**PIZZA SALES PROJECT**

**INTRODUCTION**

***Old Roger’s Pizza Place*** is a medium sized pizza restaurant that makes different kinds of pizzas and sells them to customers of varying demographics. The management is in need of a data analyst to help make informed business decisions on the restaurant’s products and customers.

The dataset provided contains our sales records over the past year and hope that it is sufficient to aid you in providing accurate results.

**WORK SCOPE**

The scope of this project is summarized into two key things:

1. Answer all the business questions in the problem statement to help the business make data-informed decisions.
2. Make a report of all findings from the data and use a simple dashboard to present your findings to management

**PROBLEM STATEMENT**

***Old Roger’s Pizza Place*** is looking to find answers to the following key business questions:

1. **Total revenue generated**- the sum total of all pizzas sod within the time period
2. **Average Oder value**- the average amount spent per order,calculated by dividing the total revenue by the total number of orders
3. **Total Pizzas sold**- the sum of the quantities of all pizzas sold
4. **Total orders**- the total number of orders placed
5. **Average Pizzas per order**- the average number of pizzas per order, calculated by dividing the total number of pizzas sold by the total number of orders

**DASHBOARD REQUIREMENTS**

We would like to visualize various aspects of our pizza sales data in order to gain insights and understand key trends and opportunities. We have identified the following requirements for the dashboards

1. **Daily Trend For Total Orders**:

create a bar chart that displays the daily trend of total orders over s specific time period. This chart will help us identify any patterns or fluctuations in order volumes on a daily basis

1. **Monthly Trend For Total Orders:**

Create a line chart that illustrates the hourly trend of total orders throughout the day. This chart will allow us to identify peak hours or periods of peak activity.

1. **Percentage Of Sales by Pizza Category:**

Create a pie chart that shows the distribution of sales across different pizza categories. This chart will provide insight into the popularity of various pizza categories and their contribution to overall sales

1. **Percentage Of Sales by Pizza sizes:**

Generate a pie chart that represents the percentage of sales attributed to different pizza sizes. This chart will help us to understand customer preferences for pizza sizes and their impact on sales

1. **Total Pizzas sold by Pizzas category:**

Create a funnel chart that presents the total number of pizzas sold for each Pizza category. This chart will allow us to compare the sales performance of different pizza categories

1. **Top 5 Best Sellers by Revenue, Total Quantity and Total Orders:**

Create a bar chart highlighting the top 5 best-selling pizzas based on the Revenue, Total Quantity and Total Orders. This chart will help us identify the most popular pizza options

1. **Bottom 5 Best Sellers by Revenue, Total Quantity and Total Orders:**

Create a bar chart highlighting the bottom 5 worst-selling pizzas based on the Revenue, Total Quantity and Total Orders. This chart will help us identify the underperforming or least popular pizza options.

**CONCLUSION**

After completing the stated requirements, feel free to look out for any other important insight or opportunity you think will help us make better decisions.