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Pizza Sales Analysis:

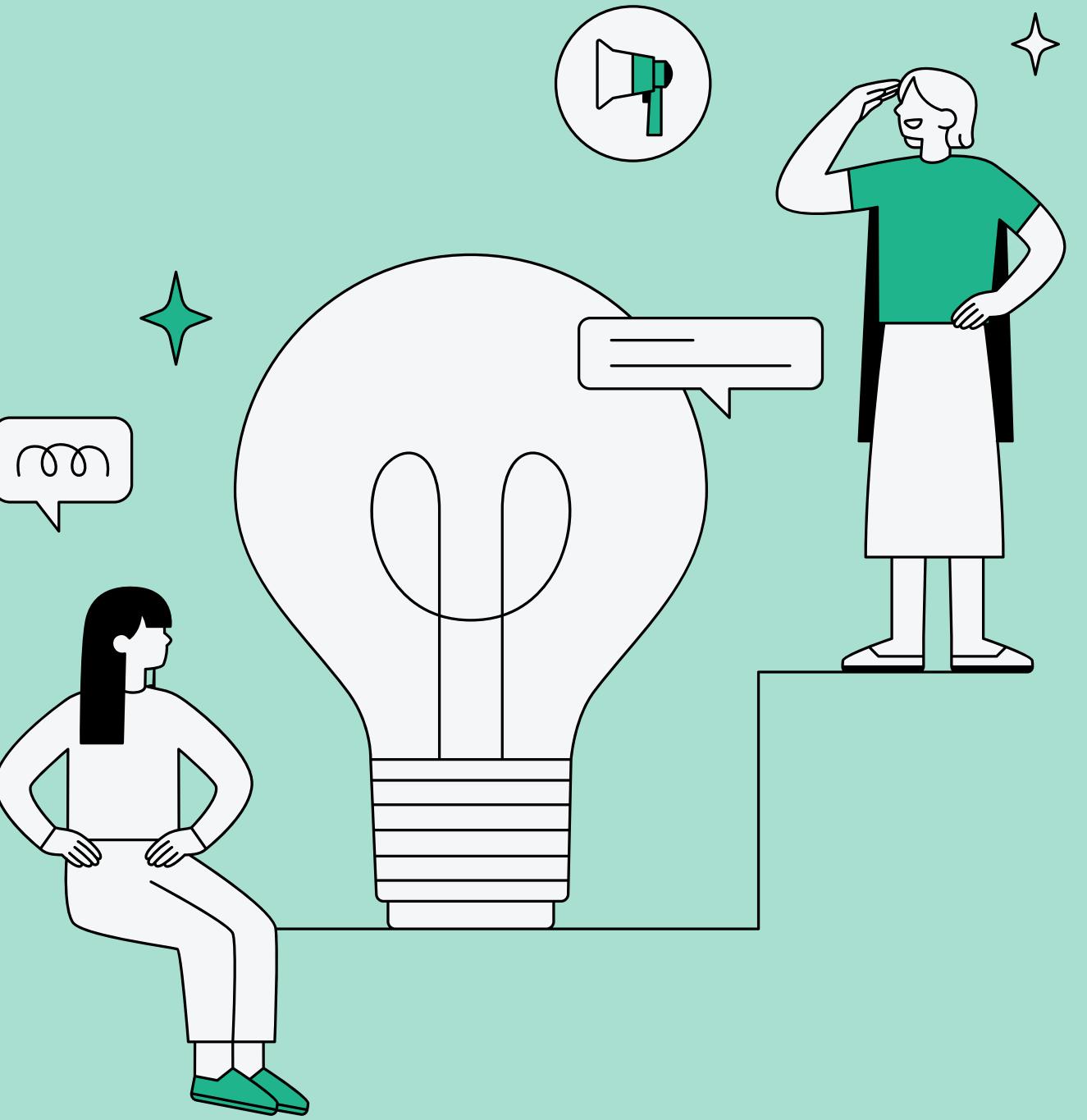
Analyzing trends and insights for better business decisions.



