MAVEN'S PIZZA SALES INSIGHT
By Gaurav Vashist

01 Objective

02 Key Findings

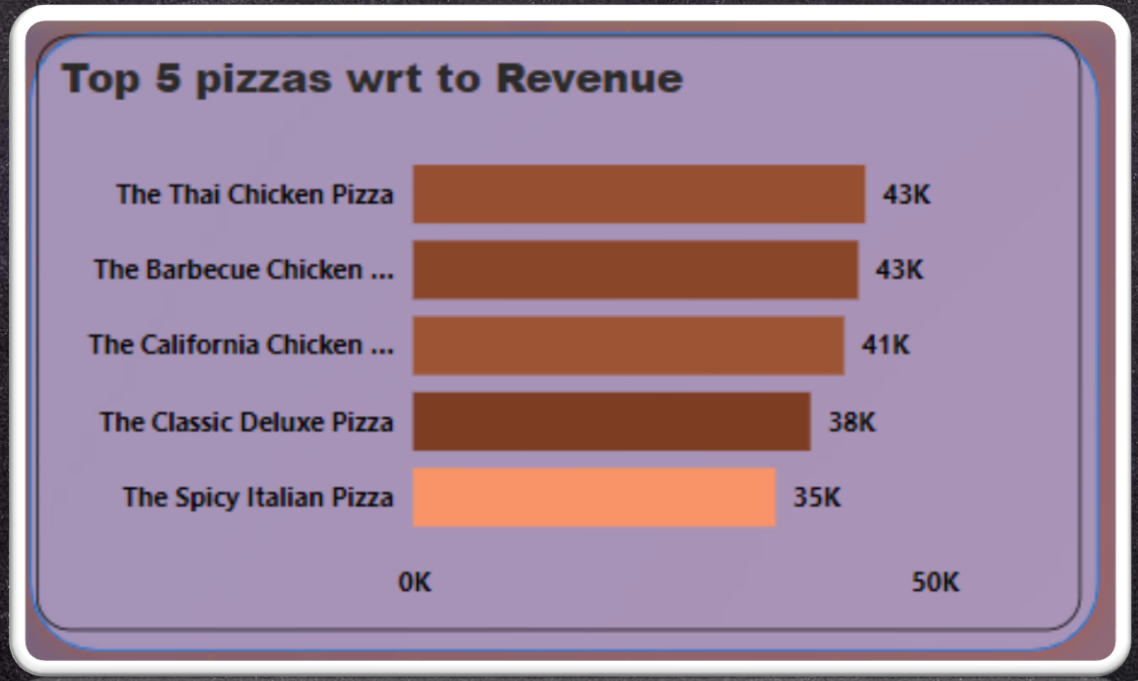
03 Future Optimization

Maven's Pizza, founded in 2005, rapidly grew from a local pizzeria to a popular chain, known for its quality ingredients and innovative flavors.

