



Pizza Sales Analysis

Join us on a tasty exploration of pizza sales data! In this presentation, we'll reveal the flavorsome insights that can shape your pizza business strategy. Let's dive into the world of pizza preferences and trends.

Overview



- 1 Problem Statement and Goal
- 2 How Pizza Preferences Have Transformed the Food Industry
- 3 Dashboard Overview
- 4 Key insights
- 5 Action Steps


Problem Statement and Expectation

Problem : As a data analyst, my task is to analyze key indicators in our pizza sales data to gain insights into our business performance.

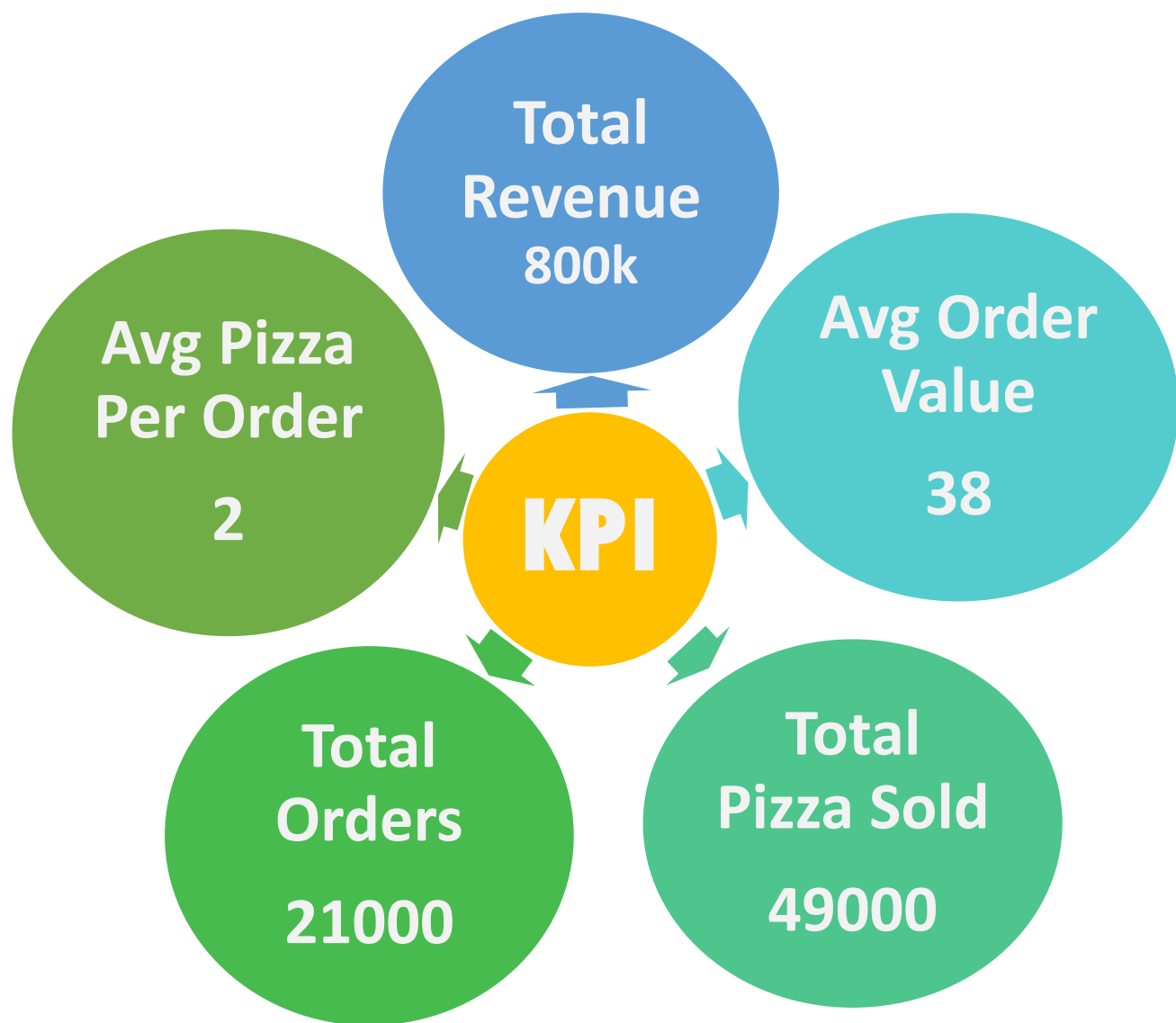
Goal : By analyzing data, we hope to figure out the most popular pizza choices. This will help us make smart decisions to boost sales and keep customers happy.



