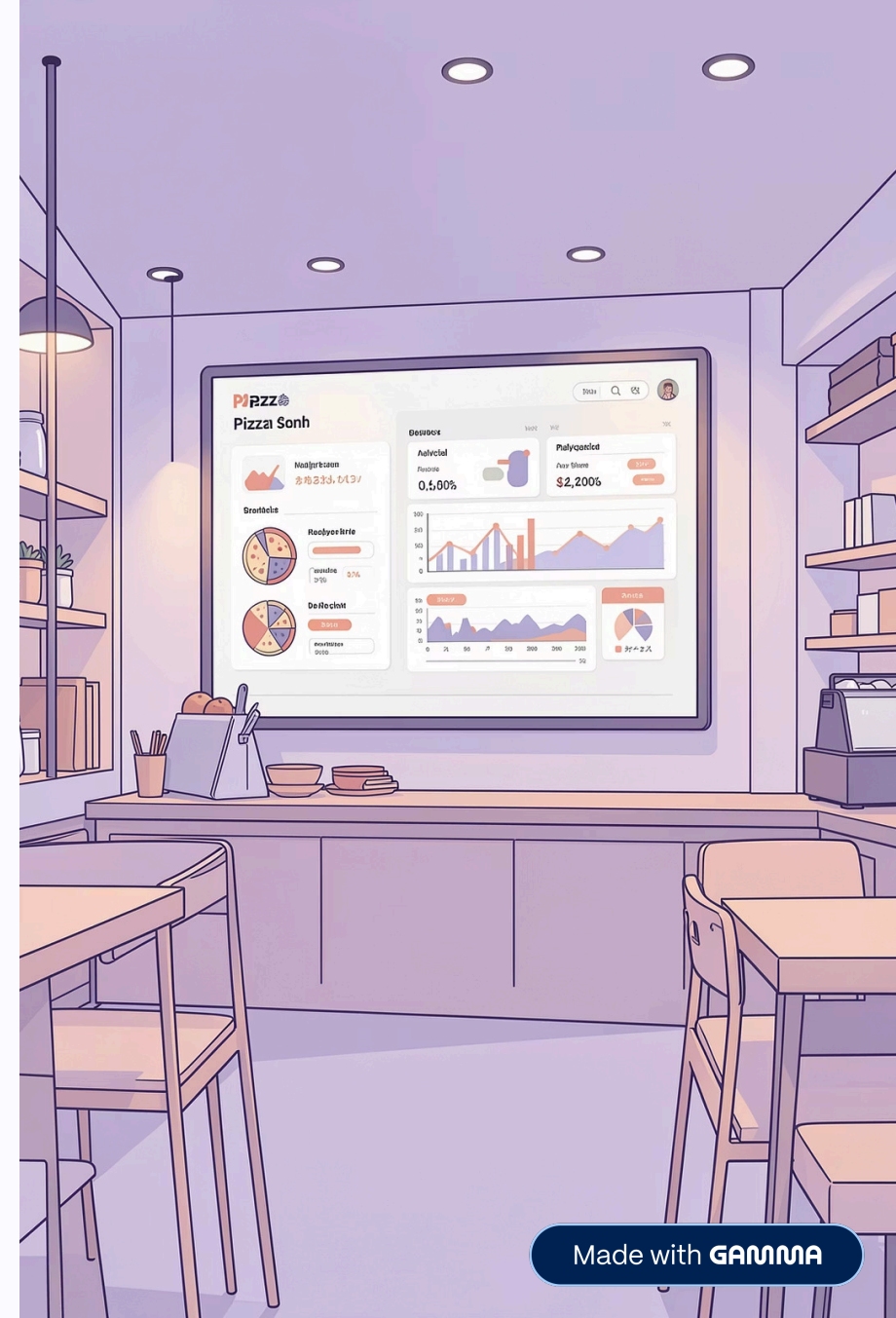


Enterprise Sales Analytics Report

Pizza Division Performance Analysis

Data-driven insights from 48,620 transactions across one fiscal year



OVERVIEW

Business Challenge

Strategic Questions

Senior management needed consolidated, data-driven answers to optimize operations

- Which products drive highest revenue and volume?
- When do customers order most frequently?
- How to translate insights into measurable actions?