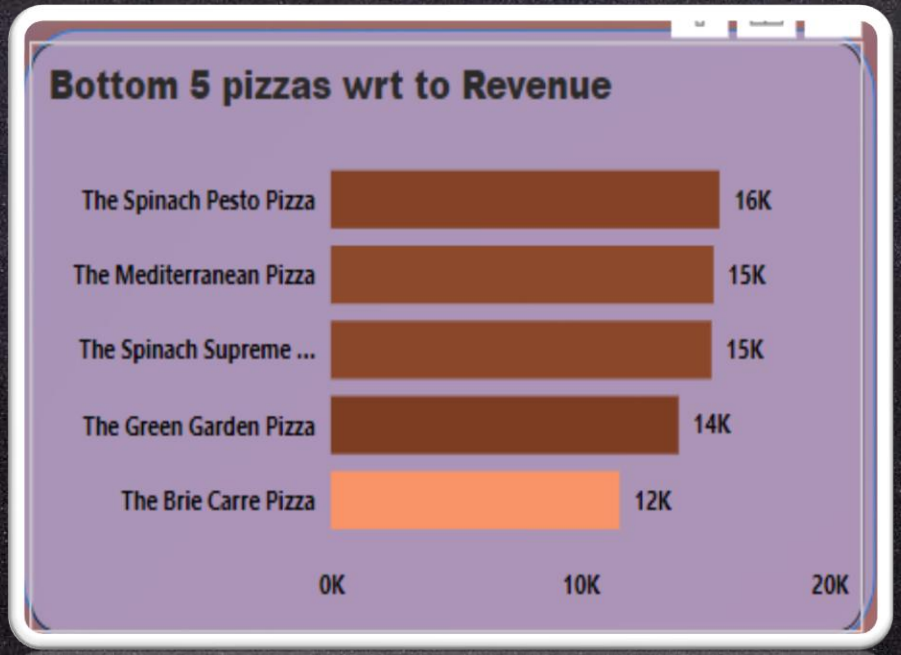
OBJECTIVE

- To assess the current sales performance and identify trends.
- To understand customer preferences and behavior.
- To uncover opportunities for revenue growth and market expansion.
- To develop data-driven strategies for enhancing sales and customer satisfaction.

