



MAVEN'S PIZZA SALES INSIGHT

By Gaurav Vashist



01 Objective

02 Key Findings

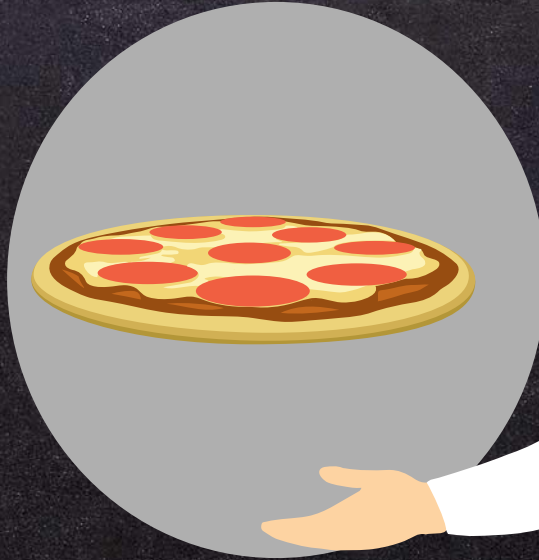
03 Future Optimization

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

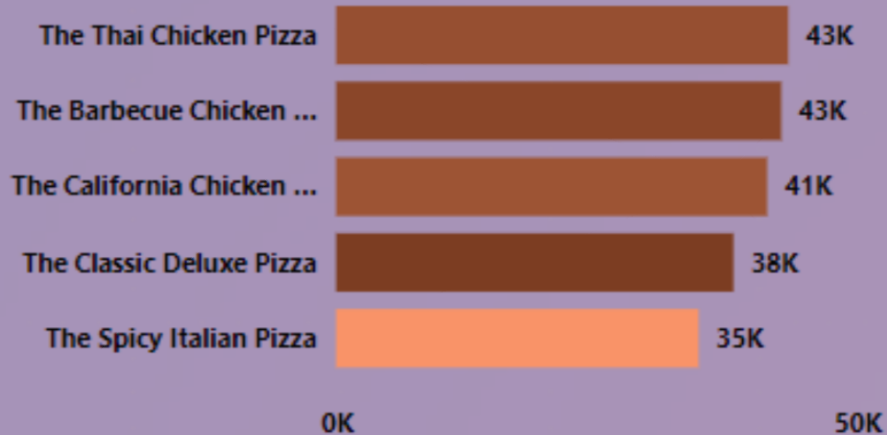
- To assess the current sales performance and identify trends.
- To understand customer preferences and behavior.
- To uncover opportunities for revenue growth and market expansion.
- To develop data-driven strategies for enhancing sales and customer satisfaction.