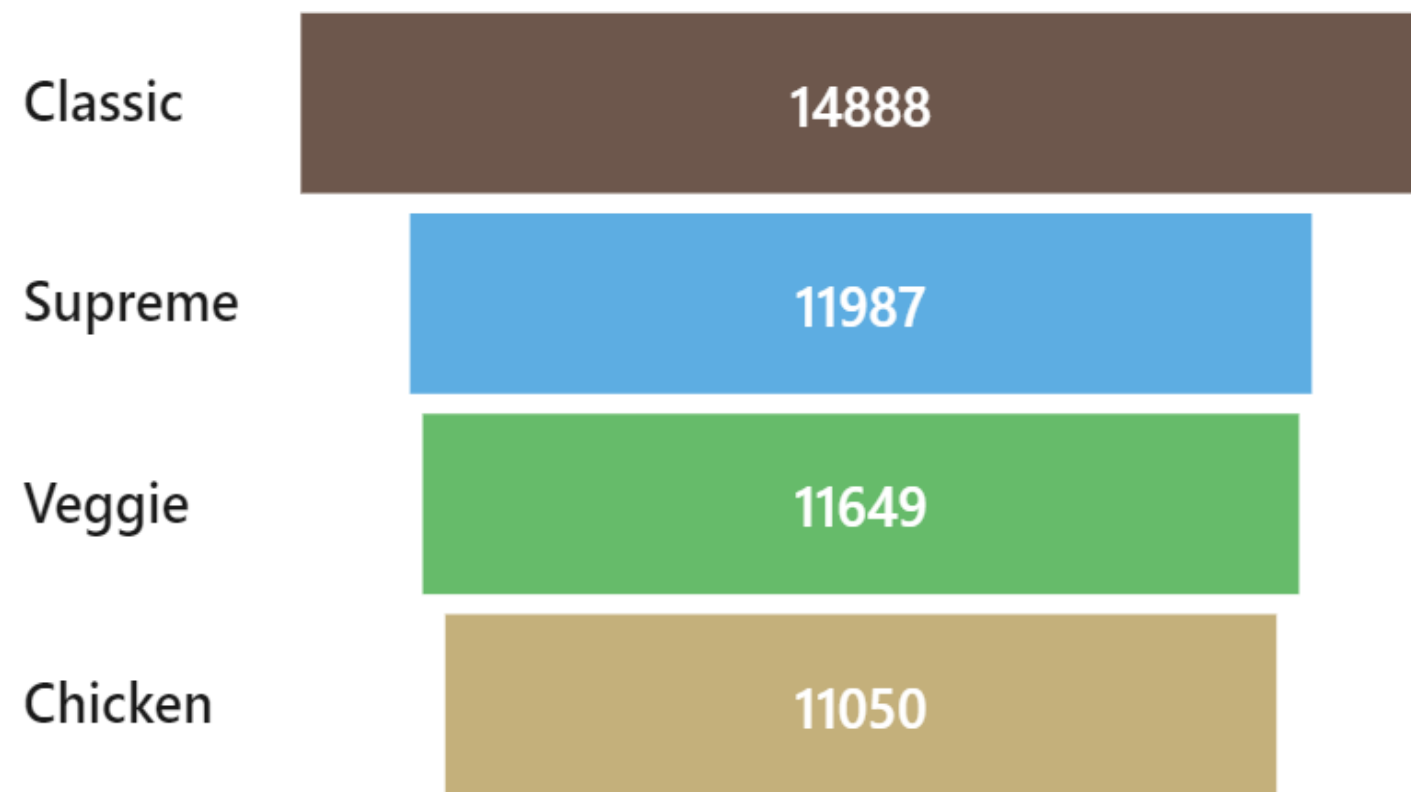
How Pizza Preferences Have Transformed The Food Industry