BEST SELLING PIZZAS



WORST PERFORMING PIZZAS

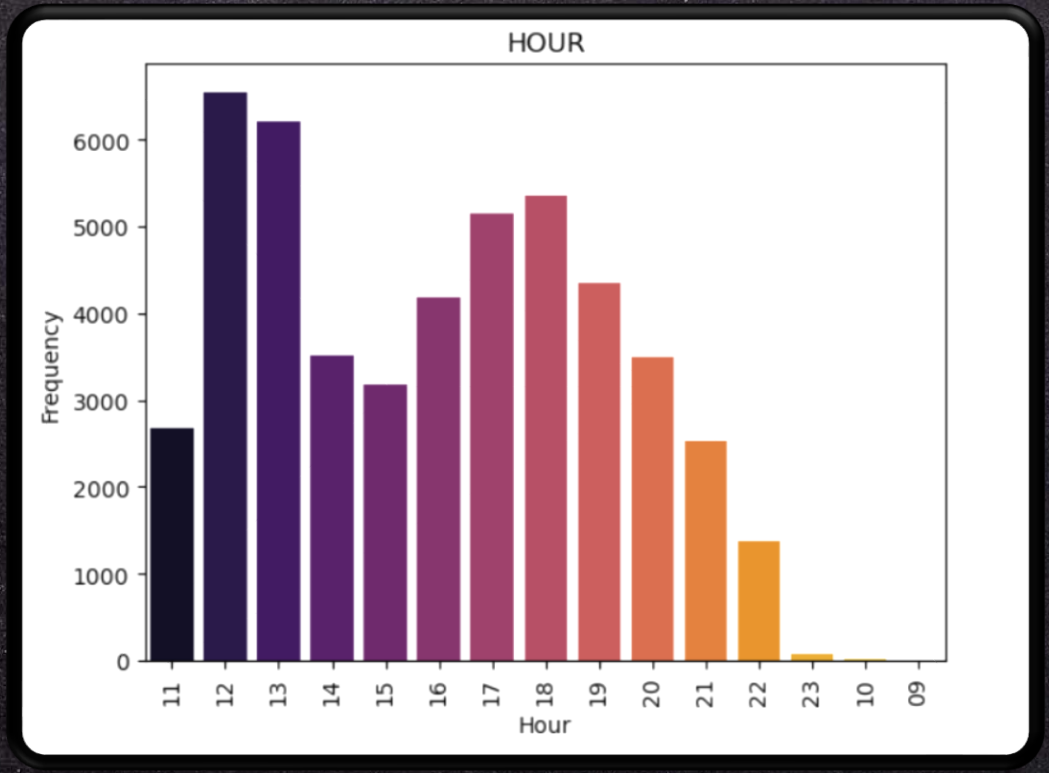


PEAK HOURS

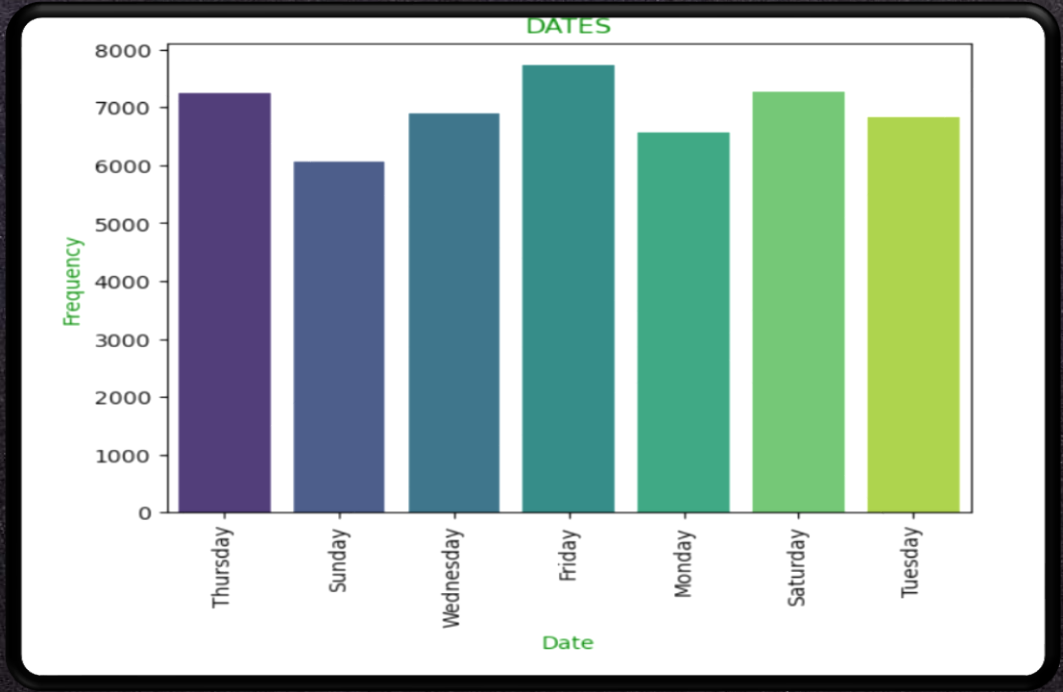
- 12 PM: Peak Hour
  —----------
  Orders: 2,520
  Quantity: 6,543

