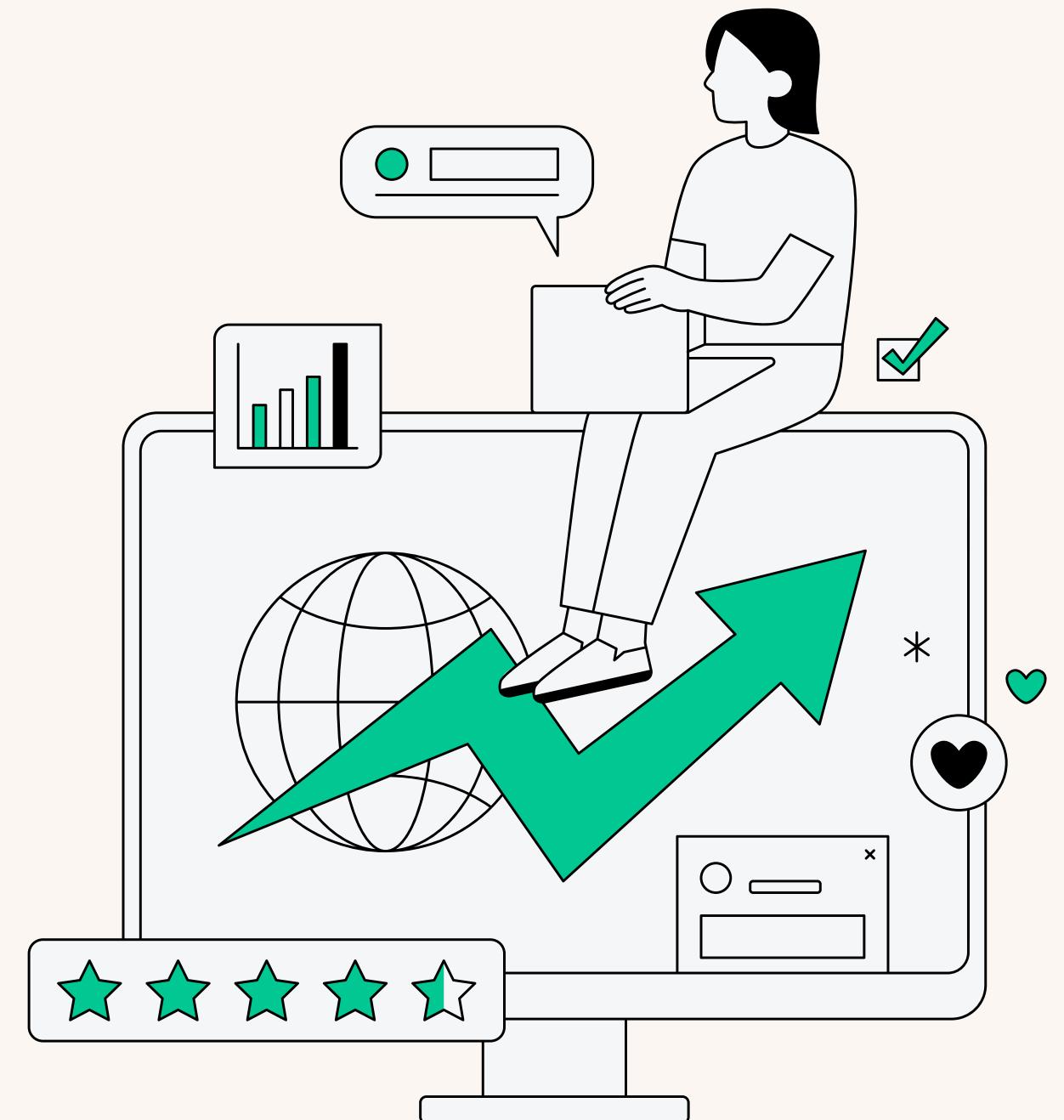


Presented by Muhammad Kashif Abdullah

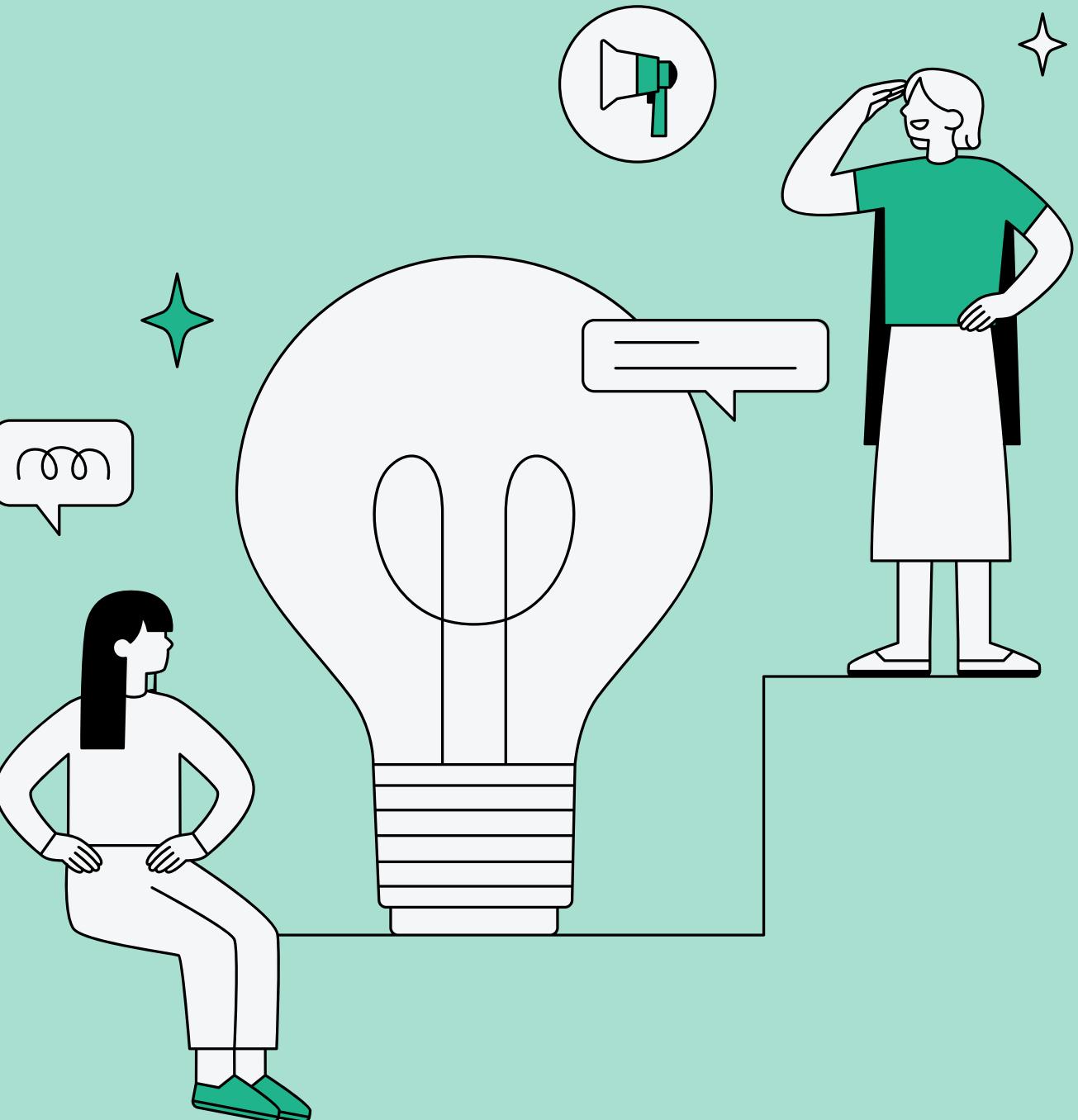
Pizza Sales Analysis

Trends and challenges



Introduction

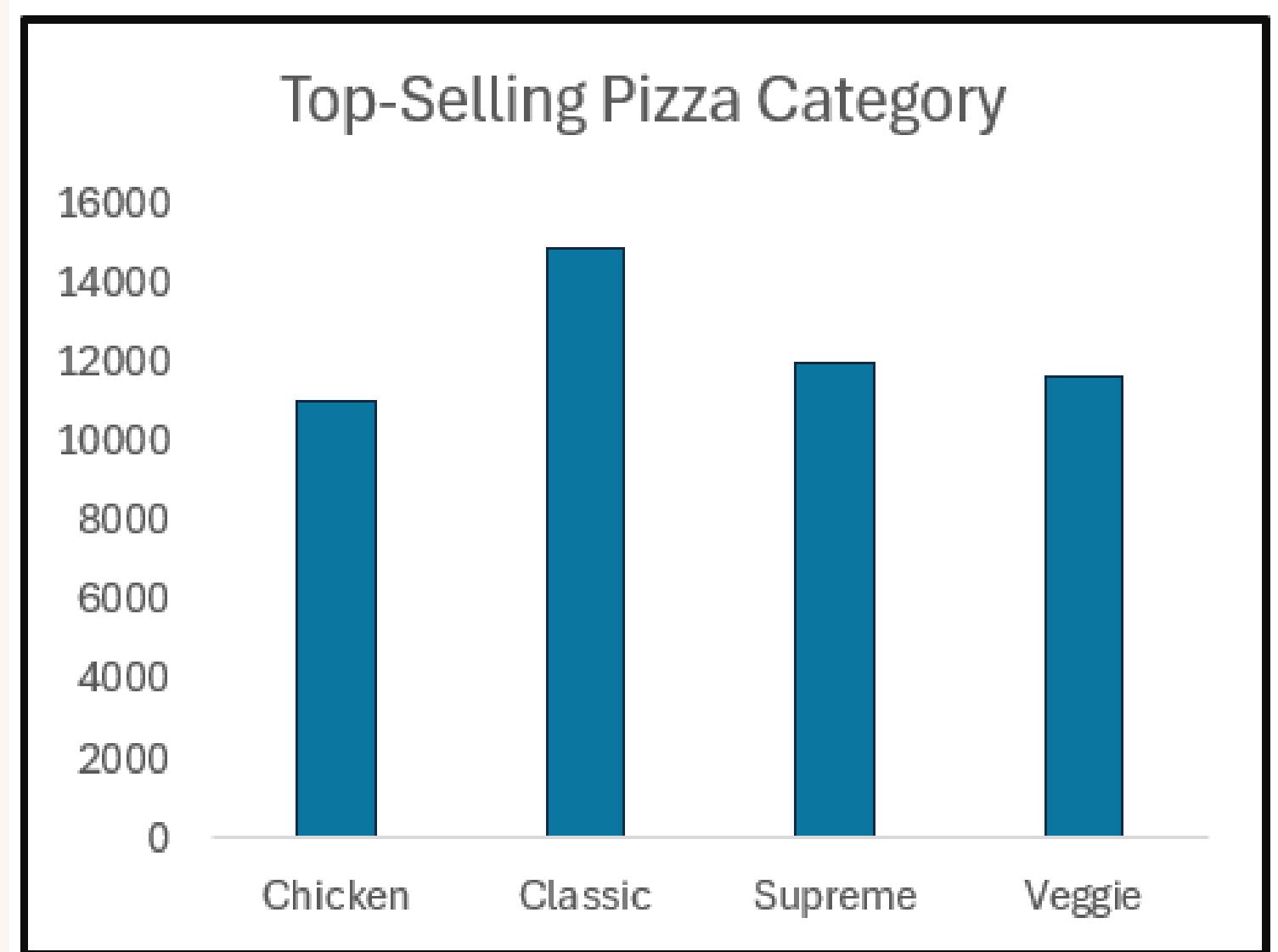
Pizza shops aim to increase their sales by analyzing data and identifying key trends. They seek insights into total sales, the top-selling pizza categories, and the pizza sizes that generate the highest revenue. Additionally, they want to understand which pizza categories perform better during specific times of the day and whether customers prefer Premium or Standard pizzas. Furthermore, they are interested in determining which pizza category has the highest percentage of sales during each shift.



