



UNIFIED MENTOR
YOUR SKILL. SUCCESS & JOURNEY



Pizza Sales

Data Science Project

By : Siddharth Rawat

Introduction

Pizza is one of the most popular foods worldwide, with millions of pizzas being sold every day. As a result, understanding the pizza industry and its trends can provide valuable insights for businesses and researchers alike. This dataset on pizza sales offers a comprehensive look at pizza sales trends, including information on sales volume, revenue, and customer preferences. The dataset includes data from various pizza restaurants and chains, both large and small, across different regions and time periods.

Details of Data

- **pizza_id:** A unique identifier assigned to each distinct pizza variant available for ordering.
- **order_id:** A unique identifier for each order made, which links to multiple pizzas.
- **pizza_name_id:** An identifier linking to a specific name of the pizza.
- **quantity:** The number of units of a specific pizza variant ordered within an order.
- **order_date:** The date when the order was placed.
- **order_time:** The time when the order was placed.
- **unit_price:** The cost of a single unit of the specific pizza variant.
- **total_price:** The aggregated cost of all units of a specific pizza variant in an order.
- **pizza_size:** Represents the size of the pizza (e.g., small, medium, large).
- **pizza_category:** Indicates the category of the pizza, such as vegetarian, non-vegetarian.
- **pizza_name:** Specifies the name of the specific pizza variant ordered.non-vegetarian,

Main KPIs

Revenue - Total Revenue for the pizza.

AOV - Average Order Value.

TPS - Total Pizzas Sold .

TO - Total Orders.

Appo - Average Pizzas Per Order.



PIZZA SALES REPORT

JAN/15 - DEC/15

pizza_category

All

1/2/2015

12/12/2015



Home



Best/Worst Seller

BUSIEST DAYS & TIMES

Days

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

MONTHLY

There are **maximum** orders from month of **July and January**.

Sales Performance

CATEGORY

Classic Category Contributes to **maximum** Sales & total orders.

SIZE

Large Size Pizza Contributes to maximum Sales.



277.79K

Total_Revenue



38.39

average_Order_Value



16.87K

Total_Pizza_Sold



7236

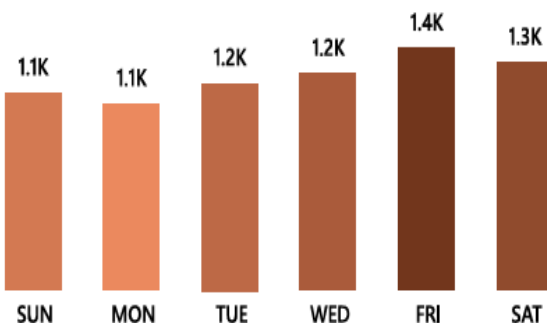
Total_Orders



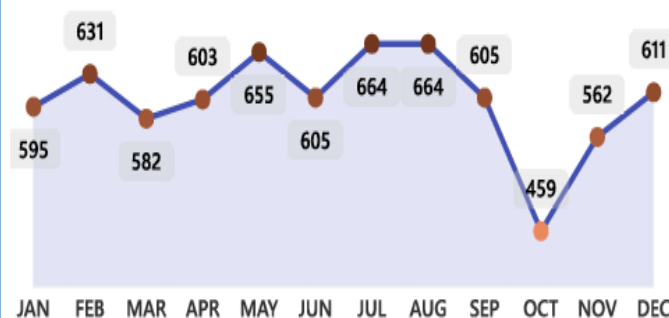
2.33

Avg_Pizza_Per_order

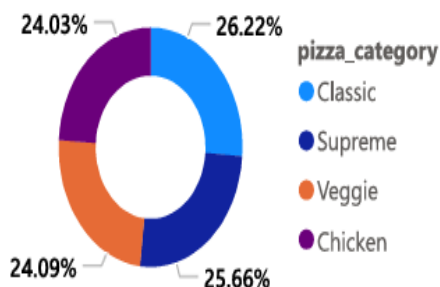
Daily Trend for Total Order



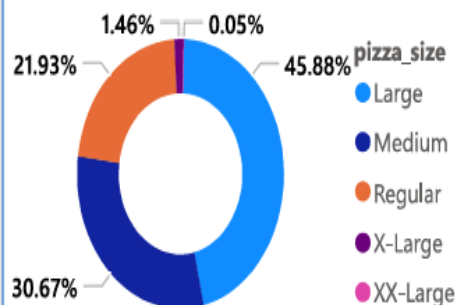
Monthly Trend for Total Order



Percentage of Sales by Pizza Category



Percentage of Sales by Pizza Size



Total_Pizza_Sold by pizza_category

Classic	4,978.00
Supreme	4,094.00
Veggie	4,033.00
Chicken	3,769.00



PIZZA SALES REPORT

JAN/15 - DEC/15

pizza_category

All

1/2/2015

12/12/2015



Home

Best/Worst Seller



BEST SELLERS

REVENUE

The Thai Chicken Pizza
Contributes to **maximum**
Revenue.

