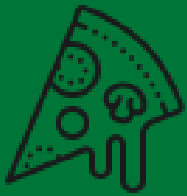


PIZZA SALES PROYECT



***PROBLEM
STATEMENT***

BY
JOHN DEL SALTO VILLEDA





PROBLEM STATEMENT



KPI's REQUIREMENTS

PROBLEM STATEMENT 2

We need to analyze key indicators for our pizza sales data to gain insights into our business performance.

Specifically, we want to calculate the following metrics:

- . **Total Revenue:** The sum of the total price of all pizza orders.*
- . **Average Order Value:** The average amount spent per order, calculated by dividing the total revenue by the total number of orders.*
- . **Total pizzas sold:** The sum of the quantities of all pizzas sold.*
- . **Total Order placed:** The total number of orders placed.*
- . **Average pizzas per order:** The average number of pizzas sold per order, calculated by dividing the total number of pizzas sold by the total number of orders.*



PROBLEM STATEMENT 2



PROBLEM
STATEMENT

CHARTS REQUIREMENTS

PROBLEM STATEMENT 3

We would like to visualize aspects of our pizza sales data to gain insights and understand key trends.

We have identified the following requirements for creating charts:

- . **Daily Trend for Total Orders:** *Create a bar chart that displays the daily trend of total orders over a specific time. This chart will help us identify any patterns or fluctuations in order volumes on a daily basis.*
- . **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 of periods of high order activity.*



PROBLEM STATEMENT 3



PROBLEM
STATEMENT

CHARTS REQUIREMENTS

PROBLEM STATEMENT 4

- Percentage of Sales by Pizza Category:** Create a pie chart that shows the distribution of sales across different pizza categories. This chart will provide insights into the popularity of various pizza categories and their contribution to overall sales.
- Percentage of Sales by Pizza Sizes:** Generate a pie chart that represents the percentage of sales distributed to different pizzas sizes. This chart will help us understand customer preferences for pizza sizes and their impact on sales.
- Total Pizzas Sold by Pizza 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.



PROBLEM STATEMENT 4



PROBLEM
STATEMENT

CHARTS REQUIREMENTS

HOME

- **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, Total orders. This chart will help us identify the most popular pizza options.*
- **Bottom 5 of worst 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, Total orders. This chart will enable us to identify underperforming or less popular pizza options.*



PROBLEM
STATEMENT

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 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.



817.86K

Total Revenue



38.31

Average Order Value



49574

Total Pizzas Sold



21350

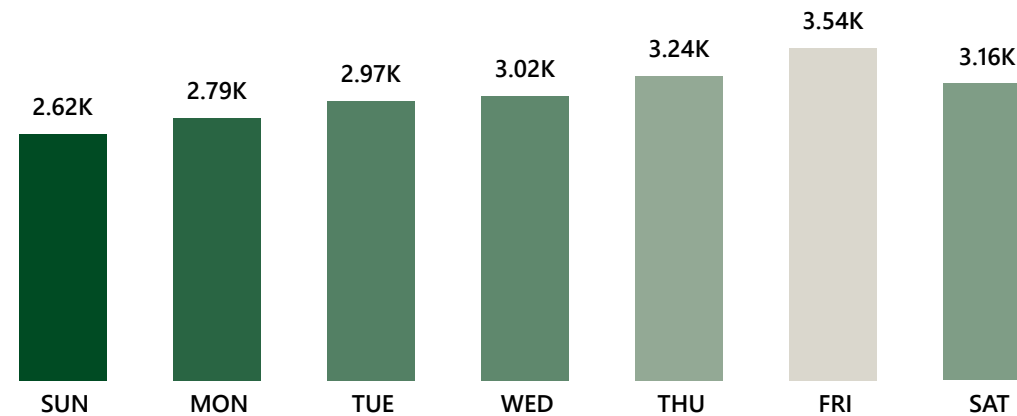
Total Orders



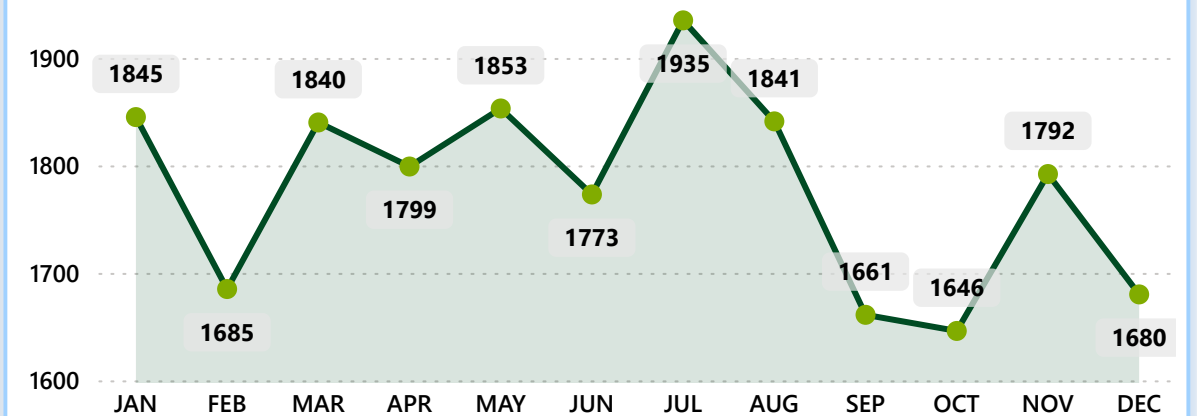
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Average Pizzas per Order

