

Pie Day Pie Palace



Total # of Orders

2773

Total # of Pies Sold

8333

Total Amount Sold

\$96,922.50

January	February	March	April	May	June	July	August	September	October	November	December
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Date Range

11/06/2019

30/11/2021

Pie Flavour

- ☐ Apple
- ☐ Blueberry
- ☐ Cherry
- ☐ Fudge
- ☐ Other
- ☐ Pumpkin
- ☐ Strawberry Rhubarb

Day of the Week

- ☐ Monday
- ☐ Tuesday
- ☐ Wednesday
- ☐ Thursday
- ☐ Friday
- ☐ Saturday
- ☐ Sunday

Non-Organic/Organic

- ☐ Non-Organic
- ☐ Organic

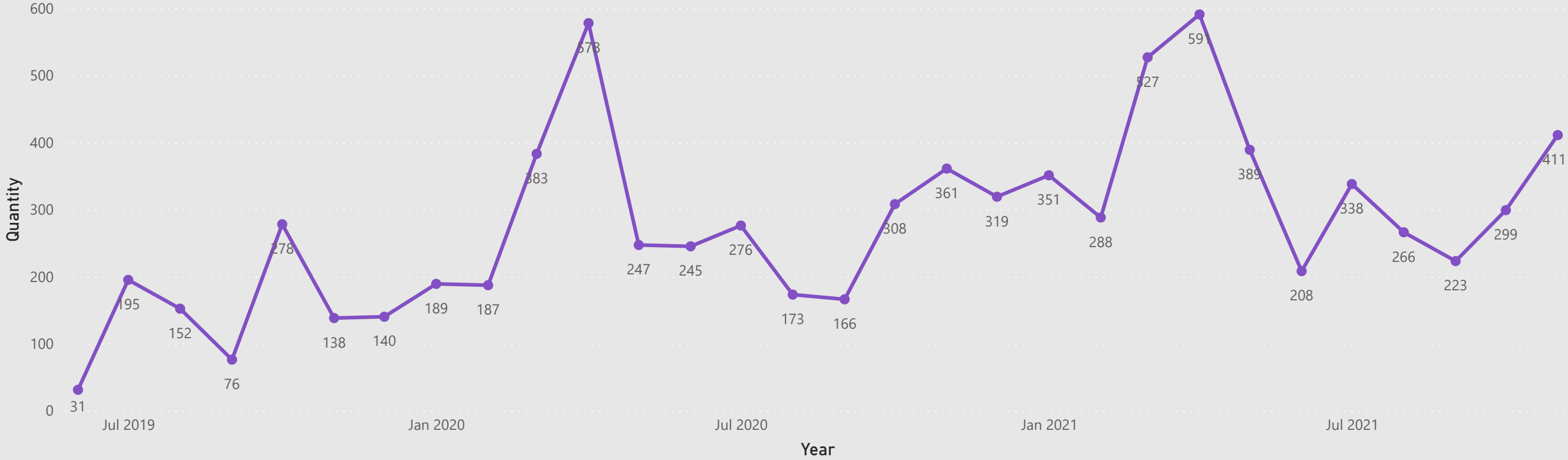
In-Store/Pre-Order

- ☐ In-Store
- ☐ Pre-Order

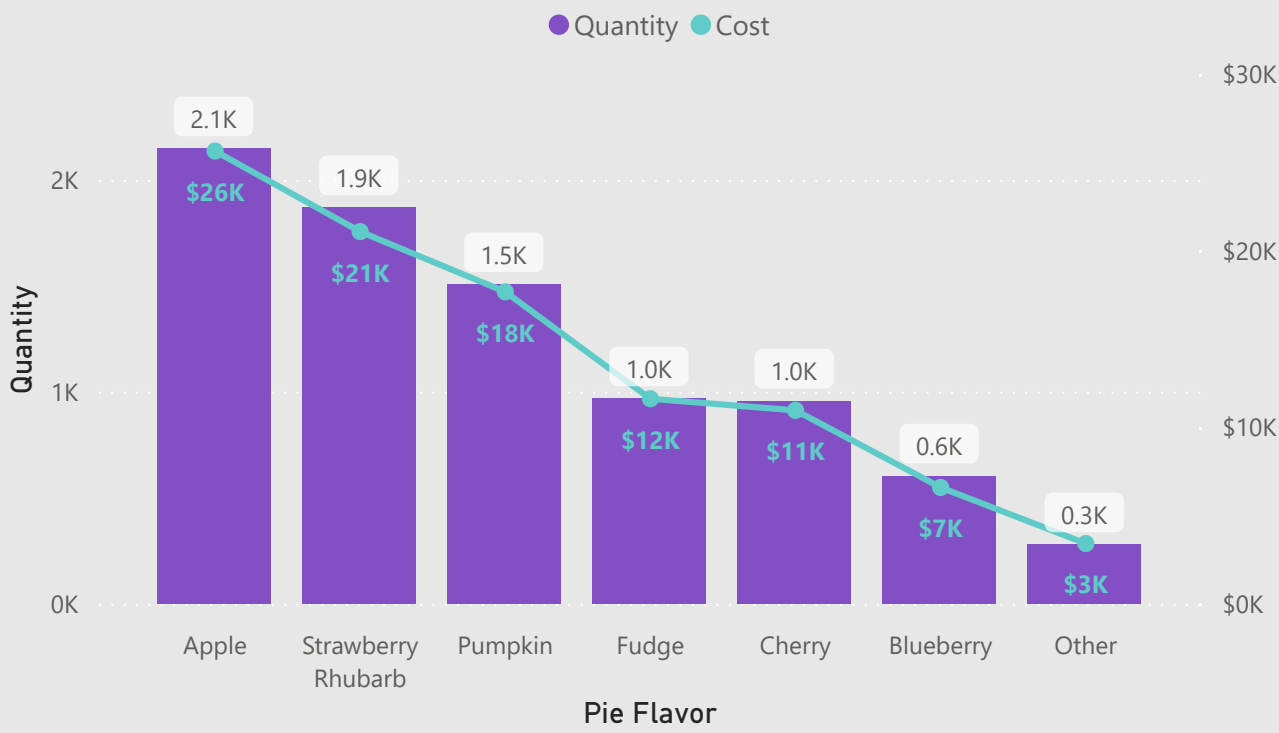