Key Insights:

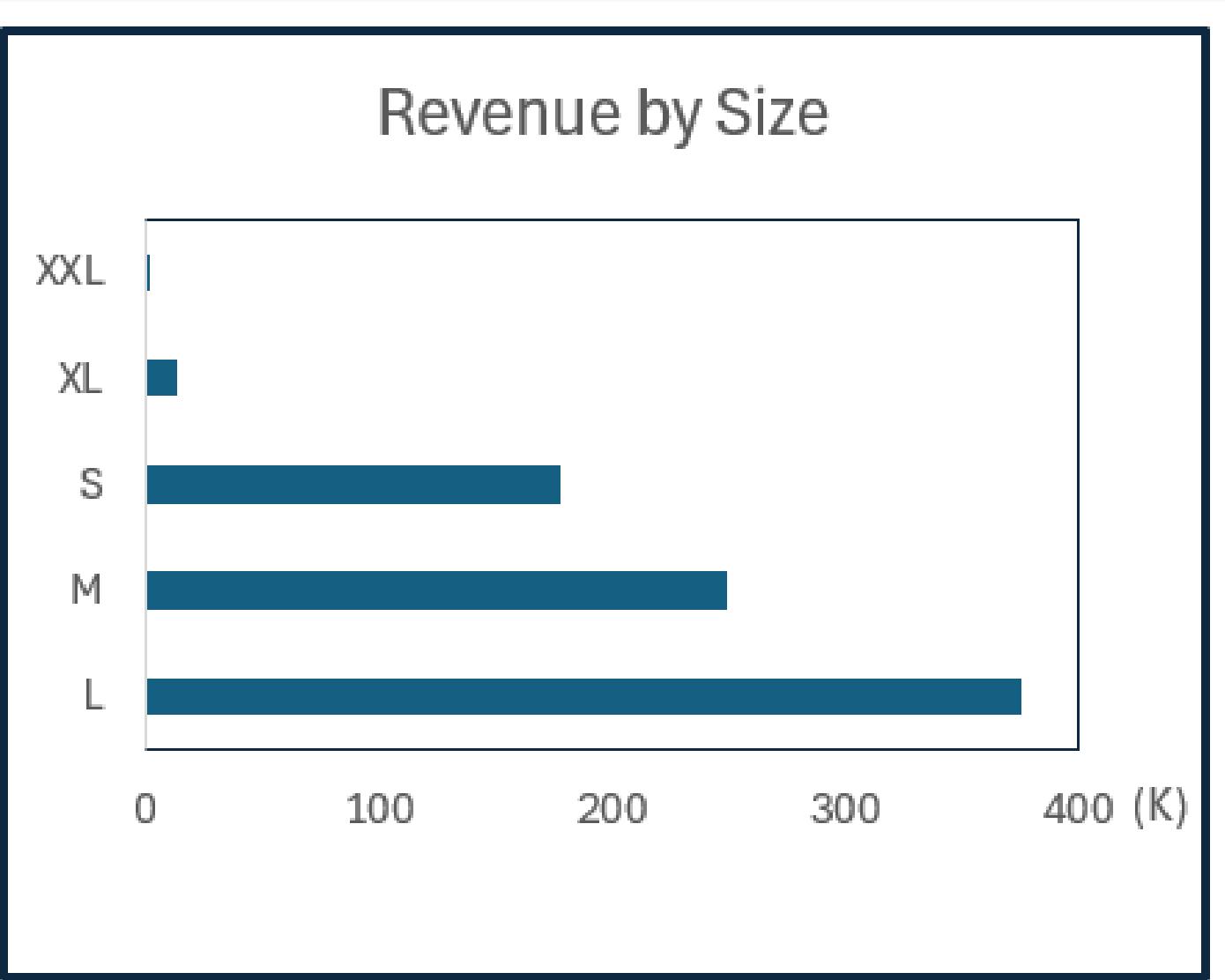
Top-Selling Pizza Category:

- The Classic pizza category is the top-performing category, generating nearly \$15,000 in revenue. It is followed by the Supreme category with approximately \$12,000 in revenue, and then the Chicken and Veggie categories.