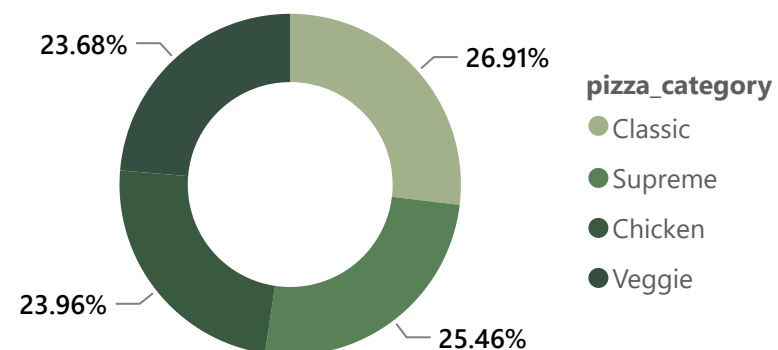
Daily Trend for Total Orders



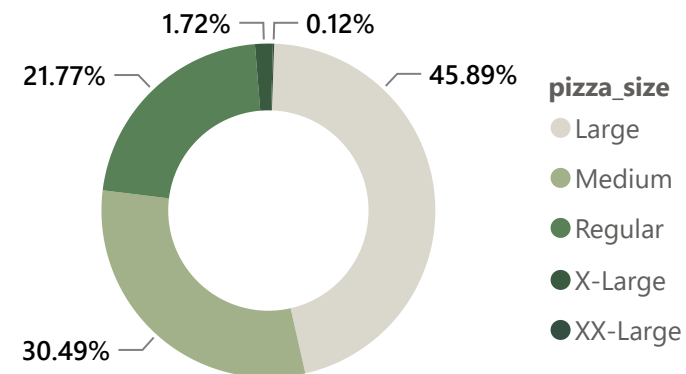
Monthly Trend for Total Orders



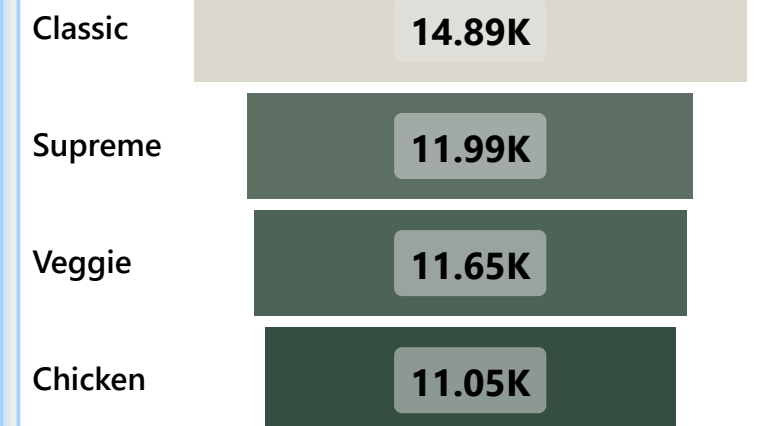
% of Sales by Pizza Category



% of Sales by Pizza Size



Total Pizzas Sold By Pizza Category





PROBLEM STATEMENT

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 Deluxe Pizza Contributes to maximum Total Quantities.

TOTAL ORDERS

The Classic Deluxe Pizza Contributes to maximum Total Orders.