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- The Pizza, originating in Italy, and now it become a global food item.
 - The Global Pizza market Is more than \$160B.
 - Pizza's success items from the endless creativity in crafting great combinations and unique flavor profiles.

Dashboard Overview

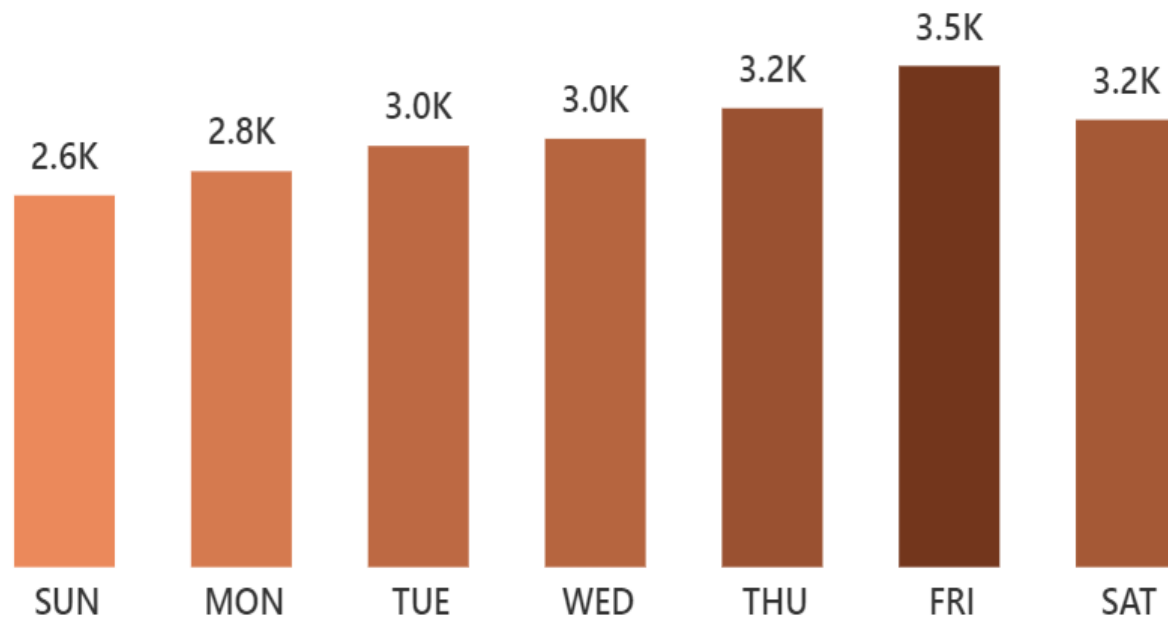


