

Analysis by Revenue, Orders, Peak Days & Pizzas

Distribution of Revenue through different time frames:

I plotted line chart and bar chart to observe the trend; where I divided the year into the 4 Quarters in the Power Query. Each Month and days of the week were added for clear picture.

1. **Quarters:** The revenue for Quarter 4 (5,443 orders) which recorded lowest revenue as compared to Quarter 2 (5,425) with \$208K revenue.
2. **Months:** August didn't record as high revenue when related with the orders. This afflicted the Q3 revenue. September, February and October fell below the average line. These months even fell into category of lowest ordered months.

Distribution of Orders through different time frames:

1. **Quarters:** The 4th Quarter recorded the lowest order (5,118) which is 220 less than the average line whereas 3rd Q recorded the highest order (5437).
2. **Months:** Of all the months in Q4, Only November (1.79K) peaked past the average (1.78K). May be Holidays contributed to the rise.

Revenue & Orders Relationship throughout the year:

- We saw positive correlation between orders and revenue
- By Scatter Plot, I observed November and August stood as Outliers
- August recorded the lowest Average orders ie. \$37.09.
- November recorded relatively a higher record despite the lower number of orders because it has the highest quantities of pizza (2.38) in each order; 2.6% more than the average (2.32)
- On an average, November orders were worth \$39.28 which 2.5% more than the overall average order revenue (\$38.33).

Peak Pizza Hour during each day:

- In Power Query I added column of hours to view each day's hour orders.
- I used matrix to view the peak hours and off hours.
- Peak hours averaged more than 12.36 orders per hour
- Calm Hours averaged less than 4.25 orders per hour

Pizza's Analysis:

- With an average price of \$16.17 across all sizes, **Classic Deluxe Pizza** was the most ordered pizza. Despite this number, it only managed \$38.4K in revenue behind Thai Chicken (\$43.3K). Barbeque Chicken (\$42.4K) and California Chicken (\$41.4K).

- **Thai Chicken** is Business's fav as it generated the most revenue (\$43K). Actually its 5th in terms orders.
- Thai Chicken amassed this much revenue due to high average order value (\$19.52)
- None of the top 3 pizza by revenue made it to top 3 by order.
- **Brie Currie Pizza** was only ordered 480 times; 180 less than the average orders per pizza type. It averaged \$23.65 across all sizes making it most expensive pizza type
- Hence **Brie Currie Pizza** generated least revenue due to less number of order though it boast the best average order value.