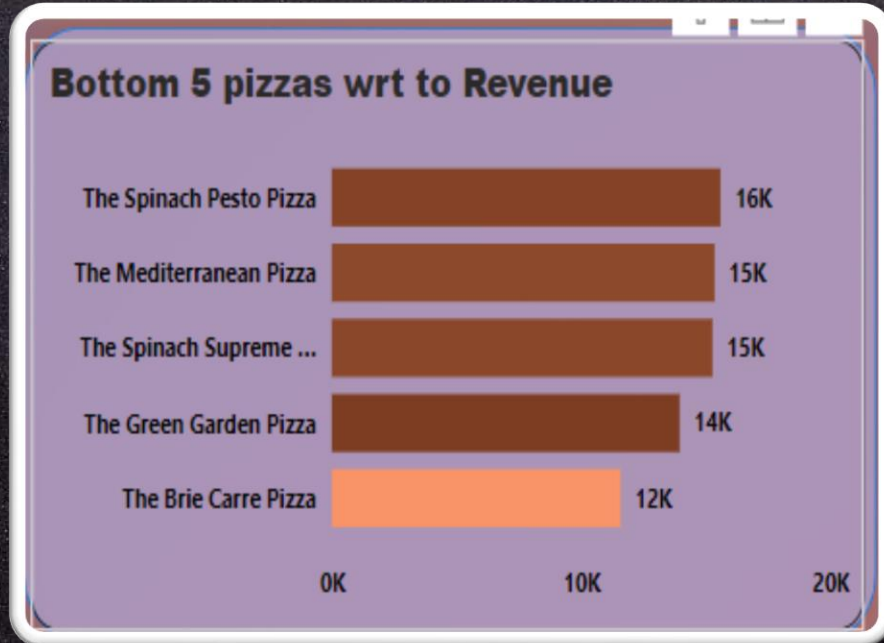
BEST SELLING PIZZAS



Top 5 pizzas wrt to Revenue



WORST PERFORMING PIZZAS



PEAK HOURS



12 PM: Peak Hour

Orders: 2,520

Quantity: 6,543



3 PM: Sales Dip

Orders: 1,468

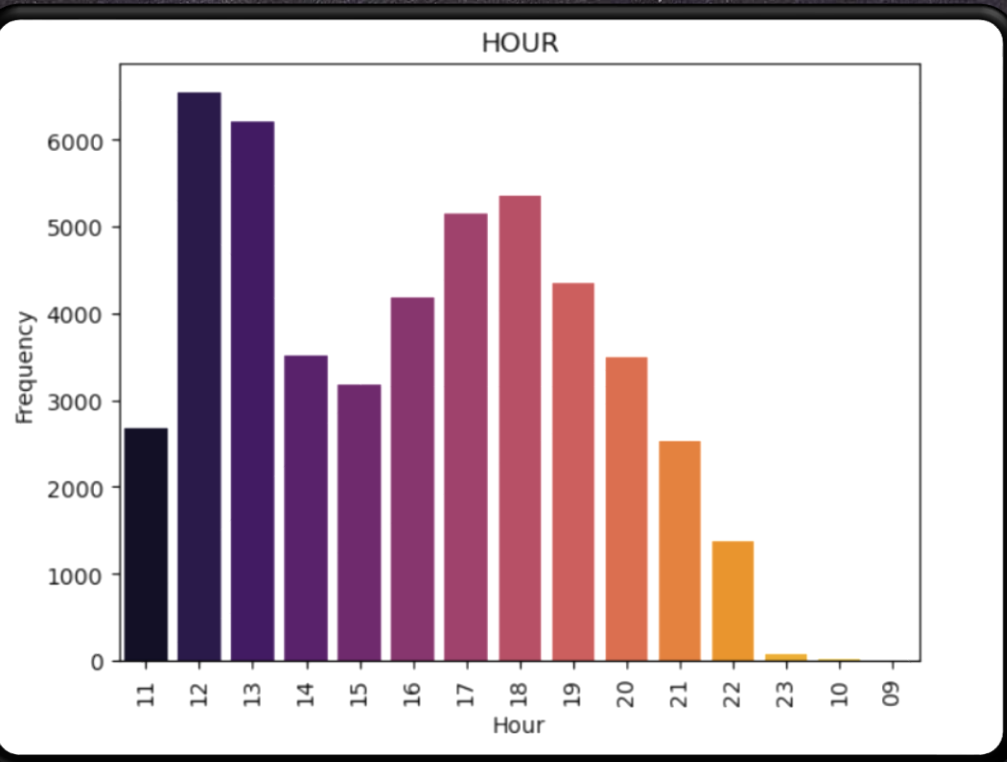
Quantity: 3,170