Project Scope

48,620

Transaction
records analyzed

21,350

Unique customer
orders

\$817,860

Total revenue
generated

1 Year

Full fiscal period



KEY METRICS

Performance at a Glance

\$817K

Total Revenue

Annual sales performance

49,574

Units Sold

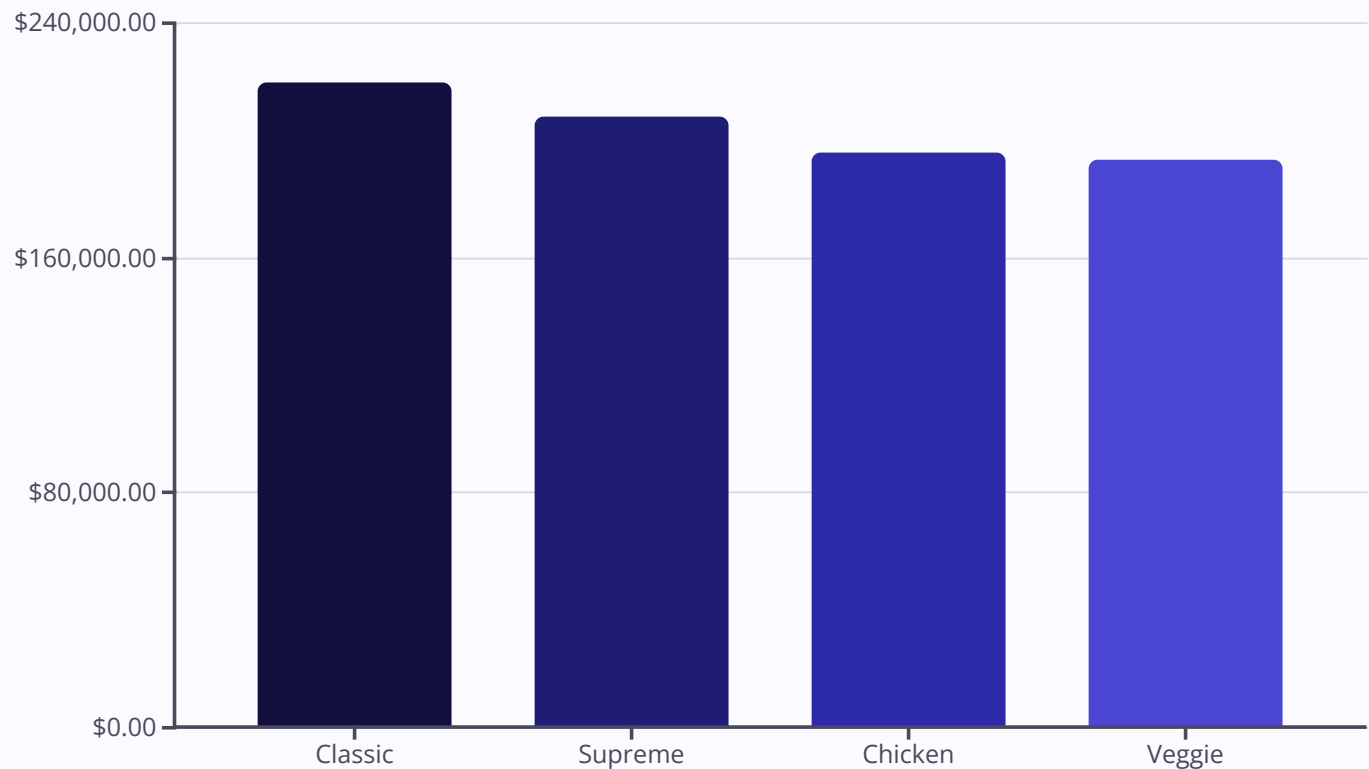
Total pizzas delivered

\$38.31

Average Order Value

Revenue per transaction

Revenue by Category



Category Performance

Classic and Supreme categories lead revenue generation, representing nearly 52% of total sales.

