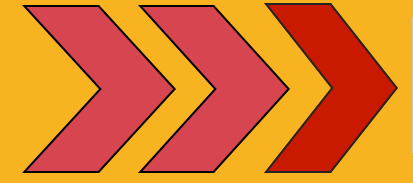


PIZZA SALES REPORT



Introduction

This Power BI report serves as a comprehensive analysis of pizza sales performance across the week, aiming to uncover critical insights into customer ordering patterns and sales trends. By examining the number of orders placed each day, this report empowers stakeholders to make data-driven decisions to enhance operational efficiency, optimize resource allocation, and craft targeted marketing strategies.

The visual representation of data in this report offers a clear view of how sales fluctuate throughout the week. Special attention is given to understanding high-demand and low-demand days, helping businesses capitalize on peak sales periods while addressing potential gaps on slower days. Additionally, the report incorporates a dynamic color-coding system that provides immediate visual cues, making it easier to interpret sales data at a glance. The combination of clear visuals and actionable insights ensures that this report is both informative and easy to use for decision-making.

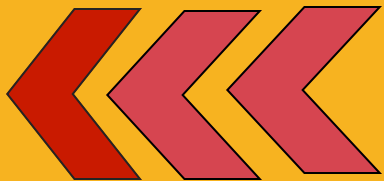


Created By

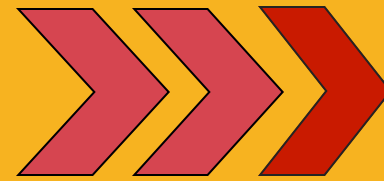
Divakar Prajapati

Objective

- To analyze customer traffic trends and identify peak hours in order to optimize staffing and improve operational efficiency.
- To identify the average number of pizzas in an order, as well as the top-selling pizzas, in order to inform inventory management and marketing strategies.
- To determine the total revenue generated by pizza sales throughout the year and identify any seasonal trends in order to inform forecasting and budgeting decisions.
- To assess the popularity of various pizzas on the menu and identify any underperforming items or opportunities for promotion in order to optimize the menu and increase sales.



