

Pizza Sales Analysis – Project Report

1. Abstract

This project focuses on analyzing pizza sales data to extract meaningful business insights. The analysis aims to understand overall sales performance, customer demand, and revenue contribution across different pizza categories and sizes.

By using data analytics and visualization techniques, the project supports data-driven decision-making for business growth.

2. Introduction

The food and restaurant industry is highly competitive, and customer preferences change frequently.

To remain profitable, restaurants must analyze their sales data effectively.

Pizza restaurants generate large volumes of transactional data every day.

However, raw data alone does not provide clear insights for management decisions.

This project analyzes pizza sales data to identify trends, popular products, and peak sales periods.

The insights are presented using interactive dashboards for easy understanding.

3. Problem Statement

The main problem is the lack of clear visibility into pizza sales performance.

Management finds it difficult to identify top-selling and least-selling pizzas.

Revenue contribution by pizza category and size is not clearly understood.

Sales trends across days and months are not easily accessible.

Due to this, business decisions are often based on assumptions rather than data.

A structured analysis and dashboard solution is required.

4. Objectives of the Project

The objectives of this project are:

- To calculate total revenue generated from pizza sales
- To determine the total number of orders placed
- To calculate the total number of pizzas sold

- To identify best-selling and least-selling pizza categories
 - To analyze sales performance based on pizza sizes
 - To understand daily and monthly sales trends
 - To identify peak business days and time periods
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5. Scope of the Project

The scope of this project is limited to historical pizza sales data.

Only sales-related attributes such as order date, category, size, quantity, and price are analyzed.

Customer demographic information is not included.

The project focuses on descriptive analysis and visualization.

Predictive modeling and forecasting are outside the scope of this project.

6. Dataset Description

The dataset consists of transactional pizza sales records.

Each record contains information such as:

- Order Date
- Pizza Category
- Pizza Size
- Quantity Sold
- Total Price

The data is structured and suitable for analytical processing.

7. Methodology

The project follows these steps:

1. Data collection from the provided dataset
2. Data cleaning and validation using Microsoft Excel
3. Data extraction and aggregation using SQL queries
4. KPI calculation and trend analysis

5. Dashboard creation using Power BI

This methodology ensures accurate and meaningful analysis.

8. Key Performance Indicators (KPIs)

The following KPIs are used in the analysis:

- Total Revenue
- Total Number of Orders
- Total Pizzas Sold
- Revenue by Pizza Category
- Revenue by Pizza Size
- Daily Sales Trend
- Monthly Sales Trend

These KPIs help evaluate overall business performance.

9. Tools and Technologies Used

- **SQL** – Data extraction, filtering, and aggregation
- **Microsoft Excel** – Data cleaning and validation
- **Power BI** – Interactive dashboard creation and visualization

Charts and visuals are used to present data clearly.

10. Results and Insights

The dashboard provides a clear overview of pizza sales performance.

Top-performing pizza categories and sizes are identified.

Peak sales days and time periods are highlighted.

Customer ordering patterns are easily understood.

These insights help management make informed decisions.

11. Business Impact

This project improves decision-making accuracy.
Inventory planning becomes more efficient, reducing wastage.
Marketing strategies can be aligned with high-demand periods.
Overall operational efficiency and profitability are enhanced.

12. Conclusion

The Pizza Sales Analysis project successfully transforms raw data into actionable insights.
It provides a comprehensive understanding of sales performance and customer demand.
The interactive dashboard supports effective monitoring and strategic planning.
This project demonstrates the importance of data analytics in modern business.