Slice/Whole

- ☐ Slice
- ☐ Whole

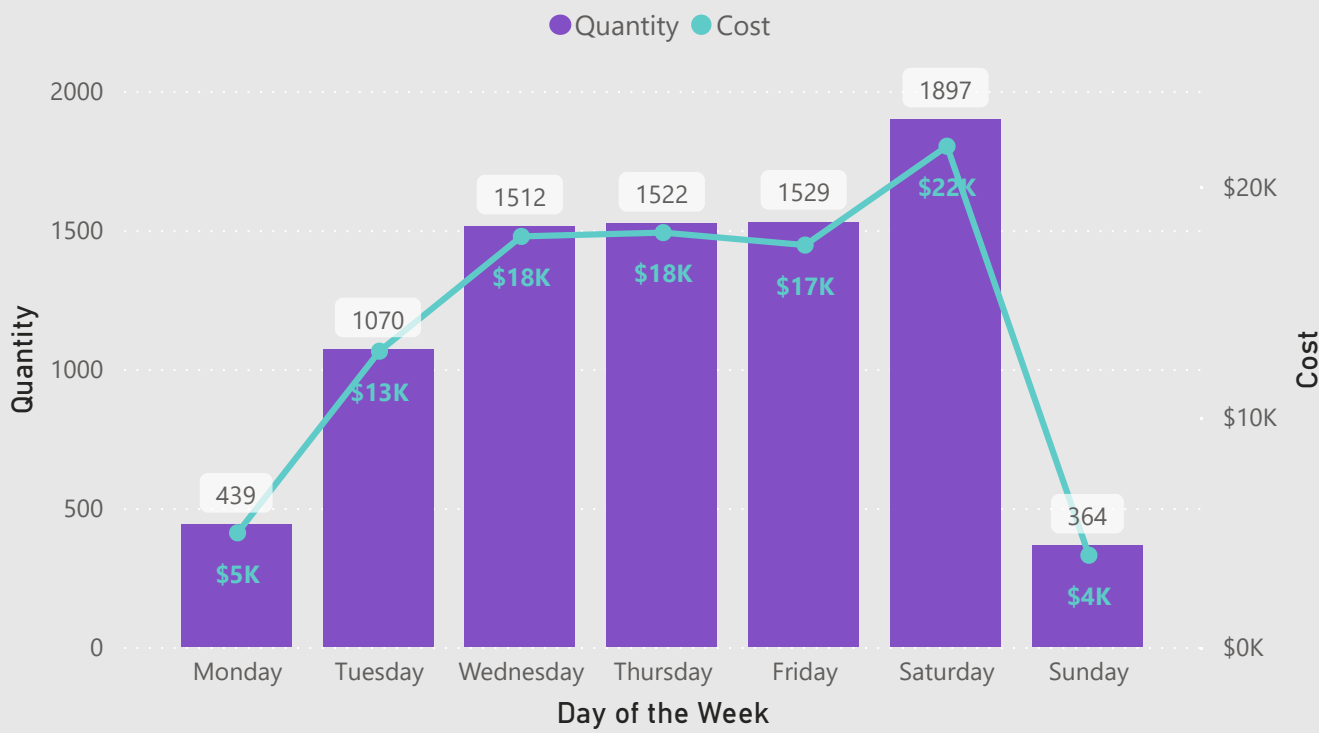
Pies Sold per Month



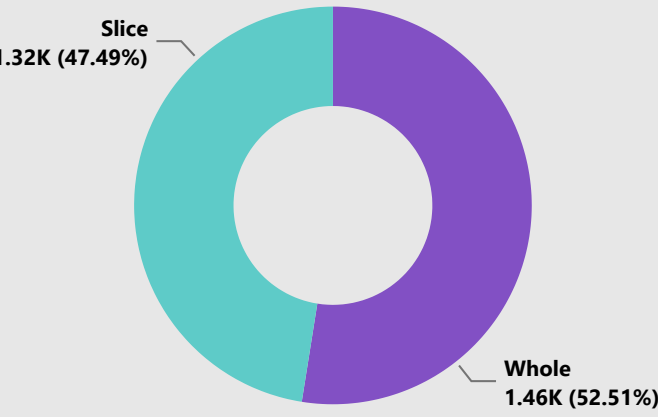
Quantity and Cost of Each Pie Flavour



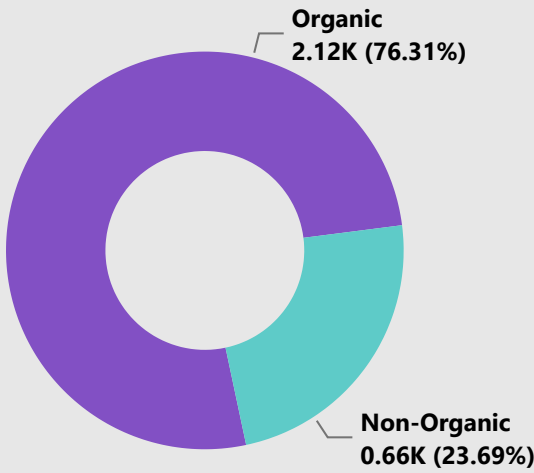
Quantity and Cost by Day of the Week



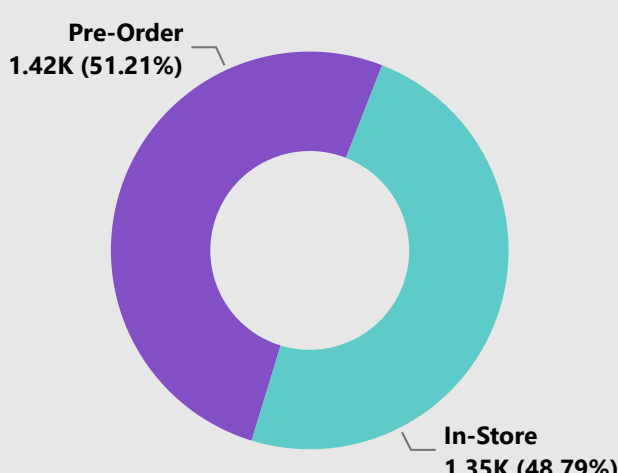
Slice vs Whole



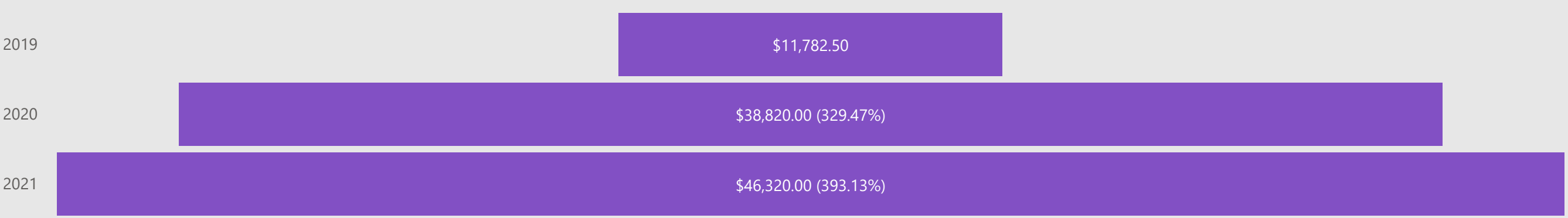
Organic vs Non-Organic



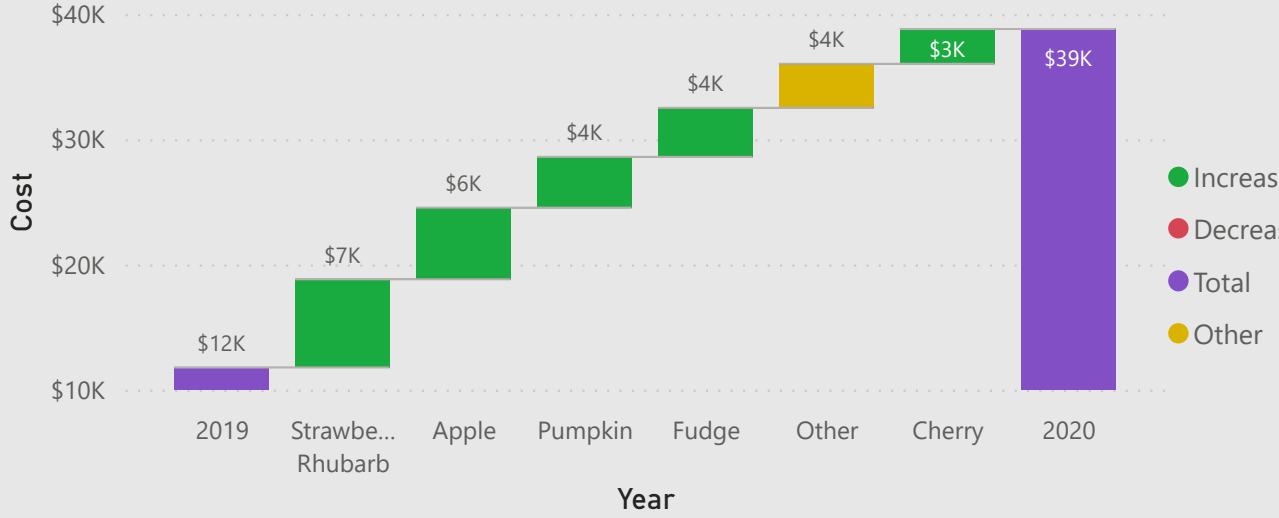
Pre-Order vs In-Store



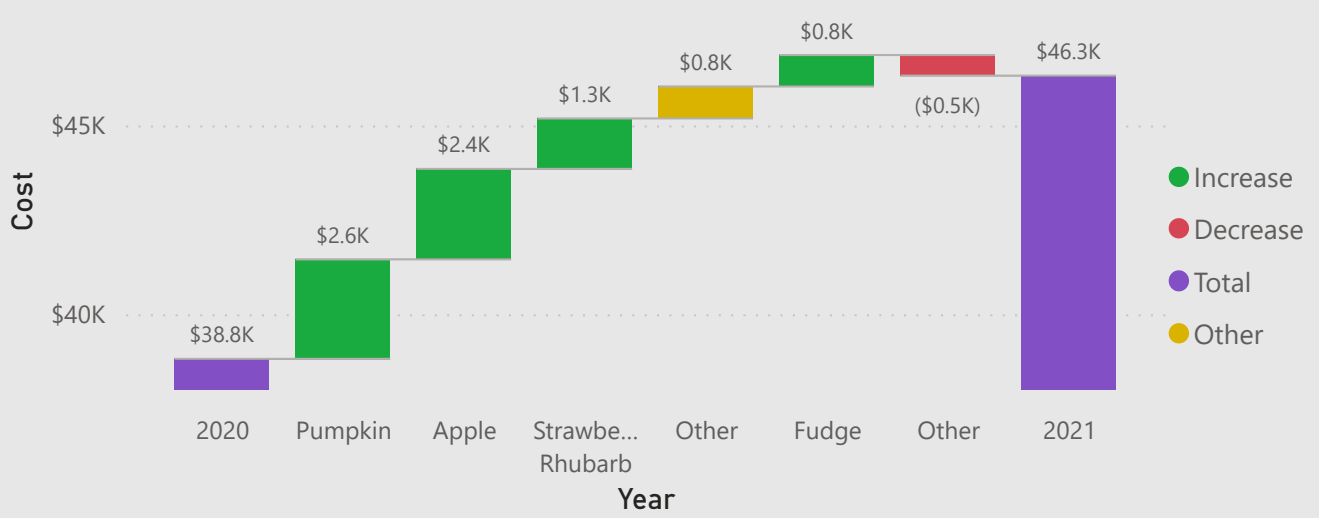
Sales Made Per Year



Cost Increase from 2019 to 2020 by Flavour



Cost Increase from 2020 to 2021 by Flavour



Final Insights