Abstract:

In today's world, making data-driven decisions is crucial for business growth. **A pizza shop wants to increase its sales by analyzing data and identifying trends.**

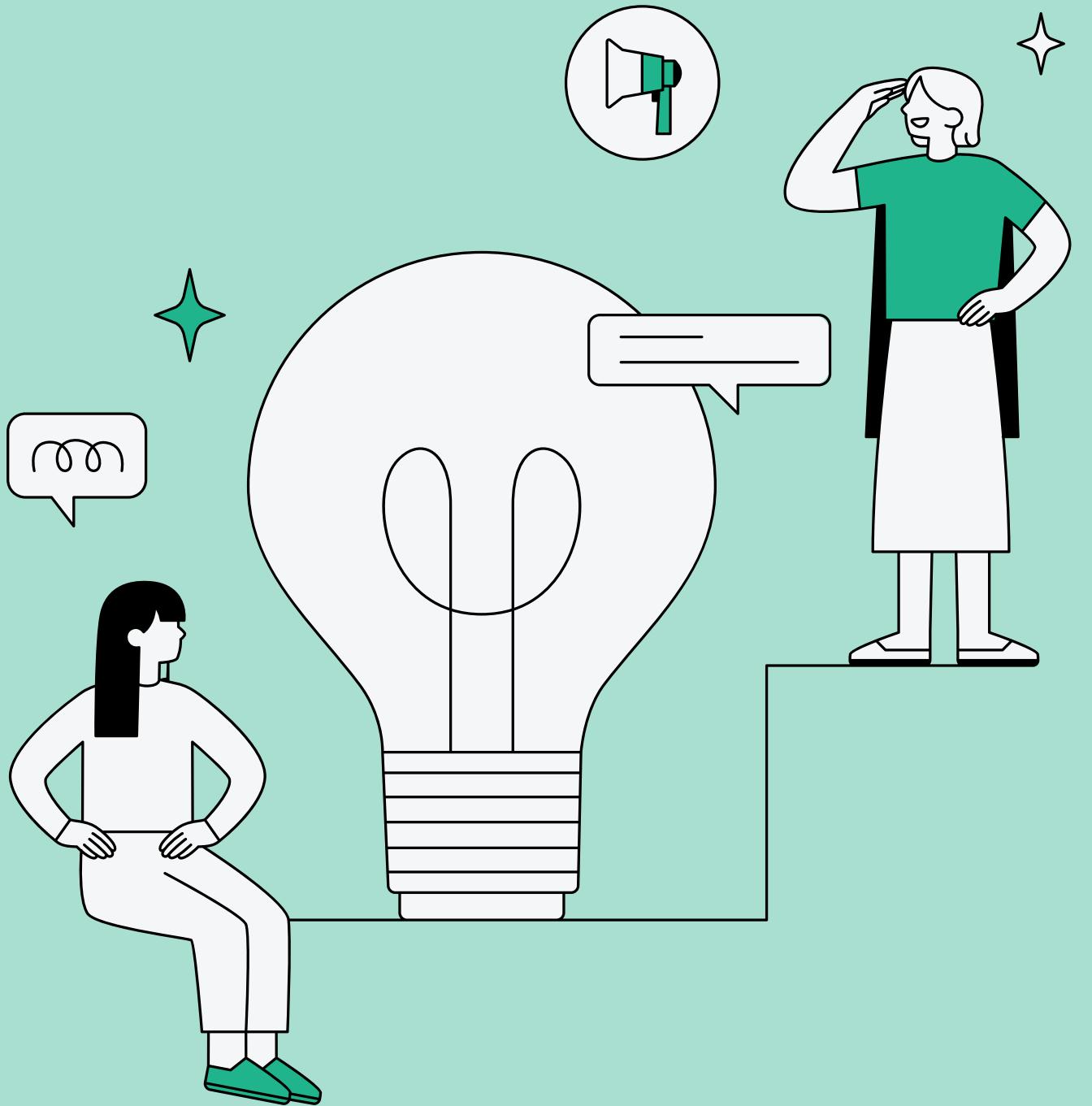
This pizza sales analysis report highlights key trends that will help the pizza shop in future planning to grow its business.



Introduction:

The food industry is highly competitive, and making data-driven decisions is essential to staying ahead in this race.

This report analyzes **key insights, including Top-Selling Pizza Categories, Revenue by Size, Peak Hours, Premium vs. Standard Options, Monthly Sales Trends, and Shift-Wise Category Sales**. These insights will help the pizza shop with future planning and strategic decision-making.