- 3 PM: Sales Dip
  —----------
  Orders: 1,468
  Quantity: 3,170

- 6 PM: Evening Peak
  —----------
  Orders: 2,399
  Quantity: 5,359



PEAK DAY

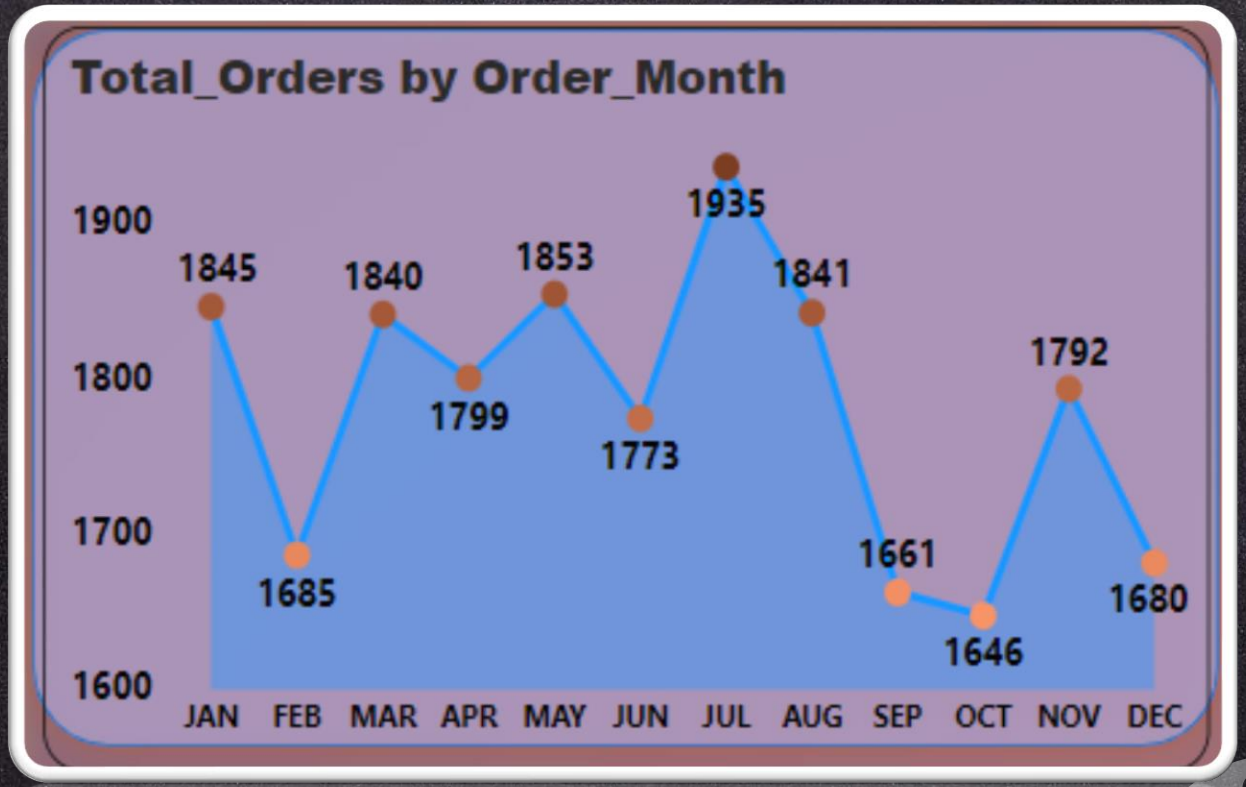


☑ Peak Day
—----------
Friday
Orders: 3538

☑ Quite Day
—----------
Sunday
Orders: 2624

☑ Sale Trend
—----------
Sales rise as the week progresses

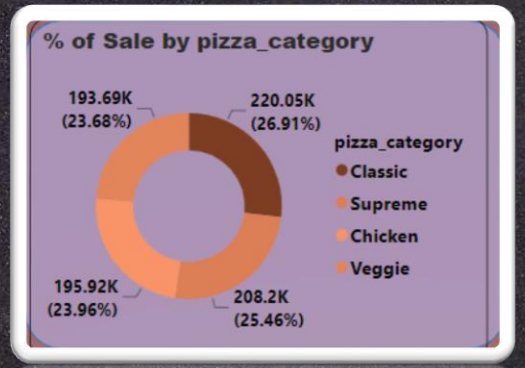
PEAK MONTH & REVENUE

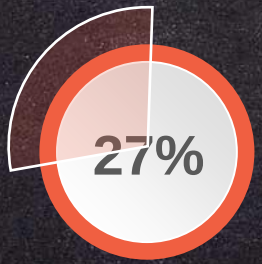


☑ Peak Month
—----------
July
Orders: 1935
Revenue: $71,027.45

☑ Slow Month