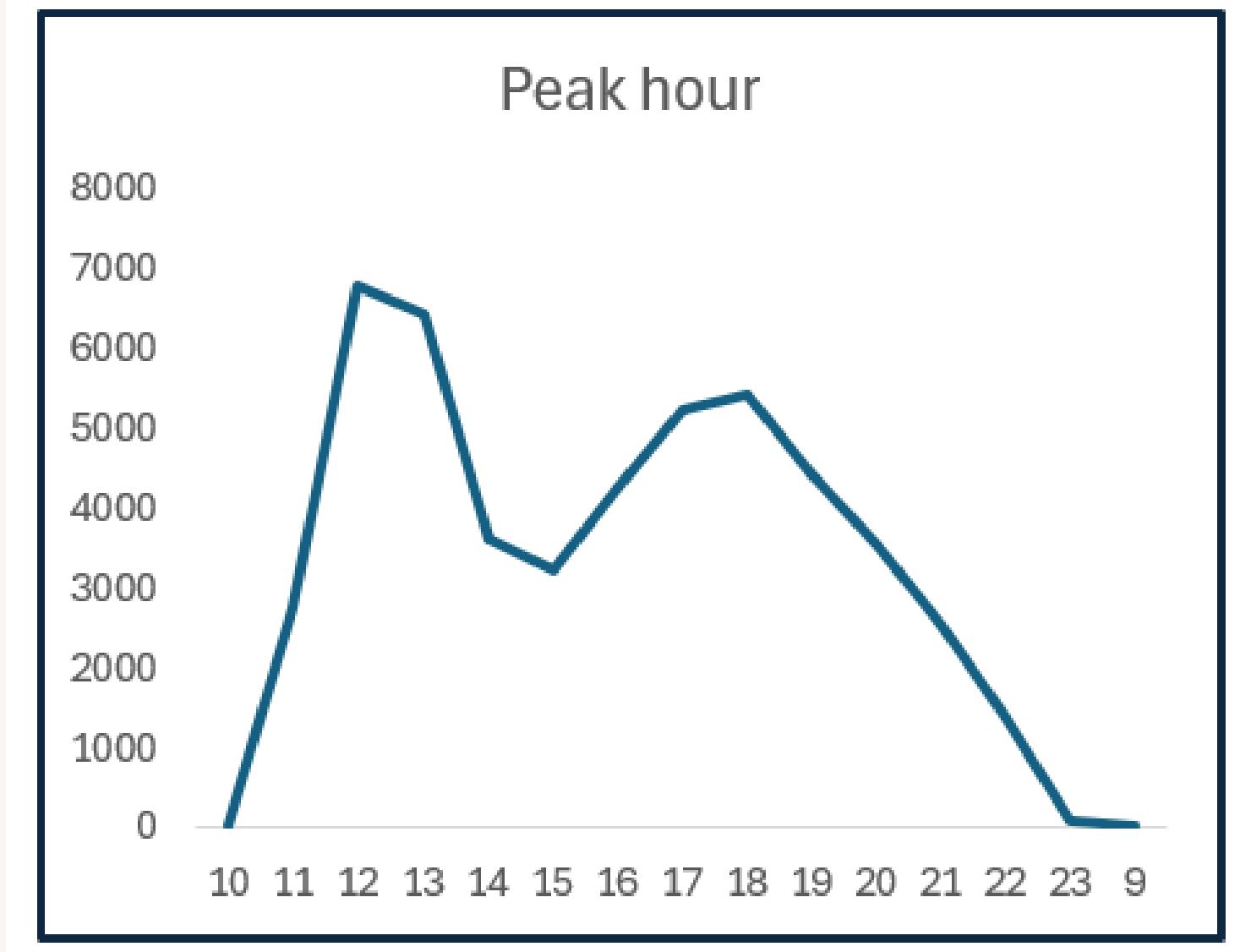
Revenue by Size:

- The large-sized pizzas generated the highest revenue, approximately \$380,000, followed by the medium-sized pizzas, which generated \$280,000. Smaller sizes such as Small and Extra-Small contributed less, while the Extra-Extra-Small pizzas recorded the lowest revenue.



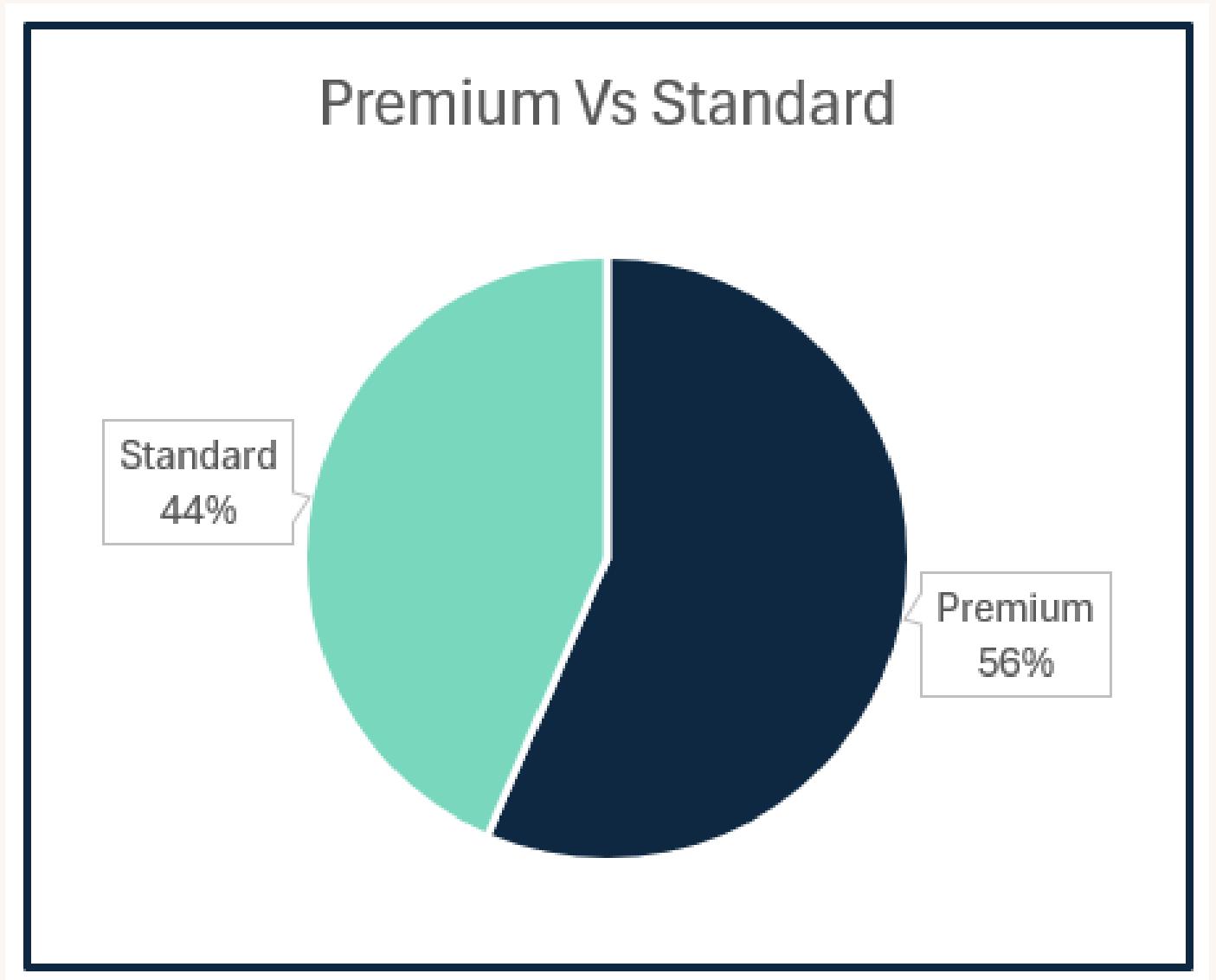
Peak Hour:

- The 12:00 PM to 1:00 PM time slot represents the peak sales hour, during which most customer orders are placed.



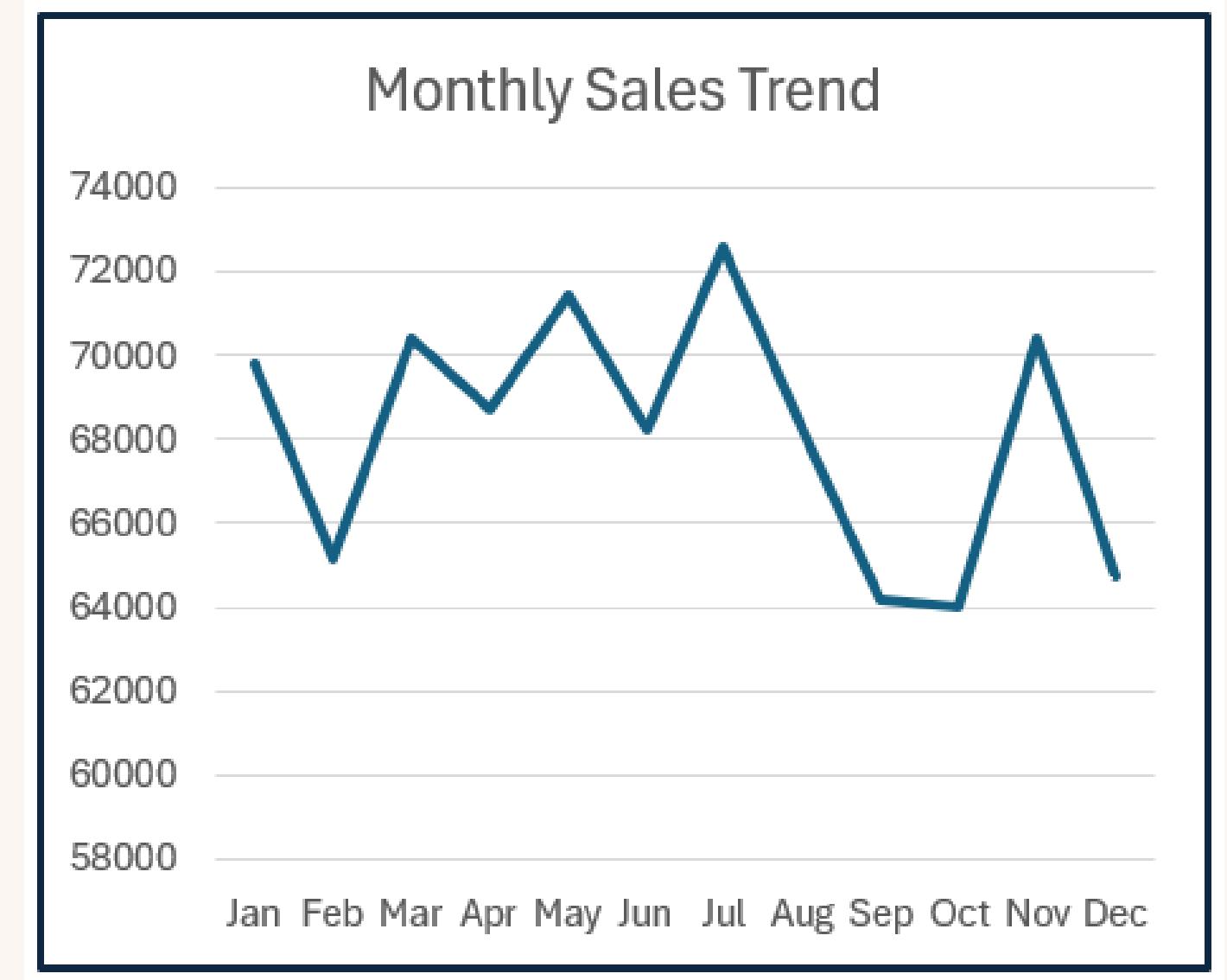
Premium Vs Standard:

- Premium Pizzas account for 56% of total revenue.
- Standard Pizzas contribute the remaining 44% of the revenue.