Data Description:

Source:

- The dataset used was provided by the **@atomcamp**.
- The dataset contains sales data from a pizza shop, including details on pizza categories, sizes, sales times, and revenue.

Key features of the data:

- **Order ID:** Unique identifier for each sales.
- **Pizza Name:** Name of the pizza sold.
- **Category:** Pizza type (Premium or Standard).
- **Size:** Size of the pizza (Small, Medium, Large).
- **Order Time:** Time the order was placed.
- **Revenue:** Total revenue generated per sales.
- **Shift:** Time of day when the order made (Morning, Afternoon, Evening).

Data quality issues & Cleaning:

- **Missing Values:** Replace missing values with appropriate values.
- **Duplicates:** Removed duplicate entries to ensure accurate analysis.
- **Time format:** Converted the order time to a standard 24-hour format

Methodology:

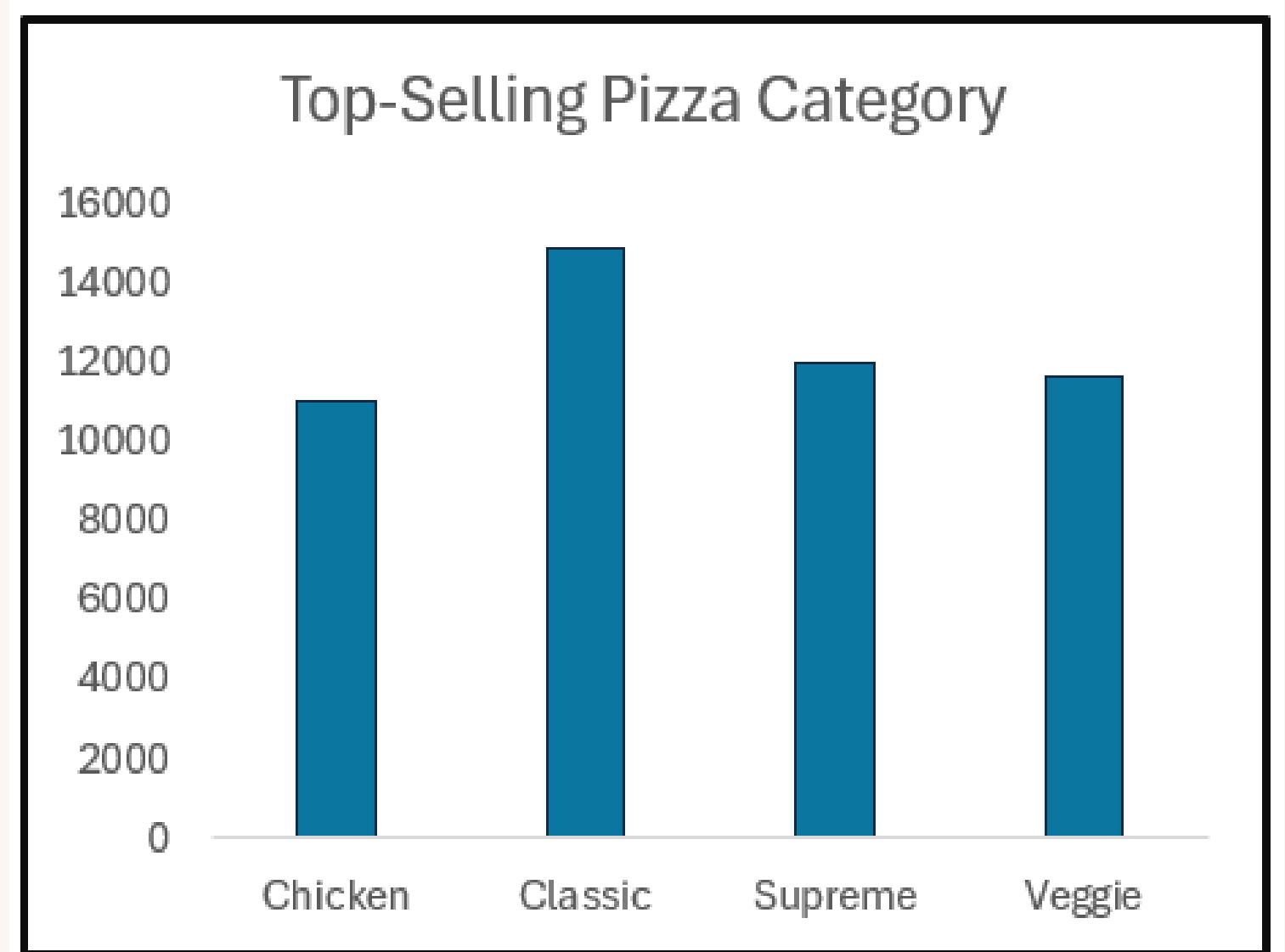
Tools & Technologies Used:

- The analysis was conducted using **Microsoft Excel**, which was selected for its ease of use in data cleaning, manipulation, and visualization. Key features of Excel used include Pivot Tables for summarizing data and creating a Dashboard for visual representation.