PIZZA SALES REPORT



Total Revenue

\$817.9K

Total Pizza Sold

49574

Total Orders

21350

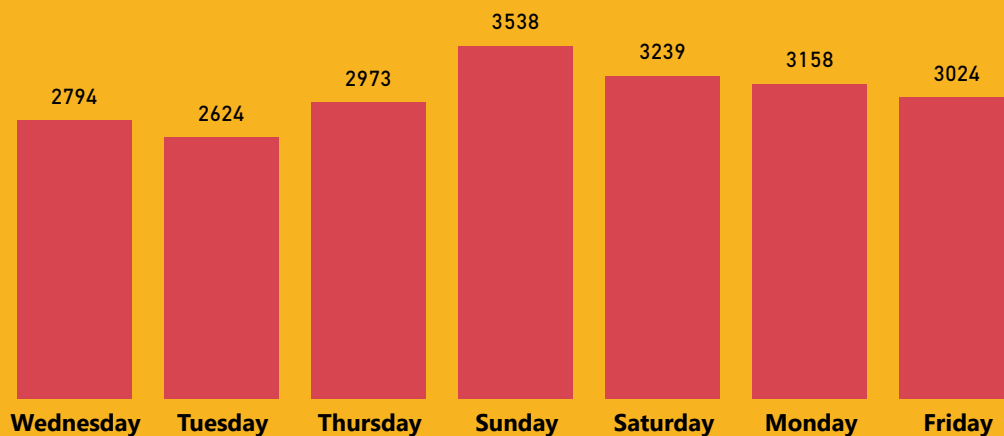
Avg Order Value

38.31

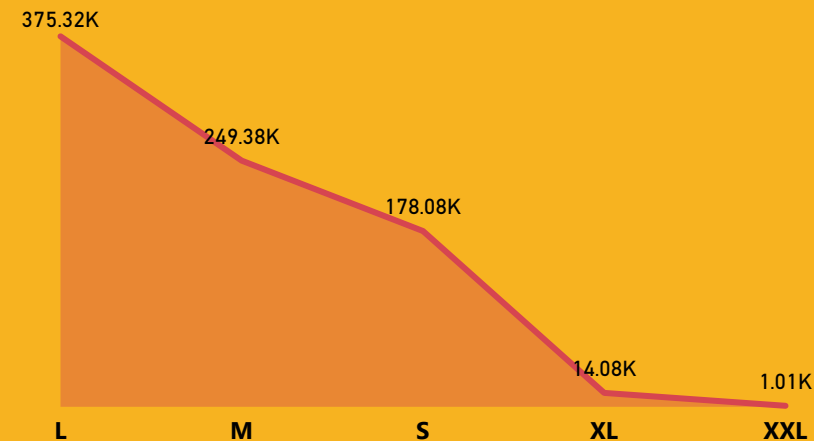
Avg Pizza Per Order

2.32

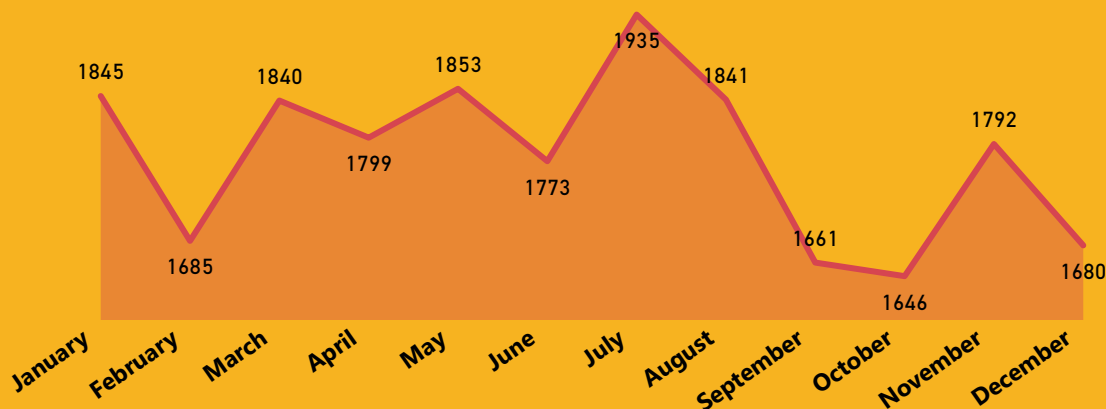
Daily Trend of Total Orders