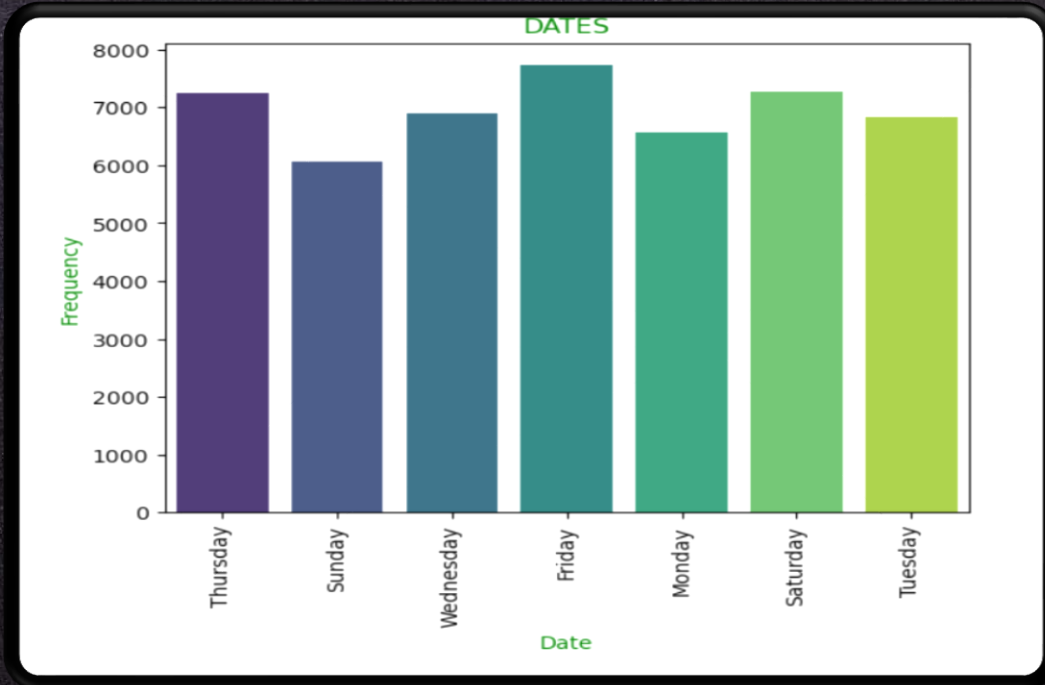
6 PM: Evening Peak

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

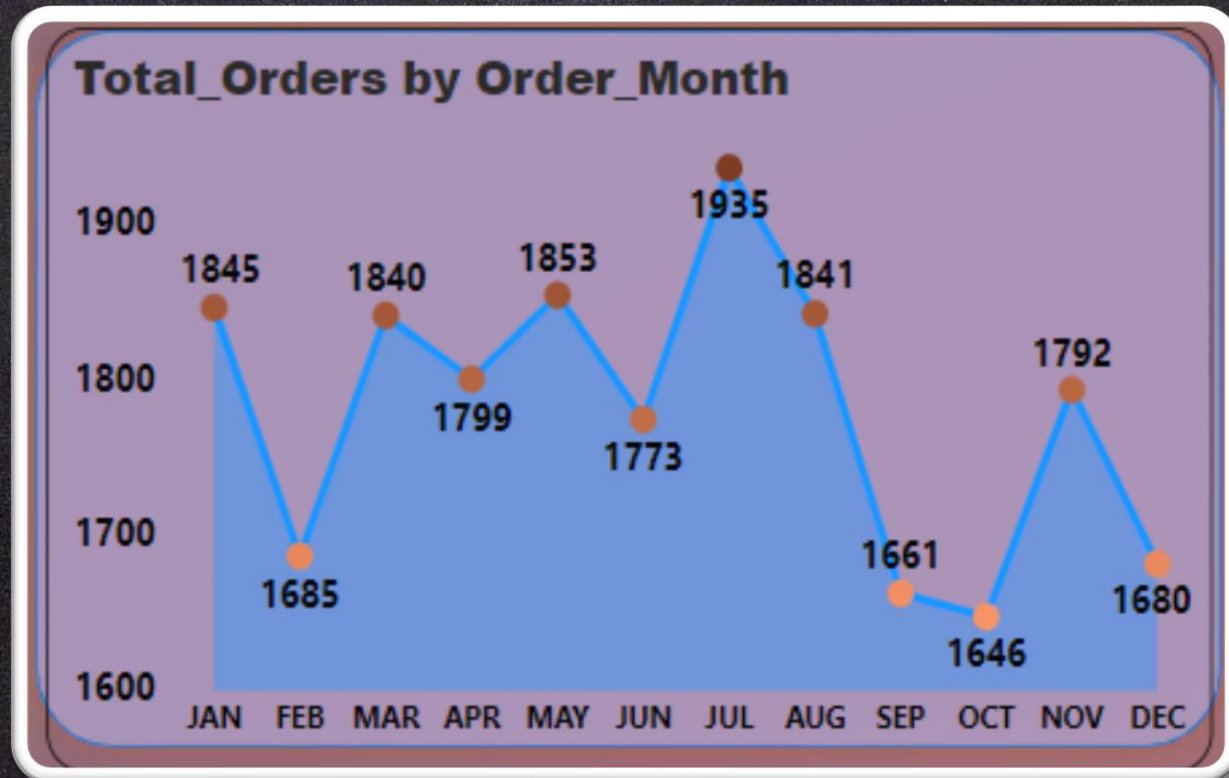


Slow Month

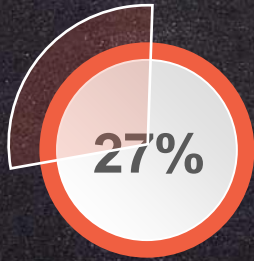
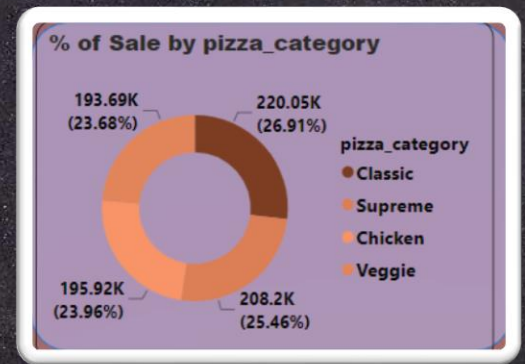
October