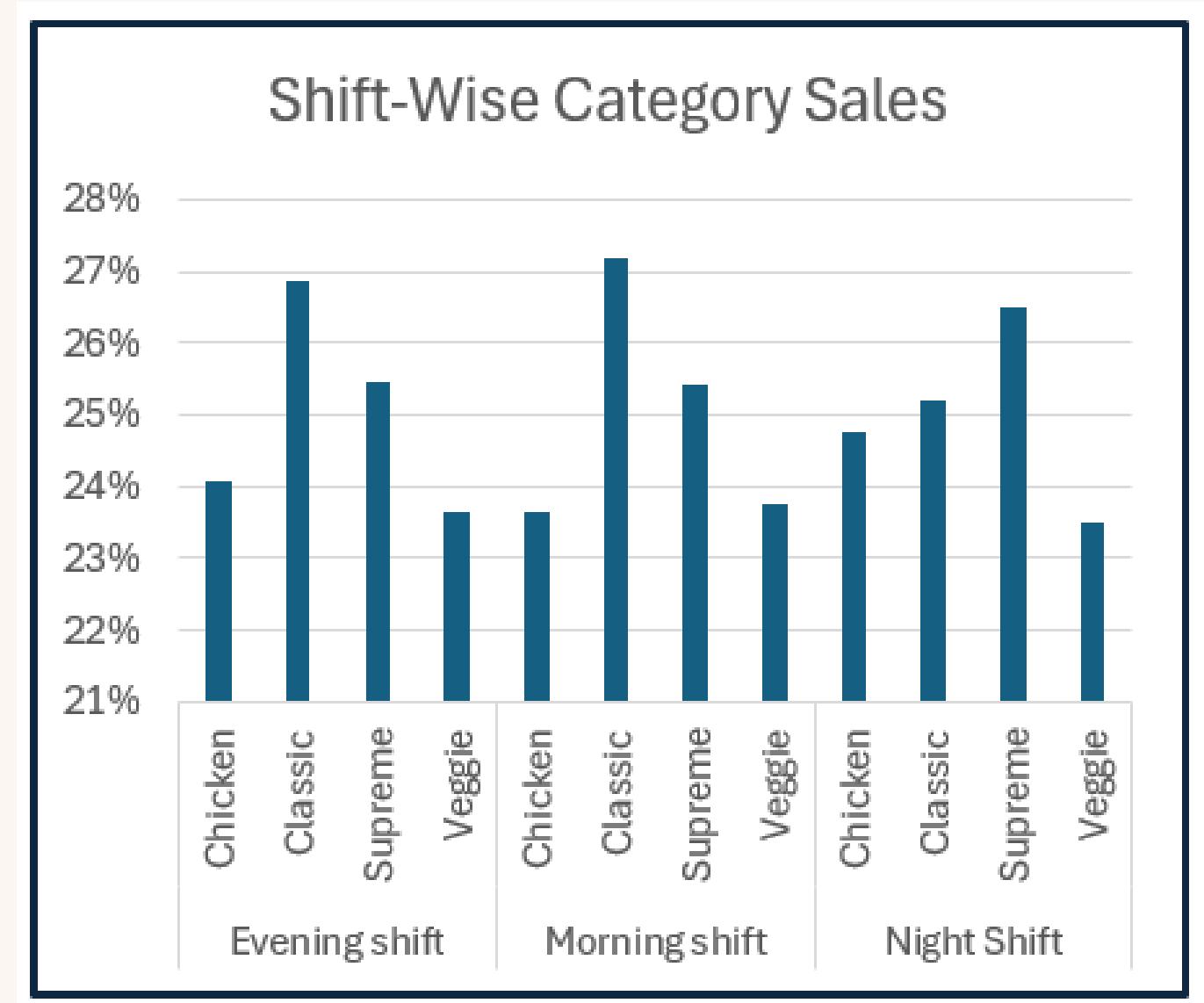
Monthly Sales Trend:

- Pizza sales show a significant increase during the months of July and August, indicating a seasonal trend.



Shift-Wise Category Sales:

- The Classic pizza category demonstrates the highest sales distribution across shifts:
- Morning Shift: 27.5% of total sales
- Evening Shift: 26.8% of total sales
- Night Shift: 26.5% of total sales



Recommendations

01.

- Expand the Classic Menu: Since the Classic category generates the highest revenue, consider adding more variations or promotional offers to boost its sales further.
- Marketing Campaigns: Target the Classic category in advertising campaigns to attract more customers.

02.

- Bundle Deals: Offer combo deals or discounts for Large-sized pizzas to maintain their high sales performance.
- Upselling Strategy: Train staff to upsell Large-sized pizzas to customers ordering smaller sizes. Highlight the value proposition of larger sizes.

03.

- Staffing: Ensure adequate staffing and resources during the 12:00 PM to 1:00 PM peak hour to minimize delays and improve customer satisfaction.
- Pre-Order Options: Promote pre-order services for customers during peak hours to streamline operations.

04.

- Upscale Marketing: Focus on promoting Premium pizzas through targeted advertisements that emphasize their quality and value.
- Premium Offers: Introduce loyalty programs or discounts for repeat customers purchasing Premium pizzas to further boost revenue.



05.

- Summer Promotions: Since sales peak in July and August, introduce special summer-themed promotions or limited-time pizza flavors during this period.
- Stock Management: Ensure sufficient inventory during these months to meet increased demand.

06.

- Morning Shift Promotions: Focus on campaigns or deals for the Morning shift, which has the highest sales contribution for the Classic category.
- Evening and Night Shifts: Introduce discounts or "late-night specials" for the Evening and Night shifts to drive additional sales.

07.

- Extra-Small Pizzas: Create value packs or bundles for Extra-Small pizzas to target individual customers or children.
- Supreme, Chicken, and Veggie Pizzas: Develop promotional campaigns or loyalty programs to increase awareness and sales of these categories.

08

- Use customer feedback and historical data to identify why specific categories or sizes perform better and tailor strategies accordingly.
- Consider launching surveys or offering discounts in exchange for feedback on new pizza flavors or menu options.



Summary:

- The Classic pizza category generates the highest revenue, followed by Supreme, Chicken, and Veggie.
- Large-sized pizzas lead in revenue, while smaller sizes, especially Extra-Extra-Small, contribute the least.
- The peak sales hour is 12:00 PM to 1:00 PM.
- Premium Pizzas account for 56% of revenue, while Standard Pizzas contribute 44%.
- Sales peak during July and August, showing a seasonal trend.
- The Classic category has the highest sales across all shifts, with the Morning Shift leading slightly at 27.5%.