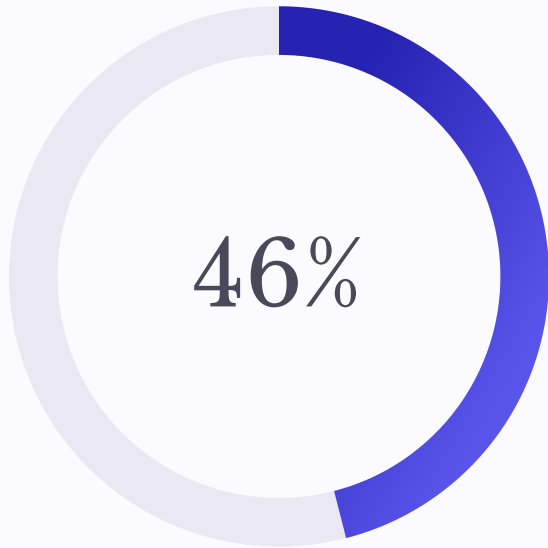
All categories show strong performance with relatively balanced distribution, indicating healthy product mix.

Size Matters: Revenue Distribution

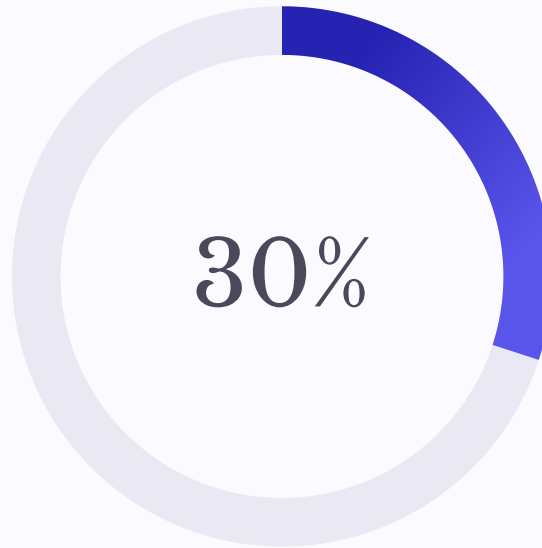
The Large Advantage

Large pizzas contribute 46% of total revenue while representing lower order volume.

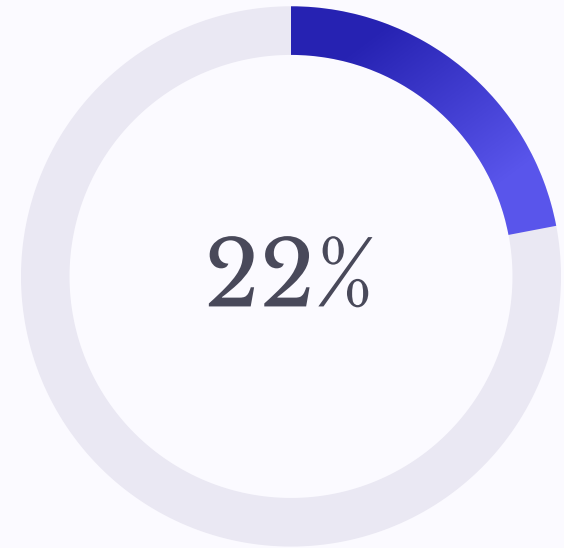
This indicates significant pricing leverage and upsell opportunity.