Orders: 1646

Revenue: \$62,566.50

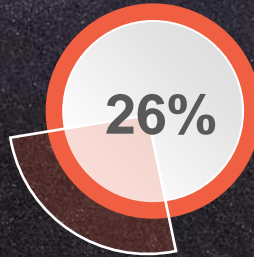


CATEGORIES



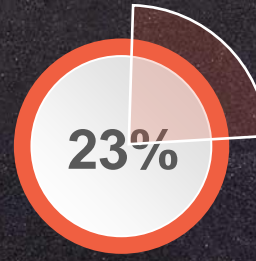
Classic

14888
Pizzas sold



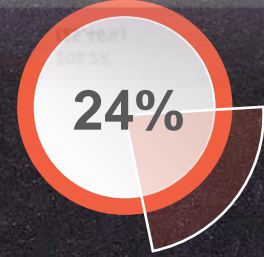
Supreme

11987
Pizzas sold



Veggie

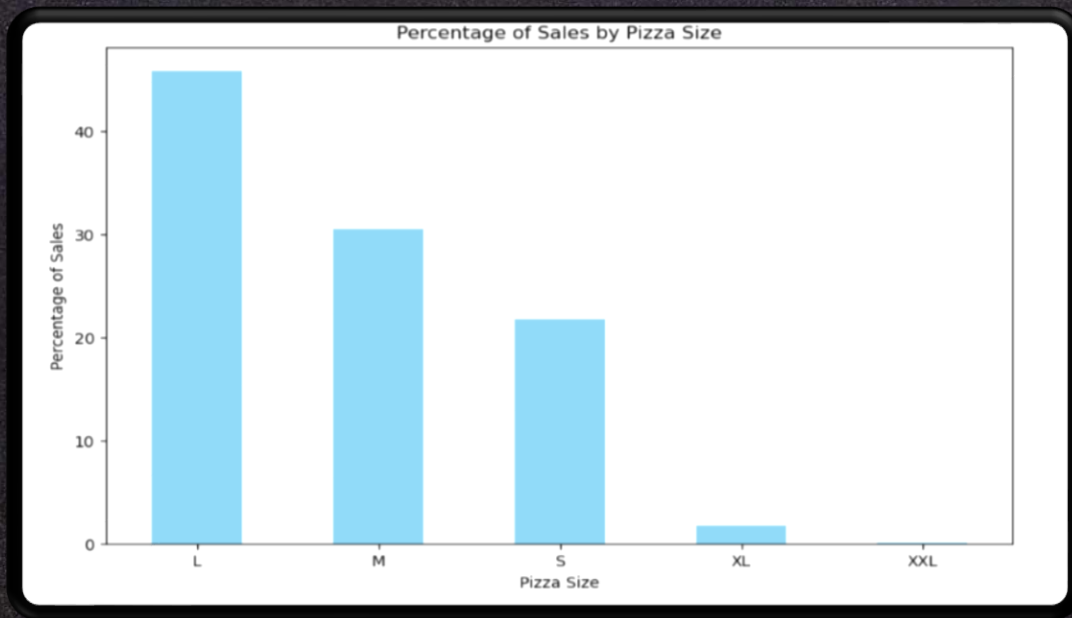
11649
Pizzas sold



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

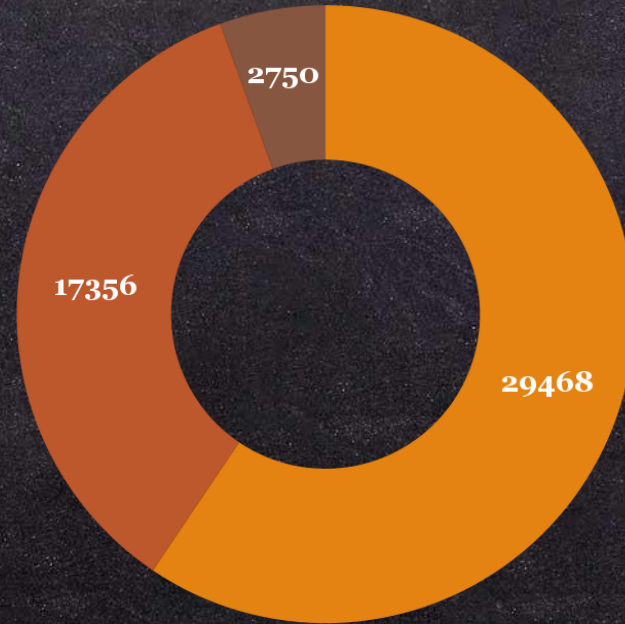
Total Quantity: 17,356



Morning Peak

Peak Hour: 11 PM

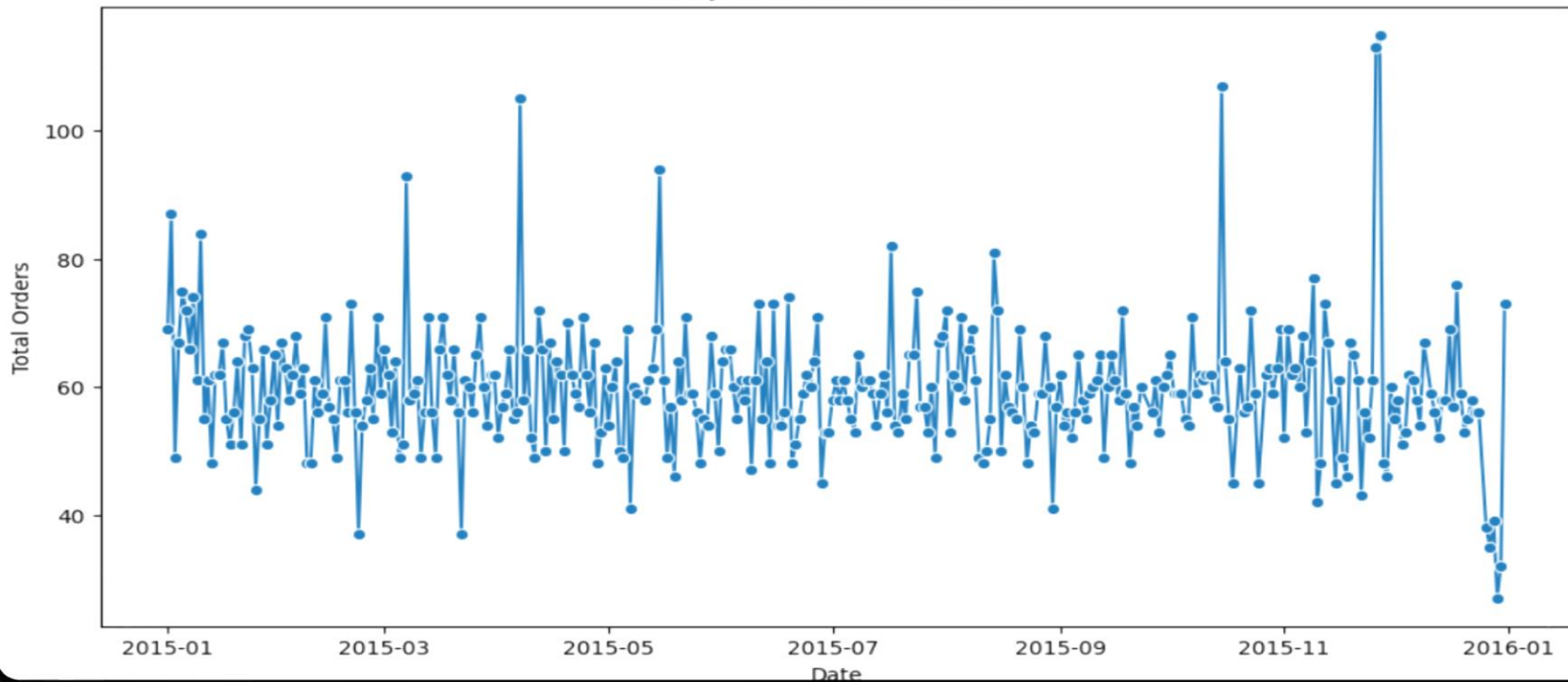
Total Quantity: 2,750



● Afternoon ● Evening ● Morning

DAILY TRENDS

Daily Trend for Total Orders





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