Total Pizzas Sold by Pizza_Category



Daily Trend

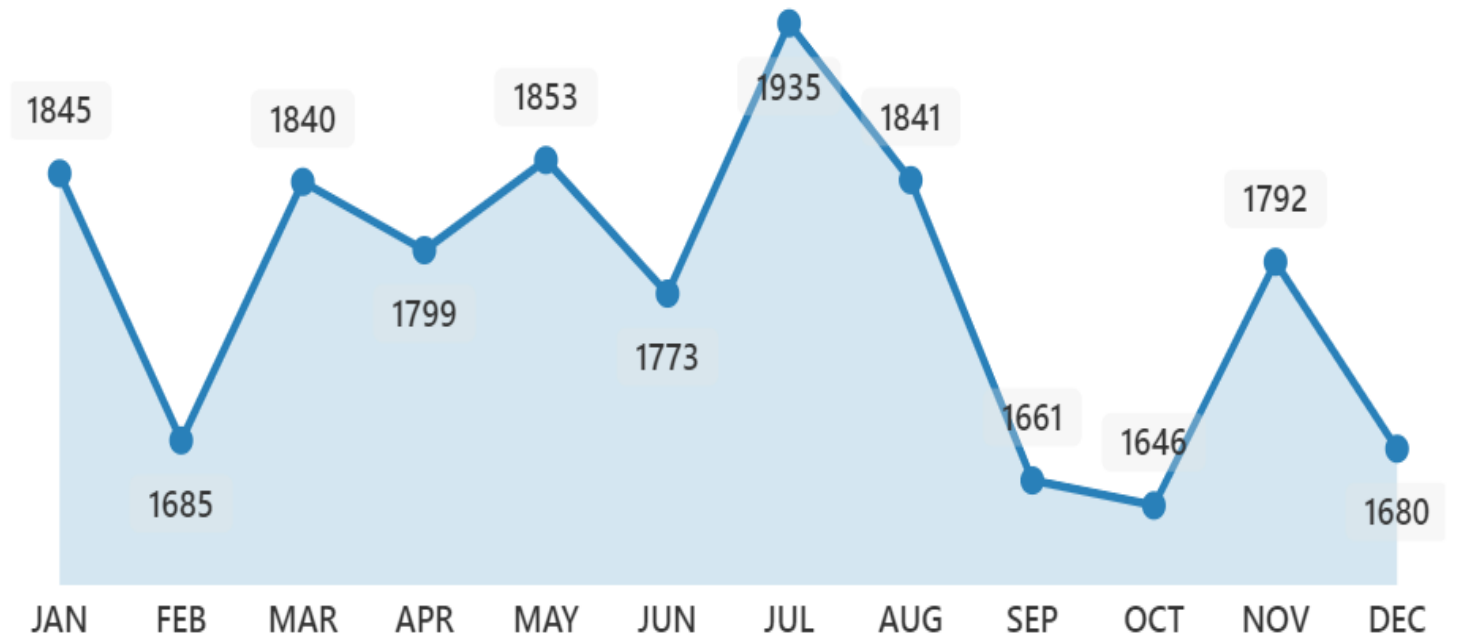
Daily Trend for Total Orders



Orders are **highest** on weekends, **Friday/Saturday** evenings.

Monthly Trend

Monthly Trend for Total Orders



There are **maximum** orders from month of **July** and **January**

Pizza by Revenue :

