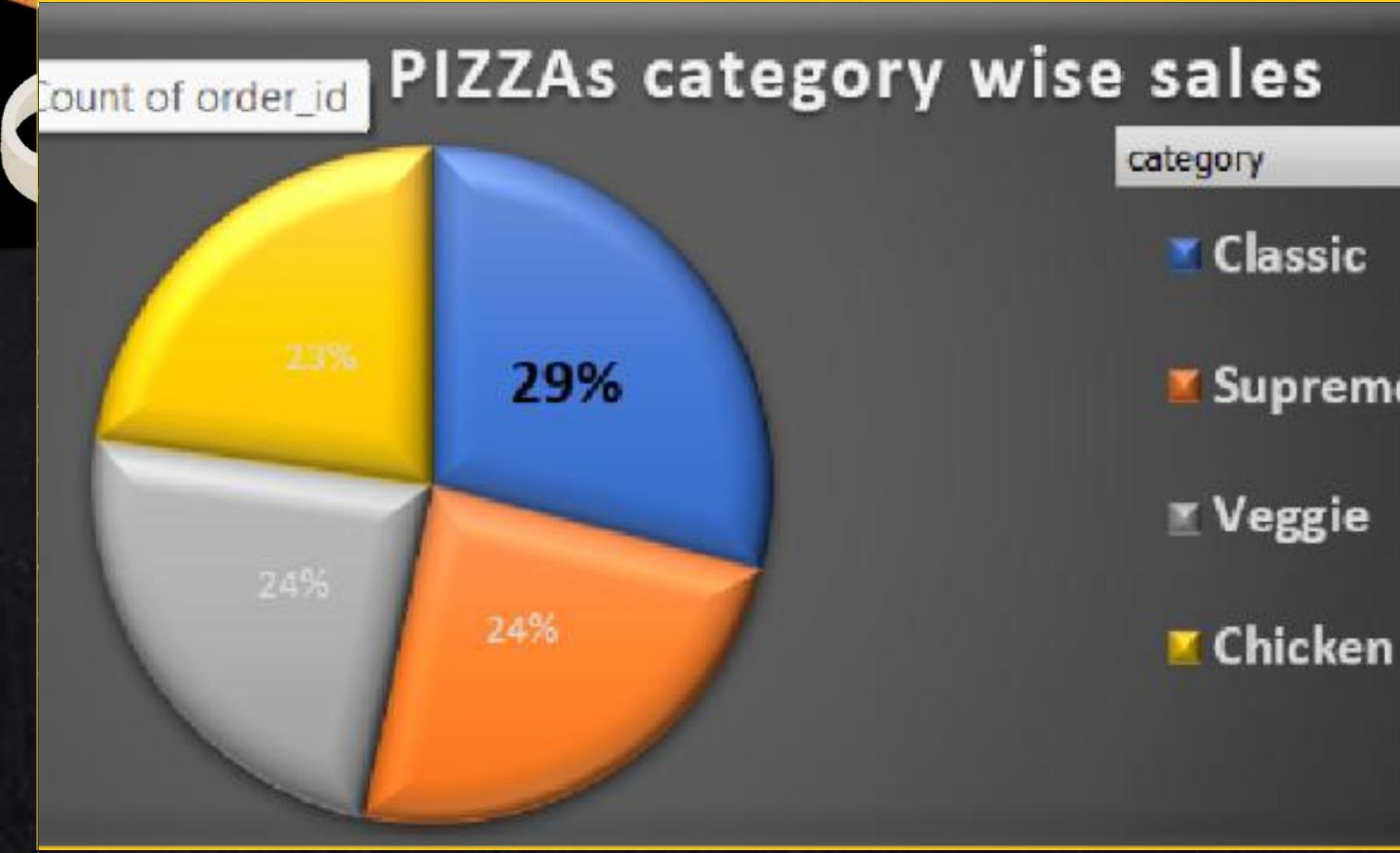
Are there any pizzas we should take off the menu, or any promotions we could leverage?

We can take off The Brie Carre Pizza, It is lowest ordered pizza in that year ,

We can offer seasonal discounts or promotions, as pizza sales tend to be highest in the summer and drop during other seasons.



INSIGHTS



SOLUTIONS

- **Increase Peak Time Efficiency:** Optimize staffing and kitchen operations between 12-1 AM and 9-6 PM to maximize throughput during peak hours. **Upselling Strategies:**
- Implement upselling techniques to increase the average order value from \$37.56 by promoting combos or high-margin items. **Loyalty Program:** Introduce a customer loyalty program to increase the average number of pizzas per order from 2.32 and boost repeat business. **Marketing Campaigns:** Run targeted promotions to increase the daily customer count from 60, focusing on off-peak hours to balance traffic.
- **Data-Driven Menu Adjustments:** Use sales data to refine the menu, focusing on high-demand and high-margin pizzas to drive total revenue growth.



CONCLUSION

The 2015 sales data reveals insights into customer behavior, including peak times, popular pizzas, and average order values. Analyzing these trends helps management identify reasons for the sales decline, such as changing preferences or service inconsistencies. By using this data, strategies like new menu items, targeted promotions, optimized staffing, and loyalty programs can be implemented. Excel-based visualizations, including charts and graphs, make these insights clear, enabling data-driven decisions to improve performance and drive sustainable growth. These visual reports provide a simple way to monitor progress, ensuring strategies are measurable and flexible. With this data-driven approach, the restaurant is well-positioned to reverse declining sales and foster long-term success.

THANK YOU



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