MAVEN'S RESTAURANT Pizza Sales Analysis Project BY Gaurav Vashist



Total Revenue

817.86K



Total Orders

21K



Total pizzas sold

50K



Avg_order_value

38.31

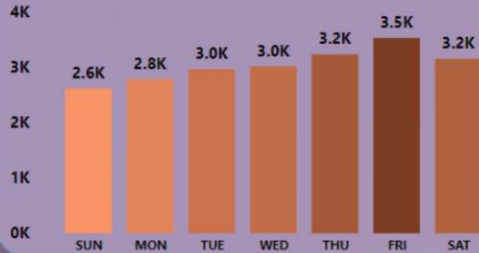


Avg_pizzas_per_order

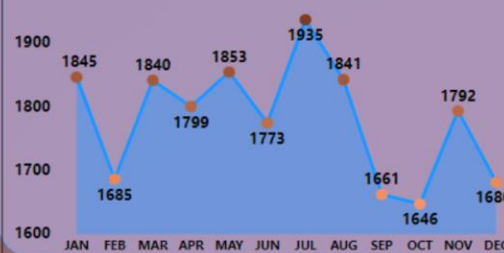
2.32



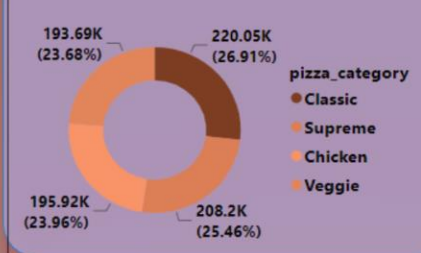
Total Orders by Order Day



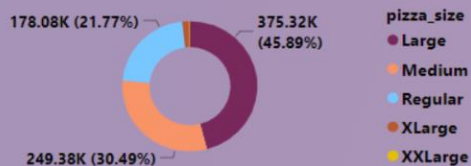
Total Orders by Order Month



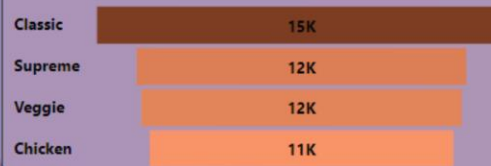
% of Sale by pizza category



% of Sale by pizza size



Total pizzas sold by pizza category



pizza_cat

All

01-01-2015 31-12-2015

Home Dashboard

Seller(Best/Worst)

POWER BI ANALYSIS

MAVEN'S RESTAURANT Pizza Sales Analysis Project BY Gaurav Vashist