Quantity

The Classic Deluxe Pizza
Contributes to **maximum** Total
Quantities.

TOTAL ORDERS

The Classic Deluxe Pizza
Contributes to **maximum** Total

WORST SELLERS

REVENUE

The Brie Carre Pizza Contributes
to **minimum** Revenue.

Quantity

The Brie Carre Pizza Contributes
to **minimum** Total Quantities.

Total Orders

The Brie Carre Pizza Contributes



277.79K

Total_Revenue



38.39

average_Order_Value



16.87K

Total_Pizza_Sold



7236

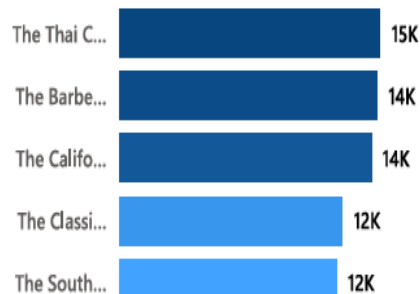
Total_Orders



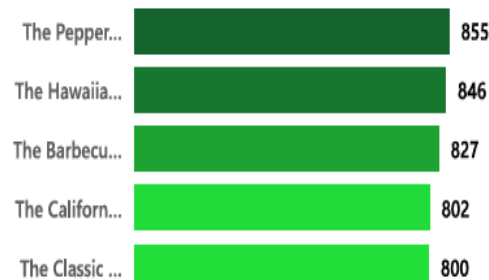
2.33

Avg_Pizza_Per_order

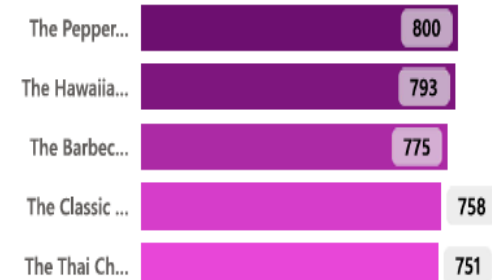
Top 5 Pizzas by Revenue



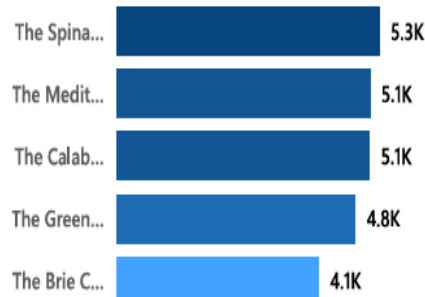
Top 5 Pizzas by Quantity



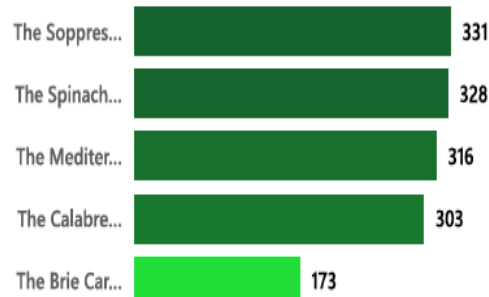
Top 5 Pizzas by Total Orders



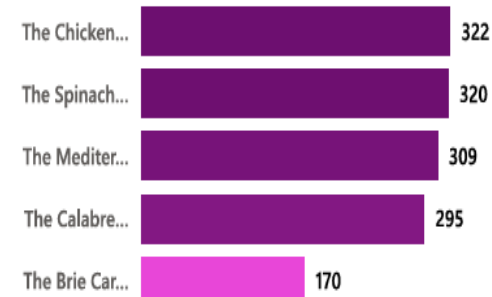
Bottom 5 Pizzas by Revenue



Bottom 5 Pizzas by Quantity



Bottom 5 Pizzas by Total Orders



Conclusion

The analysis of the pizza sales data for 2015 has revealed some interesting trends and insights. The restaurant can use this information to make better marketing decisions and improve the customer experience. By understanding what pizzas are most popular and when pizza sales are highest, the restaurant can allocate its resources more effectively and boost its profits.

The analysis has also identified some specific problems that the restaurant can address. For example, the restaurant can increase pizza sales on weekdays for pizzas not currently selling well. The restaurant can improve its bottom line and continue to be a successful business by making these changes.

Thank
You