Since starting to record sales, PDPP has seen a steady increase in sales throughout the years.

- April** consistently recorded the highest number of sales each year followed by **November**.
- December** recorded the fewest number of sales each year with **September** being very closely ahead.
- It could be suggested that the increase in the sales of pies during April and November align to the festive season of Easter and Thanksgiving.

Sales are fairly evenly distributed throughout the month, however it is seen that the 6th shows the **highest** number of sales with \$6,762.50 and the 3rd with the **lowest** sales of \$997.50

- Apple** was the best selling flavour of them all with **Strawberry Rhubarb** being the second best.
- Other** flavoured pies were the worst selling of them all.
- As assumed previously, during the seasonal times of year, seasonal pies were the best selling.
- During April, Apple was by far the most popular flavour, whereas in November, Pumpkin was the best selling flavour.

The weekly sales see that midweek sales see fairly level amount, with **Saturday** sales being the highest in the week and **Sunday** being the lowest sales day.

Orders between **sliced** and **whole** pies are quite even, however more people prefer to order **whole** pies as opposed to slices of pies.

Clearly, **organic** pies are preferred with just of 3/4 of the orders being organic in nature.

Similarly to sliced and whole pies, there is a similar distribution between **pre-order** and **in-store** orders of pie, with more orders being **pre-ordered** rather than in store.

Since data is only recorded from halfway through 2019, the increase in sales made from 2019 to 2020 sees a significant 329.47% increase.

Although only 6 months worth of data, **Strawberry Rhubarb** contributed to the most to the increases sales, with **Cherry** contributing the least.

From 2020 to 2021, saw a **19.3%** increase in sales, with **Pumpkin** having the greatest sales impact.