Seller(Best/Worst)

Home Dashboard

pizza_cat

All

01-01-2015

31-12-2015

Total Revenue

817.86K

Total Orders

21K

Total_pizza_sold

50K

Avg_order_value

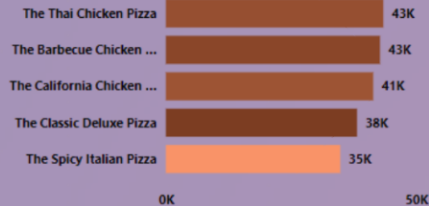
38.31

Avg_pizzas_per_order

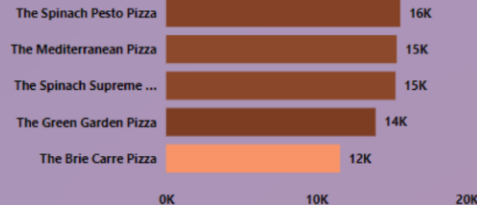
2.32



Top 5 pizzas wrt to Revenue



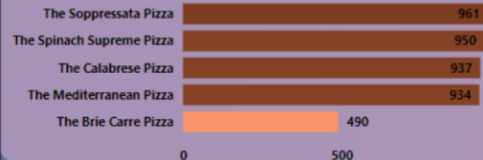
Bottom 5 pizzas wrt to Revenue



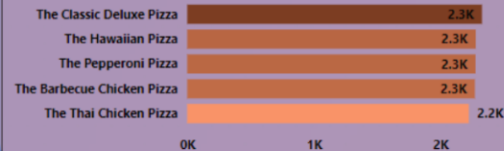
Top 5 pizzas wrt to Quantity



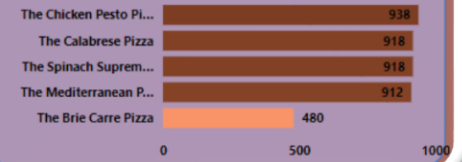
Bottom 5 pizzas wrt to Quantity



Top 5 pizzas wrt to Total orders.



Bottom 5 pizzas wrt to Total orders.



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