Daily Trend of Total Orders



Monthly Trends of Total Orders



Total Pizza sold by Pizza Category

Classic

14888

Supreme

11987

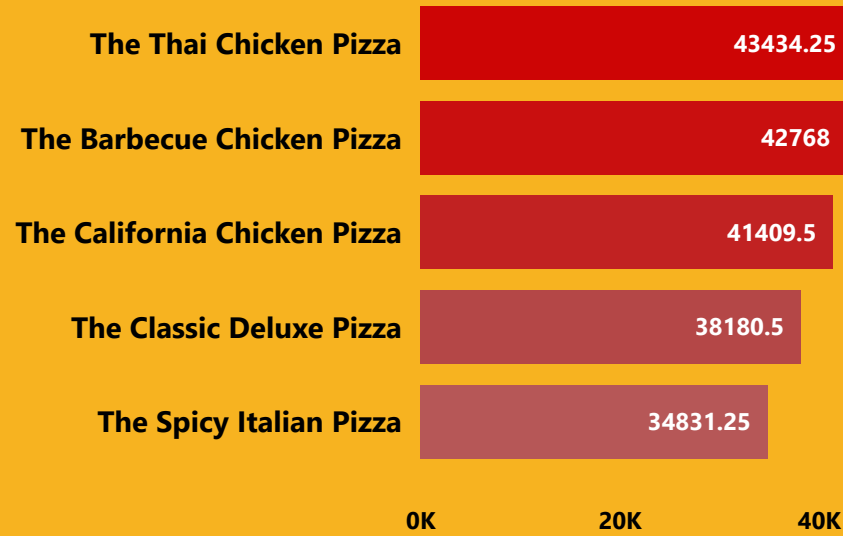
Veggie

11649

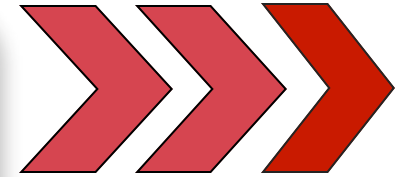
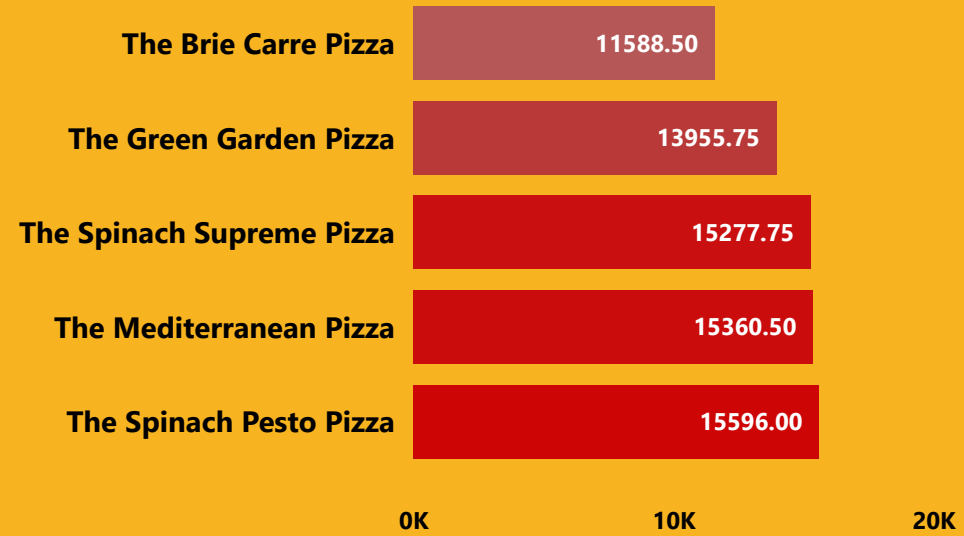
Chicken