—----------
October
Orders: 1646
Revenue: $62,566.50

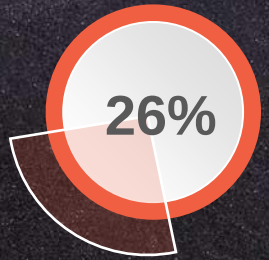
CATEGORIES





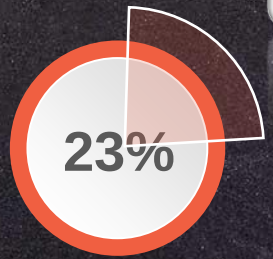
Classic

14888
Pizzas sold



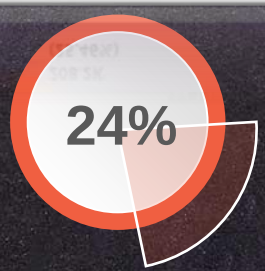
Supreme

11987
Pizzas sold



Veggie

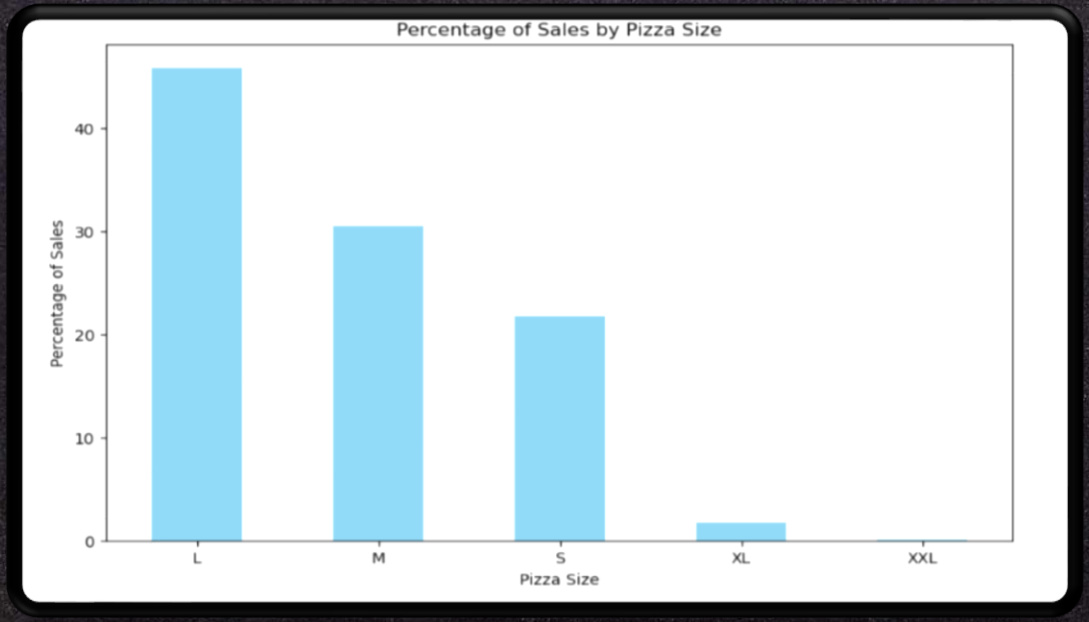
11649
Pizzas sold



Chicken

11050
Pizzas sold

SALE BY SIZE



☑ Most Popular Size
—----------
Large
Orders: 18956

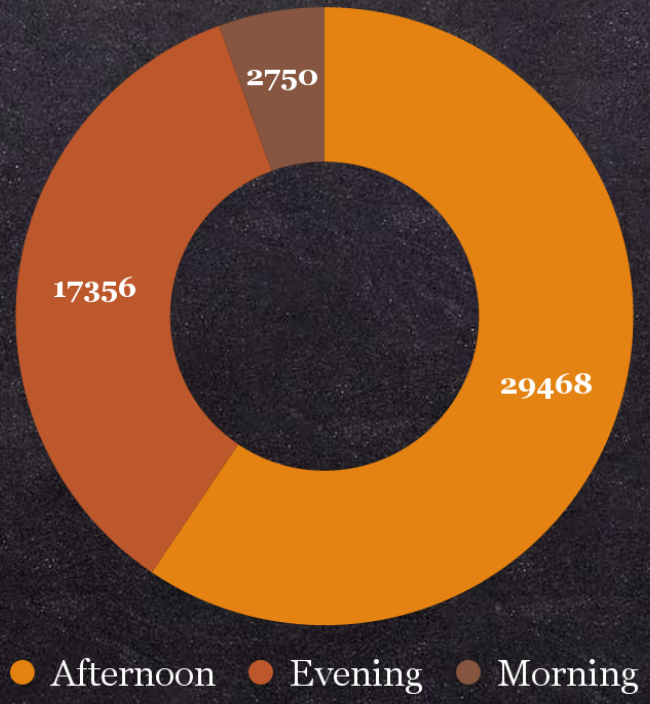
☑ Least Popular Size
—----------
Double Extra Large
Orders: 28