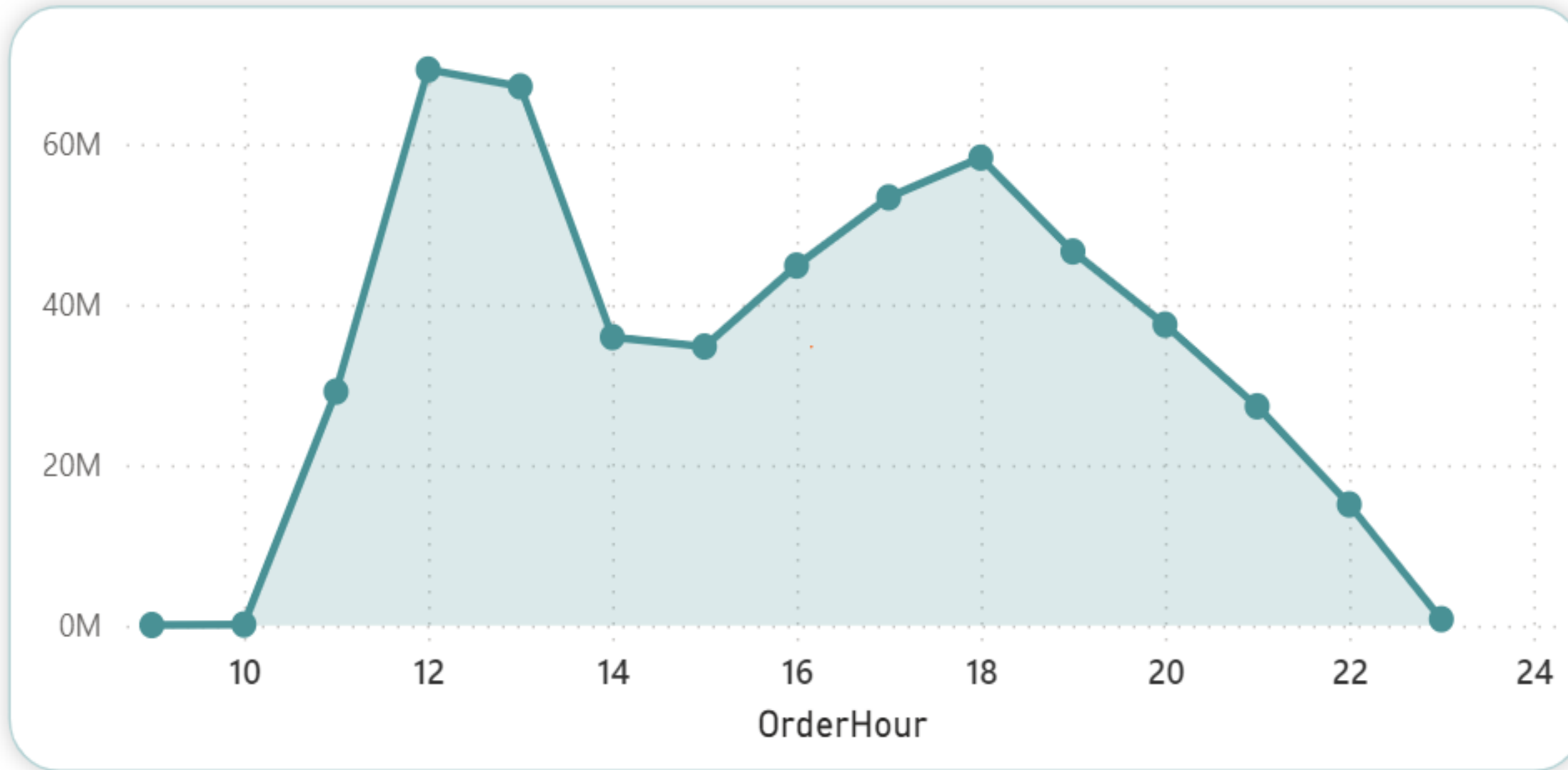
The Thai Chicken Pizza
The Barbecue Chicken Pizza
The California Chicken Pizza
The Classic Deluxe Pizza
The Spicy Italian Pizza

Top 5 pizza

The Spinach Pesto Pizza
The Mediterranean Pizza
The Spinach Supreme Pizza
The Green Garden Pizza
The Brie Carre Pizza

Bottom 5 pizza

Order Patterns by Hour :



- The peak sales hour is at 12 PM noon

Key Insights

- Customer Favorites the top 5 pizza.
- Classic and Supreme category are most fav.
- Large Size of Pizza 45% Contribution, and then medium and regular.
- The peak sales hour is at 12 PM noon.
- Per day – Fridays and Month-wise, July and January stand out as peak months.



Action Steps :

- Additional data is required to enhance the analysis.
- Knowing the city locations of outlets will provide valuable insight.
- Increase sales with added seating arrangement in the outlet for an enhanced customer experience.
- Implement a customer feedback system to gather opinions and preferences, allowing for continuous improvement based on real-time data.





THANK YOU