Analysis & Findings:

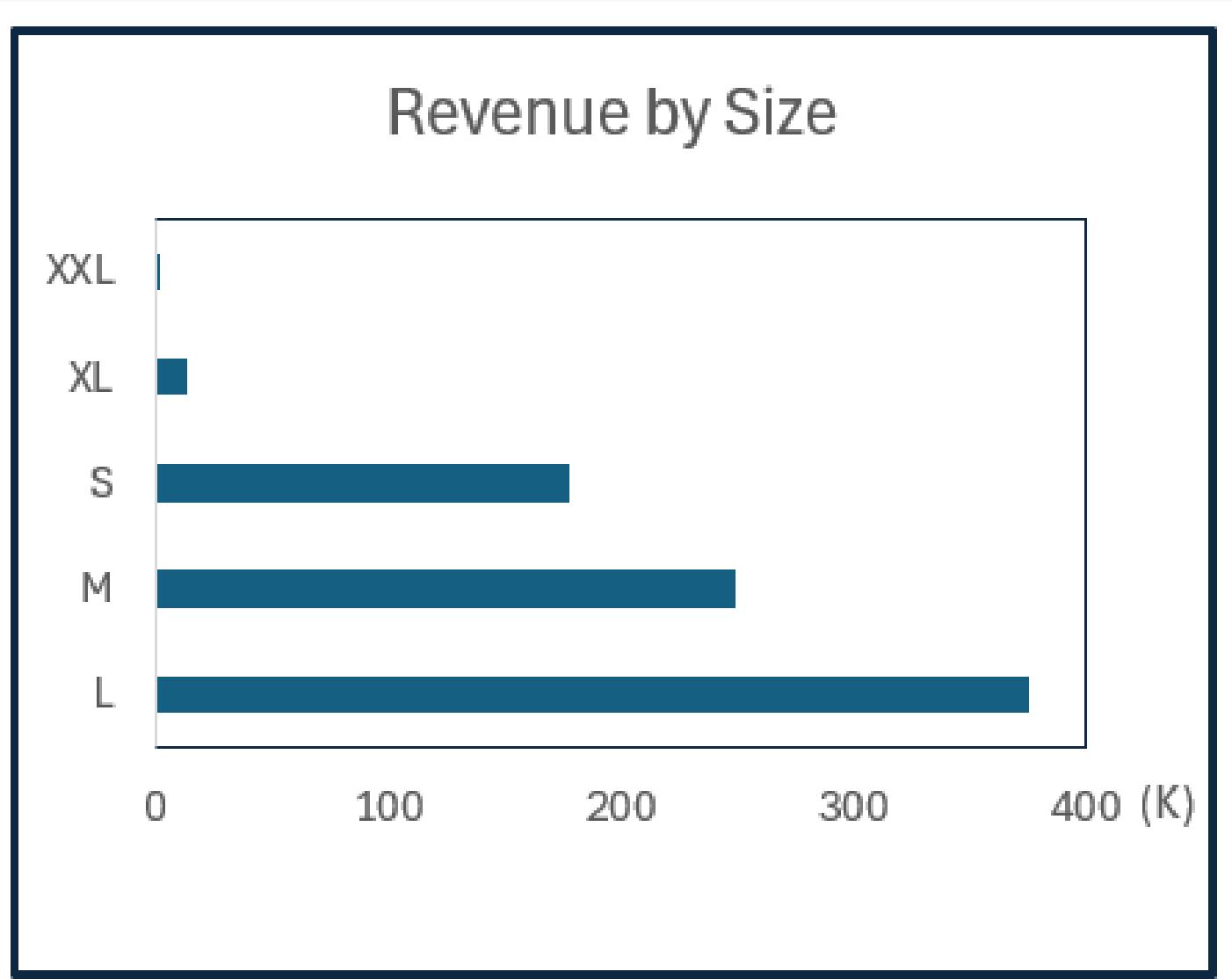
Top-Selling Pizza Category:

- 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.