ORDER BY TIME OF DAY

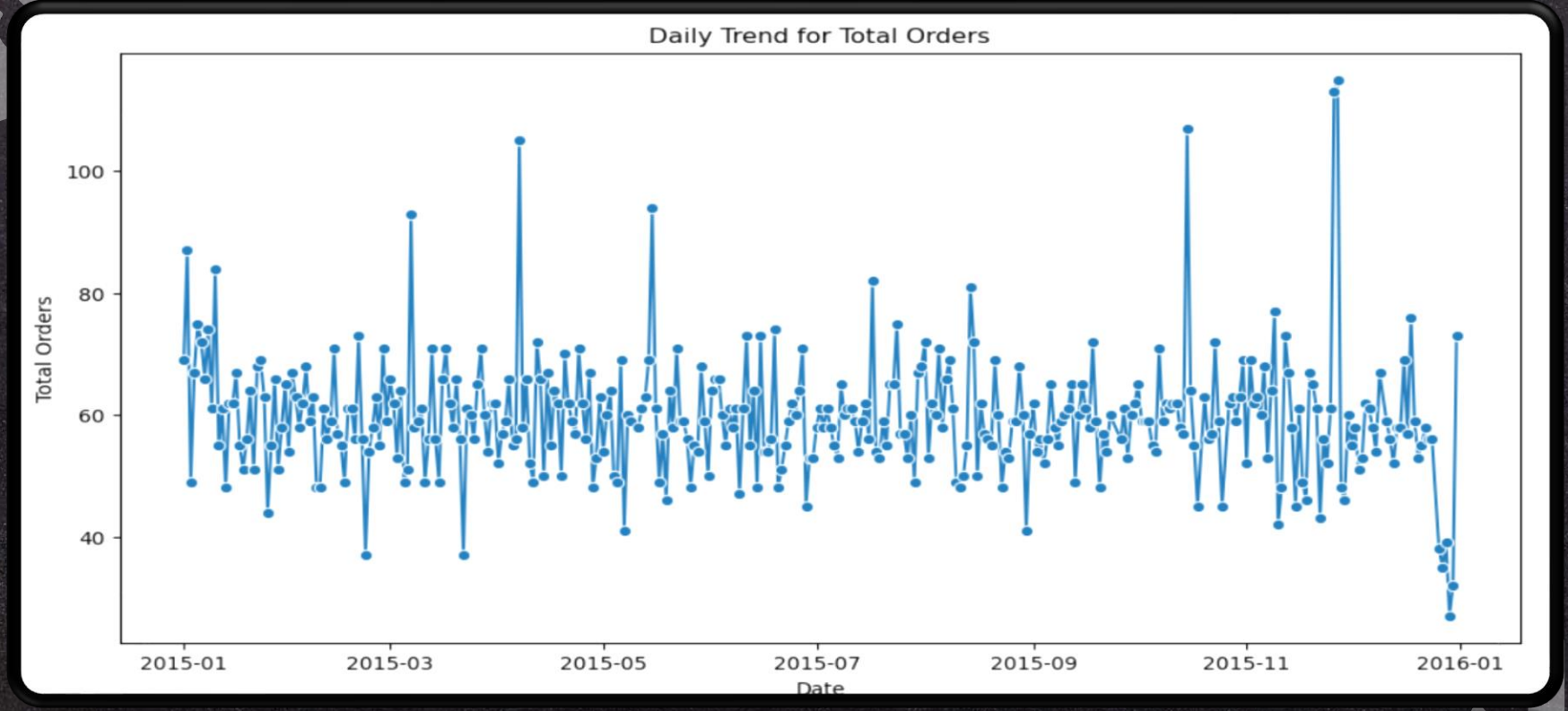
- Afternoon Peak
  —----------
  Peak Hour: 12 PM
  Total Quantity: 29,468