Large size revenue share



Medium size contribution



Small size portion

Temporal Patterns



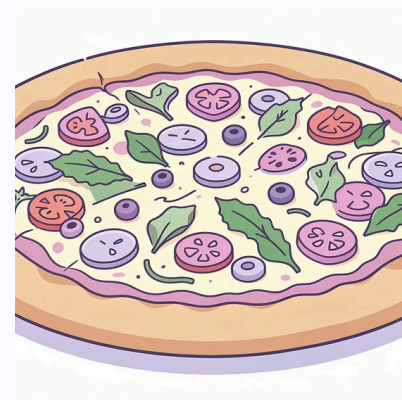
Peak Day: Friday

\$136,074 revenue - highest performing day drives weekend momentum



Peak Month: July

\$72,558 revenue - summer season shows strongest demand



Top Product

Classic Deluxe Pizza: 2,453 units sold

Strategic Recommendations

1

Promote Large Size Upsells

Target peak hours to maximize average order value through size-based promotions

2

Optimize Staffing Levels

Align workforce with Friday peaks and high-revenue months for operational efficiency

3

Rationalize Menu Offerings

Bundle high-volume classics with lower-performing SKUs to improve product mix

4

Targeted Weekday Promotions

Drive demand during low-performing days like Sunday and Monday

Analytical Approach



SQL Analysis

Revenue aggregation, ranking, time-based analysis



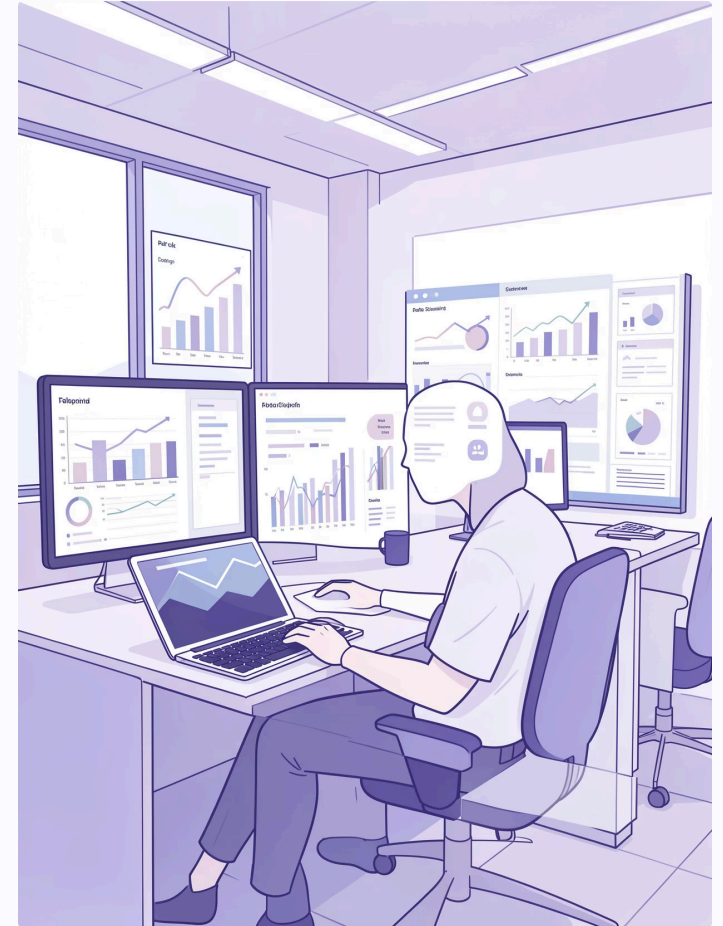
Python Processing

KPI computation, validation, trend analysis



Tableau Dashboards

Executive visualization, interactive drill-downs





Business Impact & Next Steps

Single Source of Truth

Consolidated sales performance enables proactive decision-making

Revenue Optimization

Direct support for pricing strategy and product positioning

Future Enhancements

- Integrate cost and margin data for profitability analysis
- Apply demand forecasting for inventory optimization
- Automate dashboards for near real-time monitoring