11050

Top Pizza Sales By Revenue

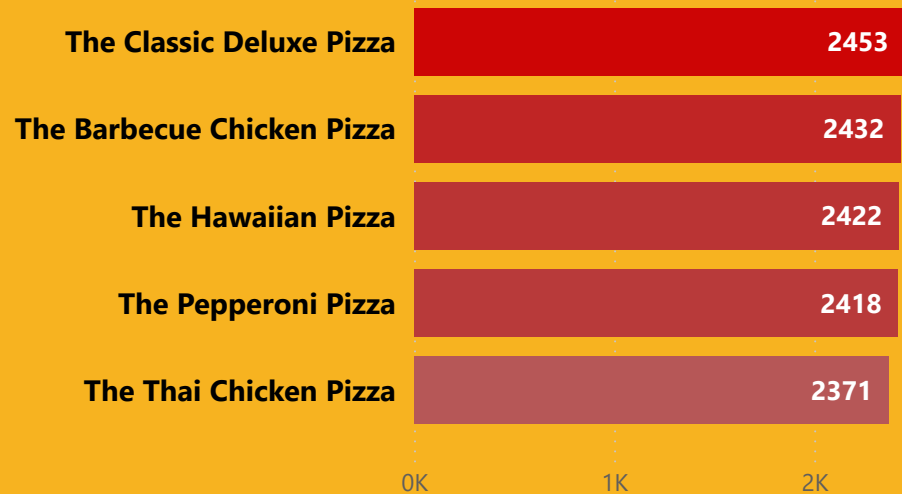


Lowest Pizza Sales By Revenue

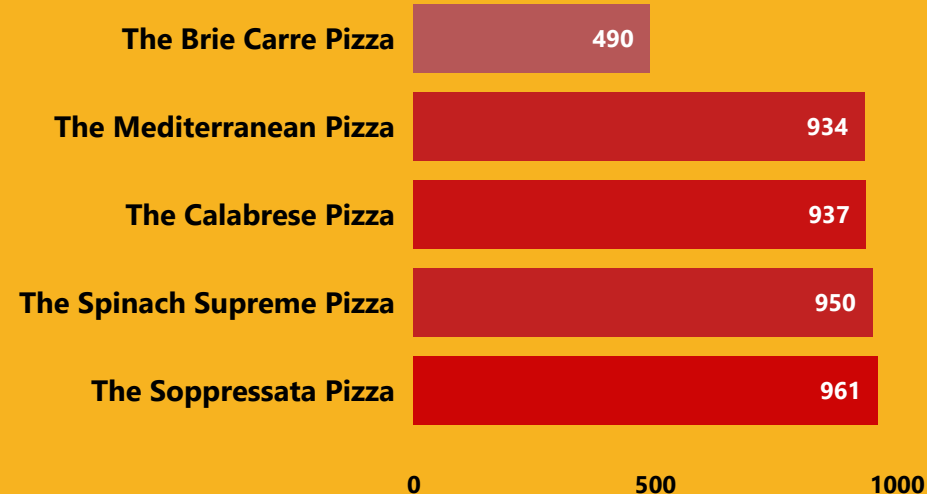


- Category
- ☐ Chicken
 - ☐ Classic
 - ☐ Supreme
 - ☐ Veggie

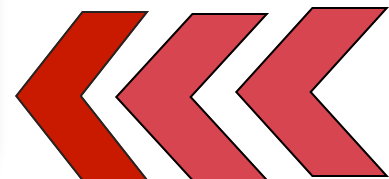
Top Pizza Sale By Quantity



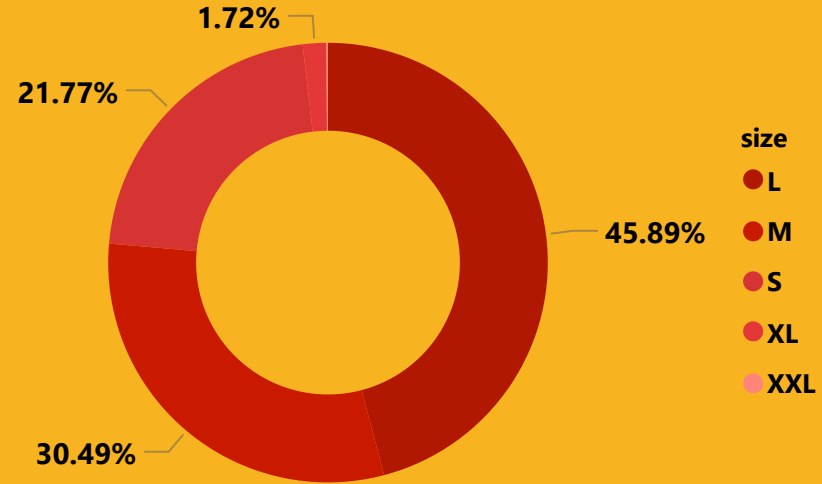
Lowest Pizza Sales By Quantity



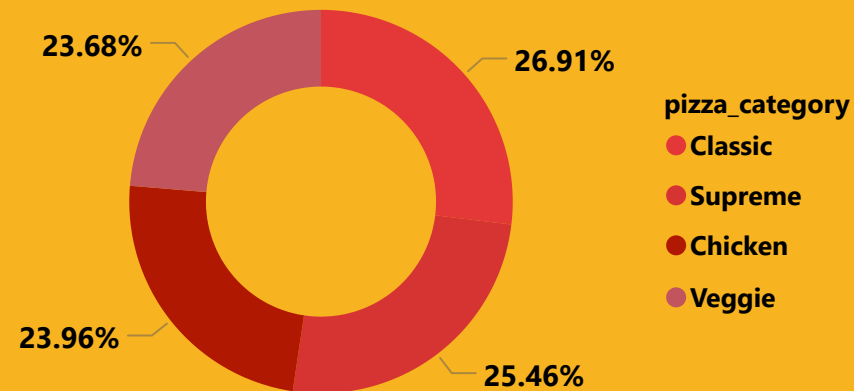
- size
- ☐ L
 - ☐ M
 - ☐ S
 - ☐ XL
 - ☐ XXL