- Evening Peak
  —----------
  Peak Hour: 17 PM
  Total Quantity: 17,356

- Morning Peak
  —----------
  Peak Hour: 11 PM
  Total Quantity: 2,750



DAILY TRENDS



CUSTOMER ENGAGEMENT

Average Daily Customers

59

Total Orders

21,350

Total Pizzas Sold

48,620

FINANCIAL PERFORMANCE

Total Revenue for 2015

$817,860

Average Order Value

$38.31

Average Cost per Pizza

$16.44

ORDER DYNAMICS

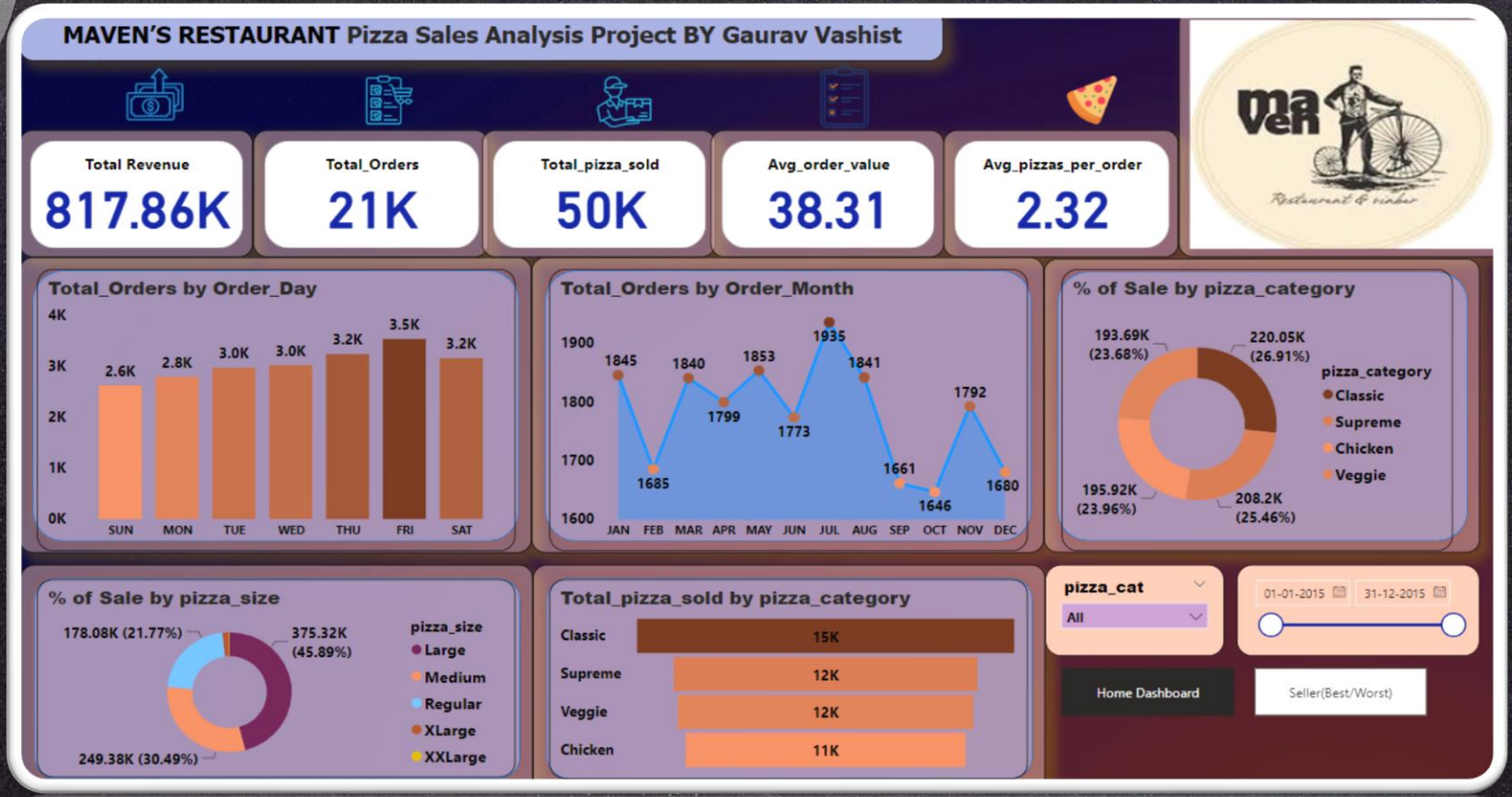
Average Pizzas Per Order

2

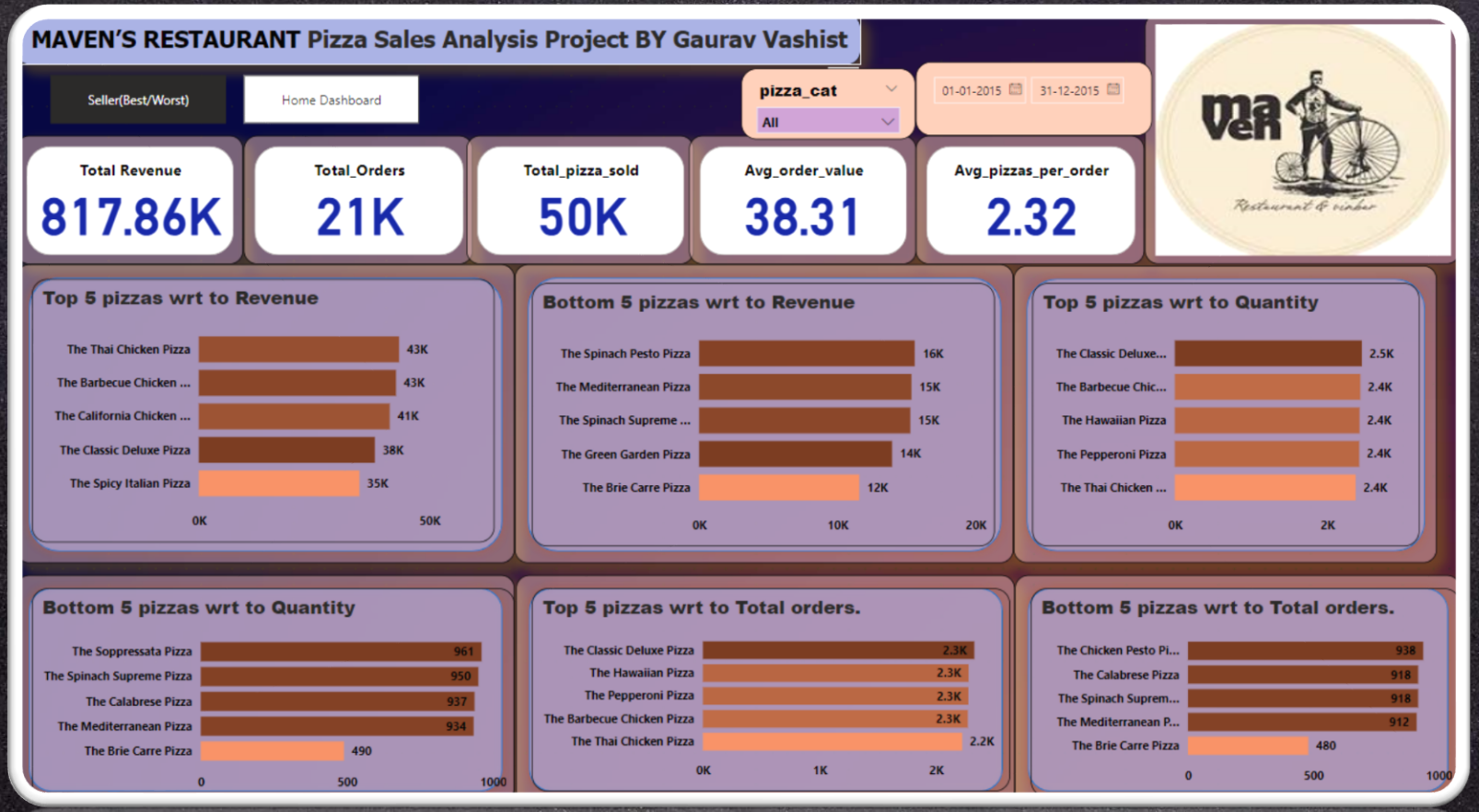
Menu Varieties

32

POWER BI ANALYSIS



POWER BI ANALYSIS



FUTURE OPTIMIZATIONS

- Use points for discounts
- Halloween-themed October
- Shorten Sunday hours, B1G1 sales
- Year-end customer feedback
- Customer-designed pizzas
- Half-and-half pizza option

THANK YOU
GAURAV VASHIST