Pizza Sales Analysis

Total Orders

48620

Total quantity

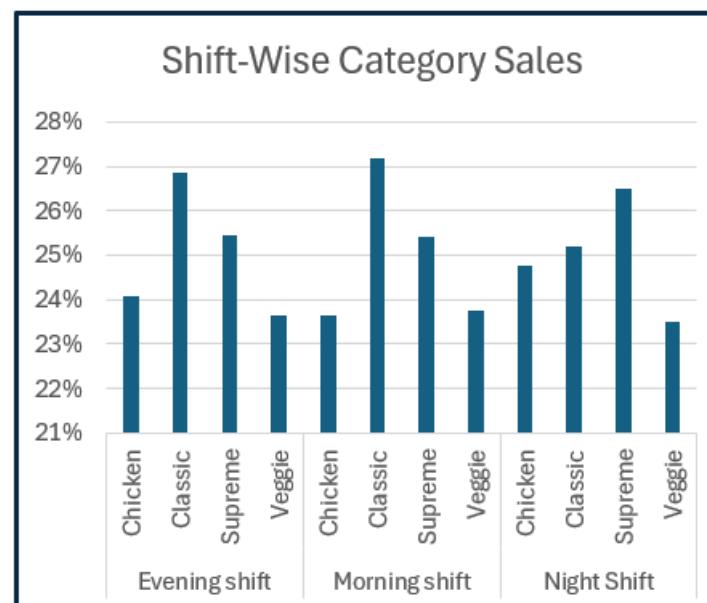
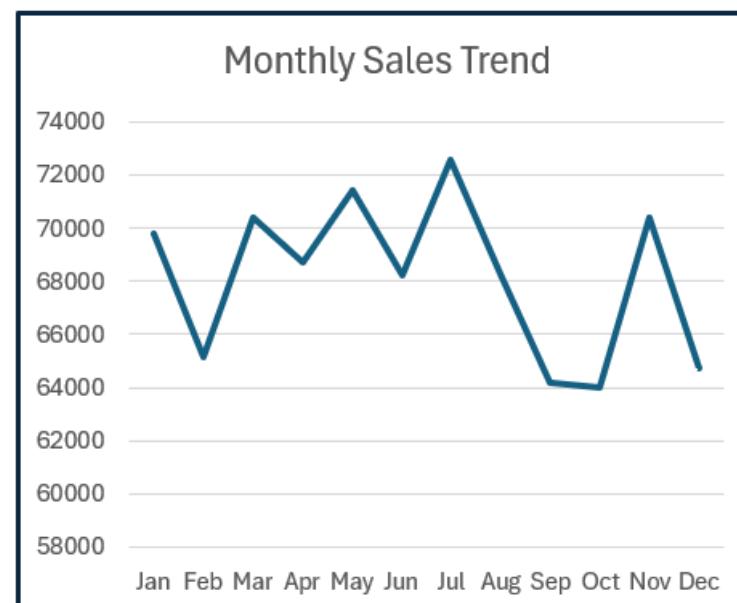
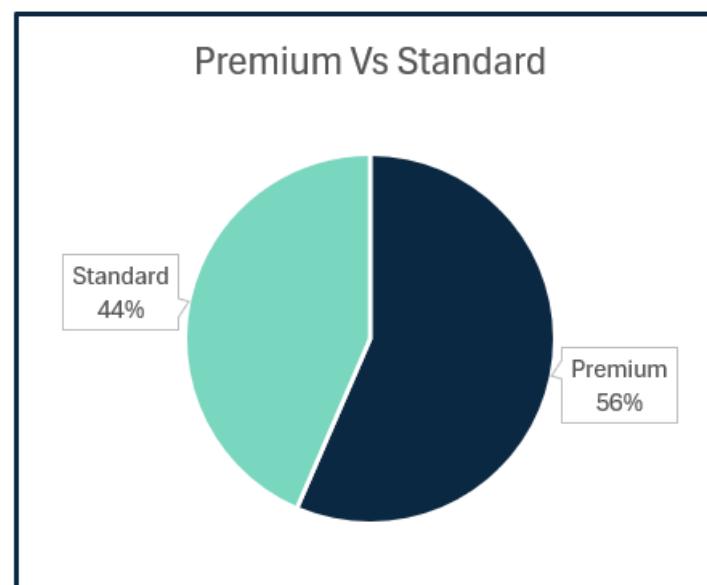
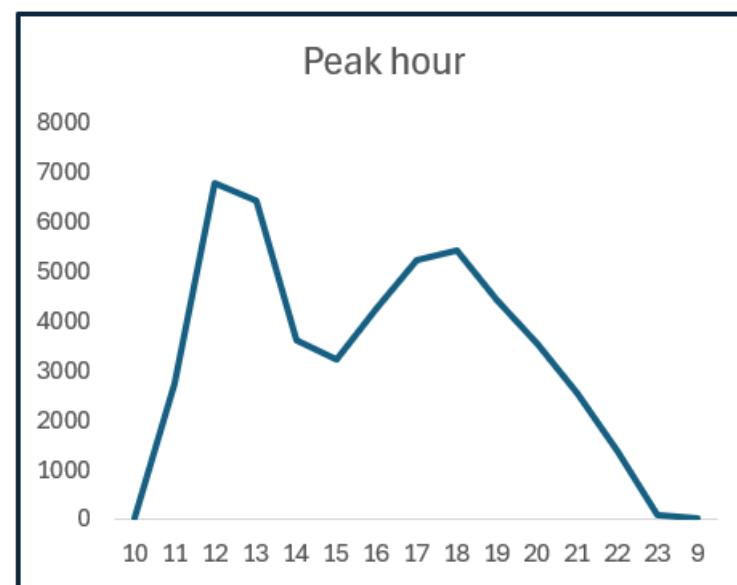
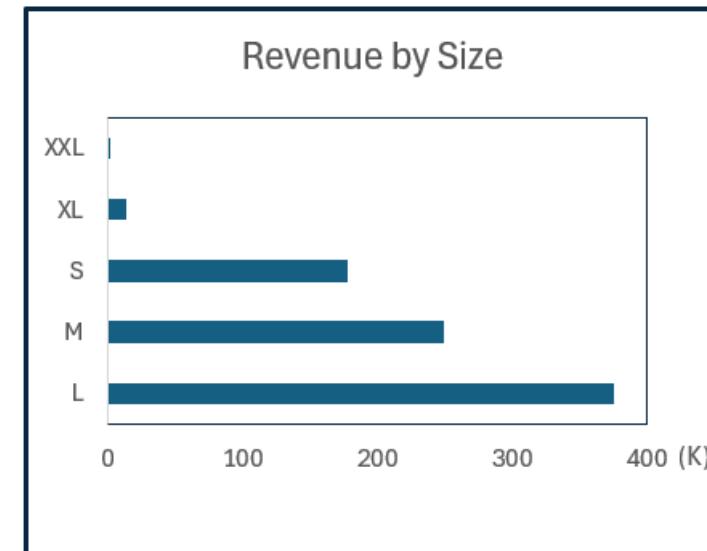
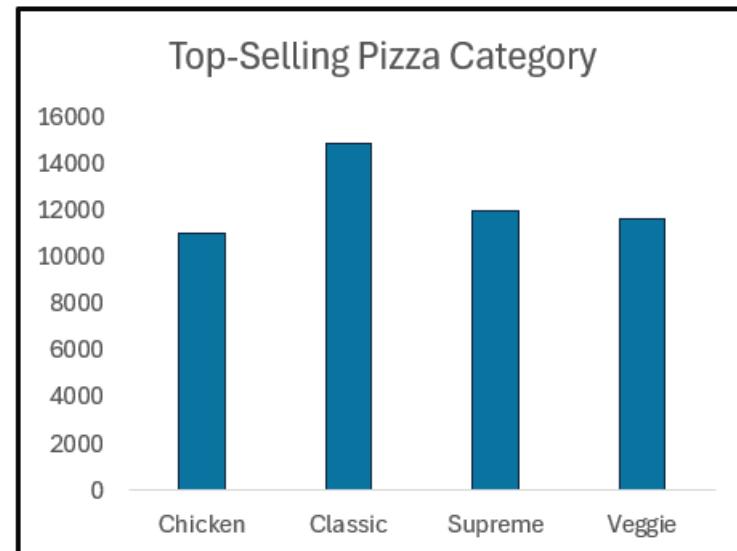