% of sales by size



% of sales by size



Peak hours by Day

DayName	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Friday		2	231	420	381	201	210	259	343	335	238	193	139	72	
Monday		1	85	222	260	225	235	294	325	388	371	328	265	147	12
Saturday		3	214	434	438	233	228	289	376	361	270	217	114	60	2
Sunday			192	415	413	221	190	258	344	387	340	319	268	180	11
Thursday	1		188	421	371	196	191	295	309	301	274	214	131	81	
Tuesday		1	95	210	261	214	222	278	322	324	281	197	147	70	2

Month

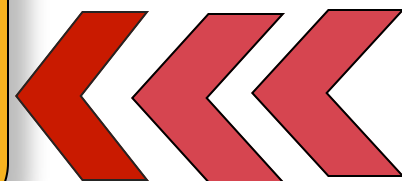
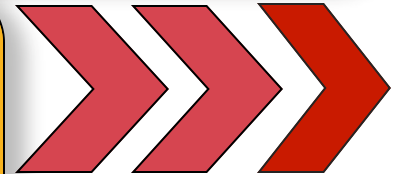
- ☐ January
- ☐ February
- ☐ March
- ☐ April
- ☐ May
- ☐ June
- ☐ July
- ☐ August
- ☐ September
- ☐ October
- ☐ November
- ☐ December

Season having highest Revenue

Quarter	Month	Total Revenue
Qtr 2	April	68,736.80
Qtr 2	May	71,402.75
Qtr 2	June	68,230.20
Total		208,369.75

Season having most orders

Quarter	Month	total orders
Qtr 3	July	1935
Qtr 3	August	1841
Qtr 3	September	1661
Total		5437



Summary

The findings in this report highlight the weekly performance trends of pizza sales, revealing significant variations in customer behavior and demand across different days:

>> **Peak Sales Day (Sunday):** Sunday consistently records the highest number of orders, with approximately 3,500 transactions. This indicates a notable surge in demand during weekends, likely due to increased leisure time and family gatherings. Businesses can leverage this insight to allocate more resources, such as staff and inventory, to ensure smooth operations and maximize customer satisfaction during peak periods.

>> **Weekend Advantage (Saturday):** Saturday follows Sunday as the second-highest sales day, with around 3,200 orders. This further confirms the trend of higher demand on weekends, reinforcing the importance of weekend-focused marketing campaigns and promotional offers.

>> **Mid-Week Slowdown (Tuesday):** Tuesday, with the lowest order count of approximately 2,600, represents the slowest day of the week. This highlights an opportunity to boost mid-week sales through targeted promotions such as "Tuesday Discounts" or "Buy One Get One Free" deals, which could attract customers and balance the weekly sales distribution.

>> **Gradual Decline During the Week:** A gradual decline in sales is observed from Monday through Wednesday, stabilizing slightly towards Friday. This trend may reflect typical customer purchasing behavior, where demand decreases during weekdays as people return to regular routines and workloads.

>> **Color-Coded Visual Insights:** The visualizations in the report are enhanced with a red gradient color-coding system, where darker shades represent higher sales, and lighter shades denote lower sales. This intuitive design element makes it easier for stakeholders to identify and interpret trends without delving into complex numbers.

Conclusion

>> This report highlights essential trends and patterns in pizza sales across the week, offering a solid foundation for data-driven decision-making. By identifying peak sales periods and days with lower customer activity, businesses can strategically plan operations, staffing, and promotional activities to maximize revenue and customer satisfaction. Moreover, the use of engaging visualizations ensures that the insights are accessible and actionable, enabling quick, informed decisions to drive business growth.

>> The insights gained from this analysis not only help in addressing immediate operational needs but also provide a roadmap for long-term strategic planning. With these data-driven recommendations, businesses can enhance their customer engagement, optimize sales efforts, and establish a competitive edge in the market.