817.86K

Total Revenue



38.31

Average Order Value



49574

Total Pizzas Sold



21350

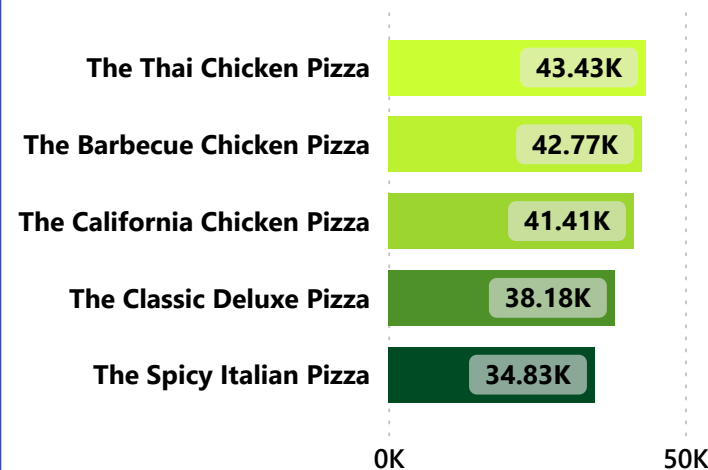
Total Orders



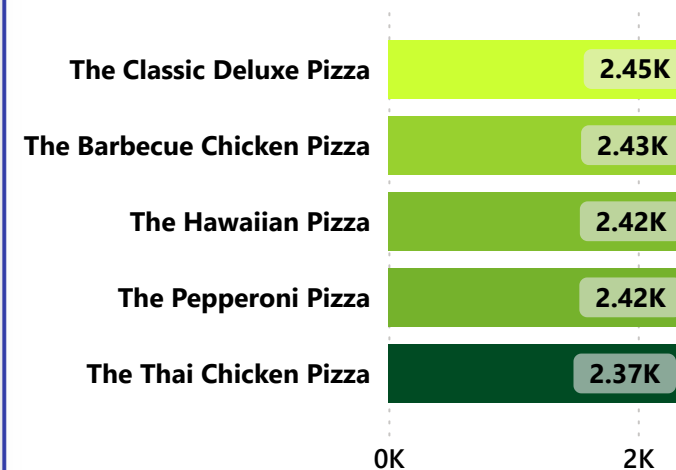
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Average Pizzas per Order

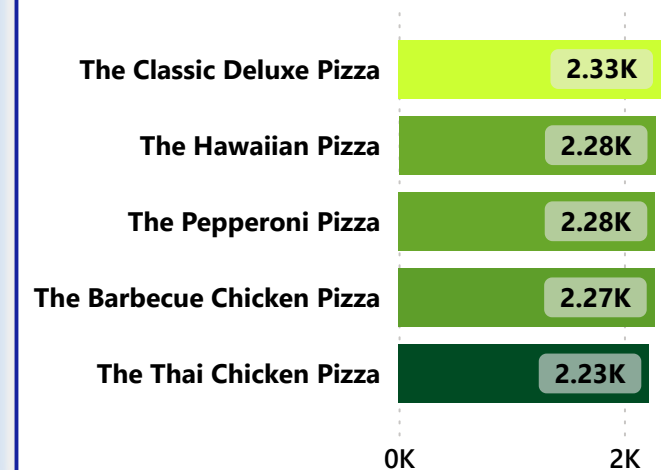
Top 5 Pizzas by Revenue



Top 5 Pizzas by Quantity



Top 5 Pizzas by Total Orders



WORST SELLERS

REVENUE

The Brie Carre Pizza minimum Revenue.

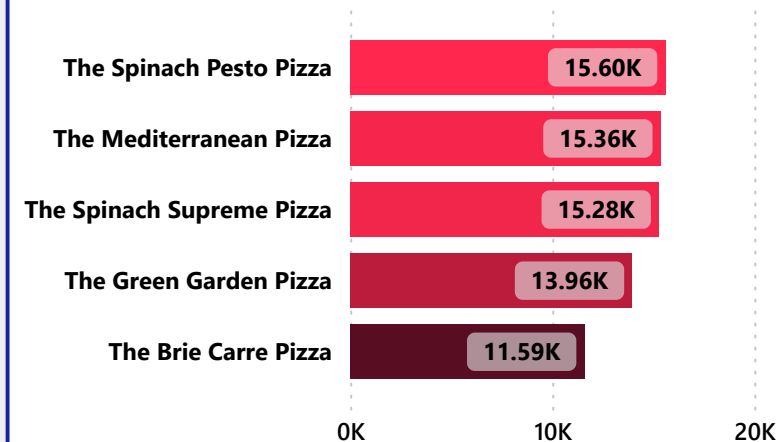
QUANTITY

The Brie Carre Pizza minimum Total Quantities.

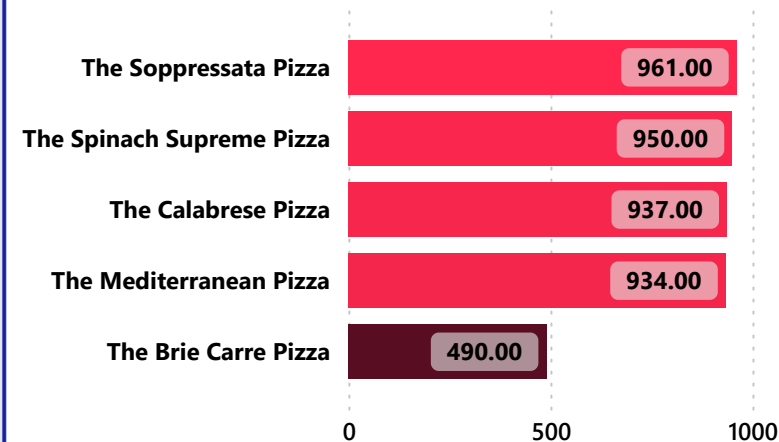
TOTAL ORDERS

The Brie Carre Pizza minimum Total Orders.

Botton 5 Pizzas by Revenue



Botton 5 Pizzas by Quantity



Botton 5 Pizzas by Total Orders