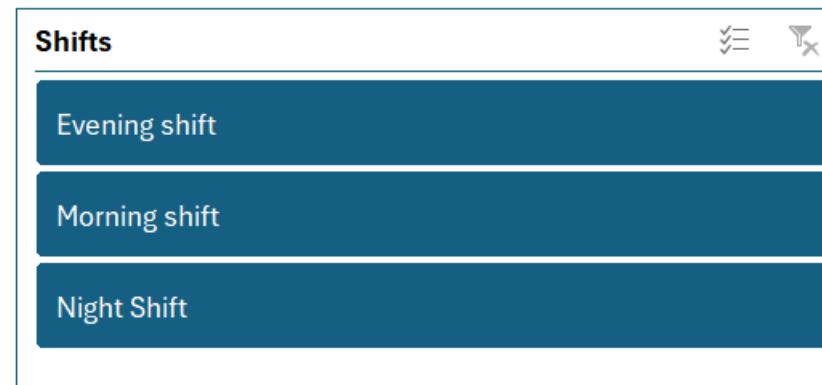
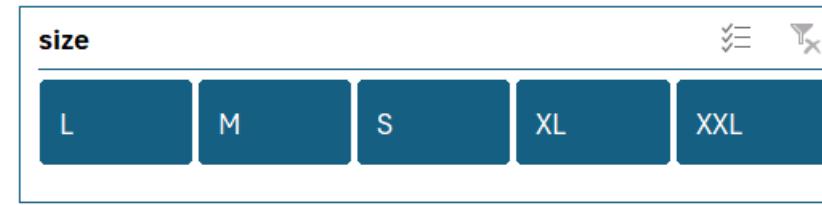
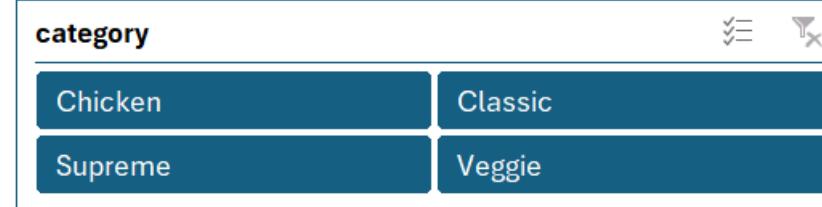
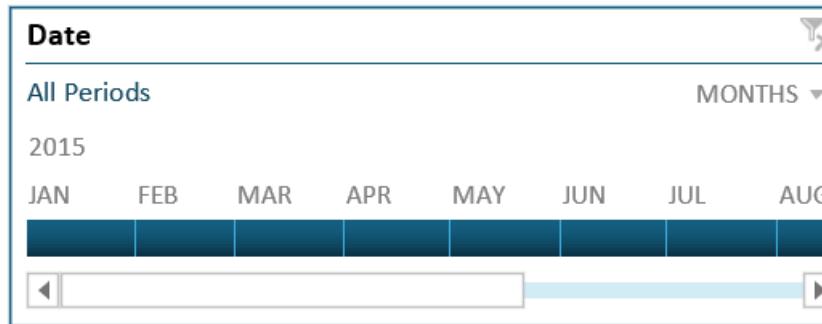
49574

Catgories

4

Total Sales

817860.05



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Thank you very much!