PIZZA SALES REPORT

JAN/15 - DEC/15

pizza category

All

01-01-2015

31-12-2015

Home

Best/Worst Sellers

BUSIEST DAYS & TIMES

DAYS

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

MONTHLY

There are **maximum** orders in the month of **july and january**

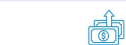
SALES PERFORMANCE

CATEGORY

Classic category contributes to **maximum** sales & total orders

SIZE

Large size pizza contributes to **maximum** sales



817.86K

Total Revenue



38.31

Avg order value



49574

Total pizza sold



21350

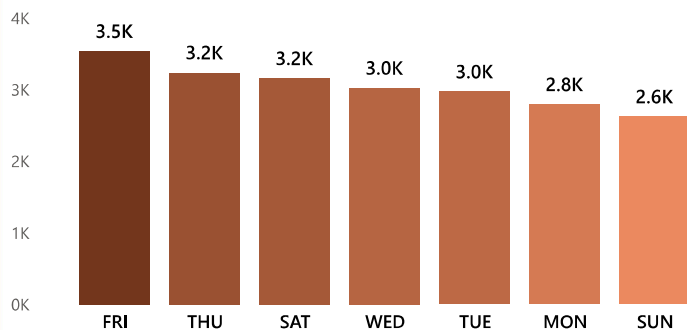
Total orders



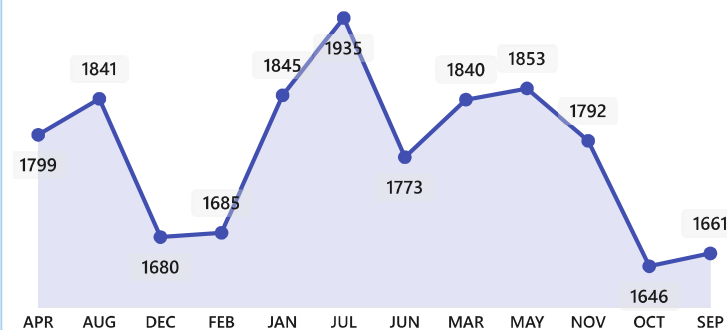
2.32

Avg pizzas per order

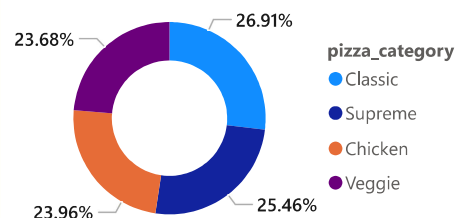
Daily Trend for Total Orders



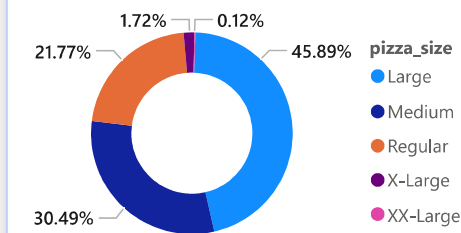
Monthly Trend For Total Orders



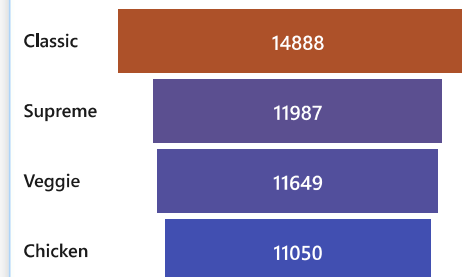
% of Sales by Pizza category



% of Sales by Pizza size



Total pizzas sold by pizza category





PIZZA SALES REPORT

JAN/15 - DEC/15

pizza category

All

01-01-2015

31-12-2015

Home

Best/Worst Sellers

BEST SELLERS

REVENUE

The Thai chicken pizza contributes to **maximum Revenue**

QUANTITY

The Classic pizza contributes to **10 maximum Total Quantities**

TOTAL ORDERS

The Classic pizza contributes to **10 maximum Total Orders**

WORST SELLERS

REVENUE

The Brie carre **minimum Revenue**

QUANTITY

The Brie carre pizza contributes to **minimum Total Quantity**

TOTAL ORDERS

The Brie carre pizza contributes to **minimum Total Orders**



817.86K

Total Revenue



38.31

Avg order value



49574

Total pizza sold



21350

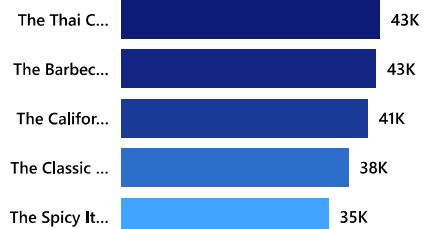
Total orders



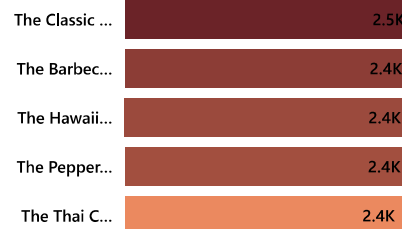
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Avg pizzas per order

Top 5 pizzas by Revenue



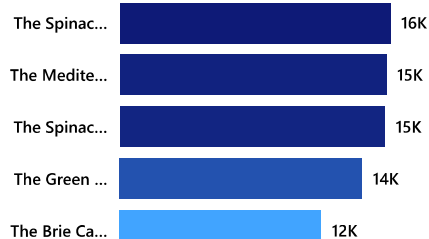
Top 5 pizzas by Quantity



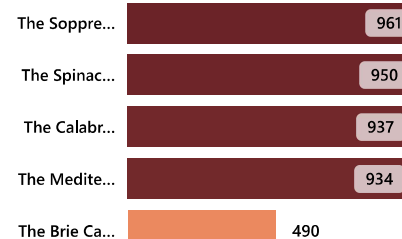
Top 5 pizzas by Total orders



Bottom 5 pizzas by Revenue



Bottom 5 pizzas by Quantity



Bottom 5 pizzas by Total orders