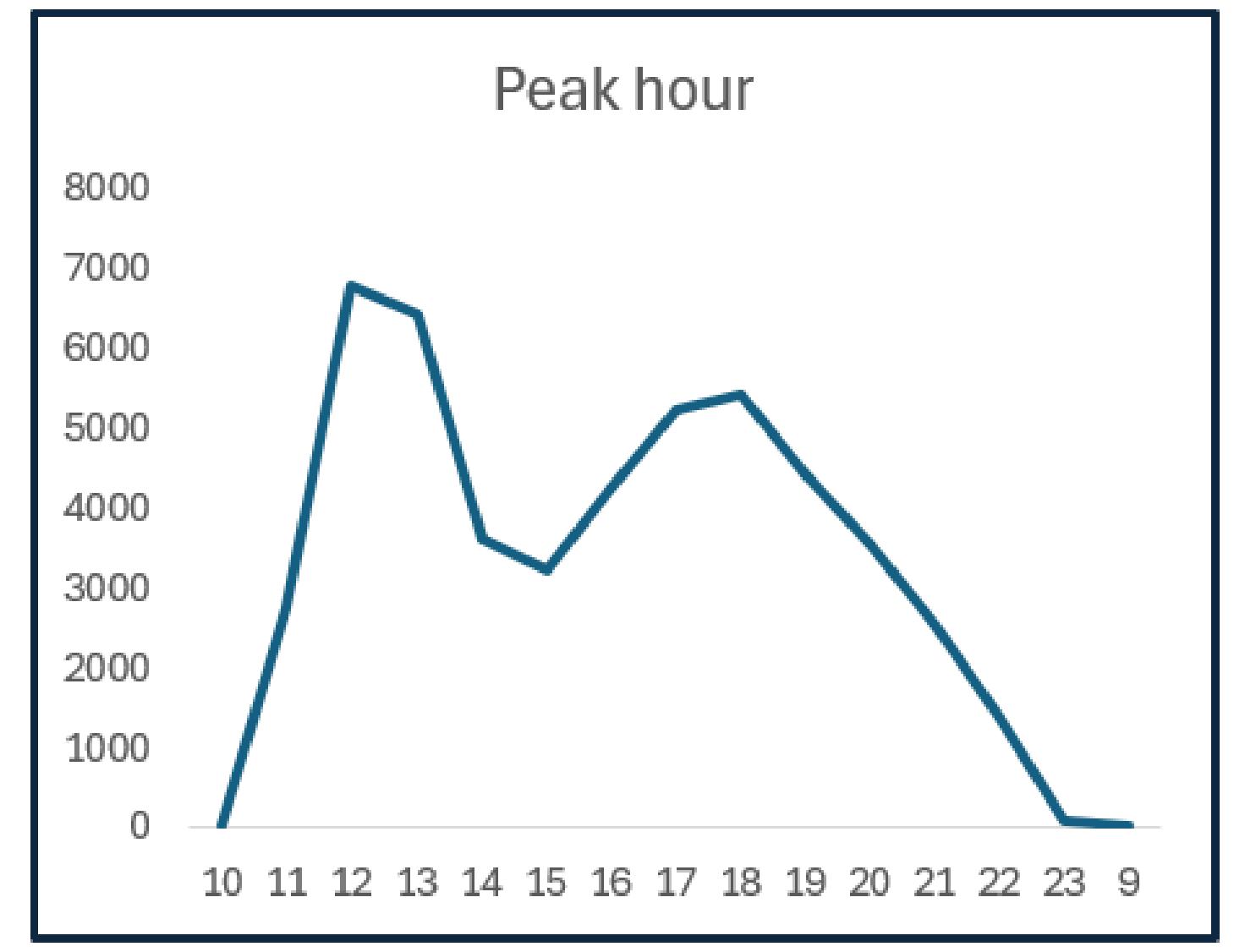
Revenue by Size:

- The **large-sized** pizzas generated the highest revenue, approximately **\$380,000**, followed by the **medium** sized pizzas, which generated **\$280,000**.



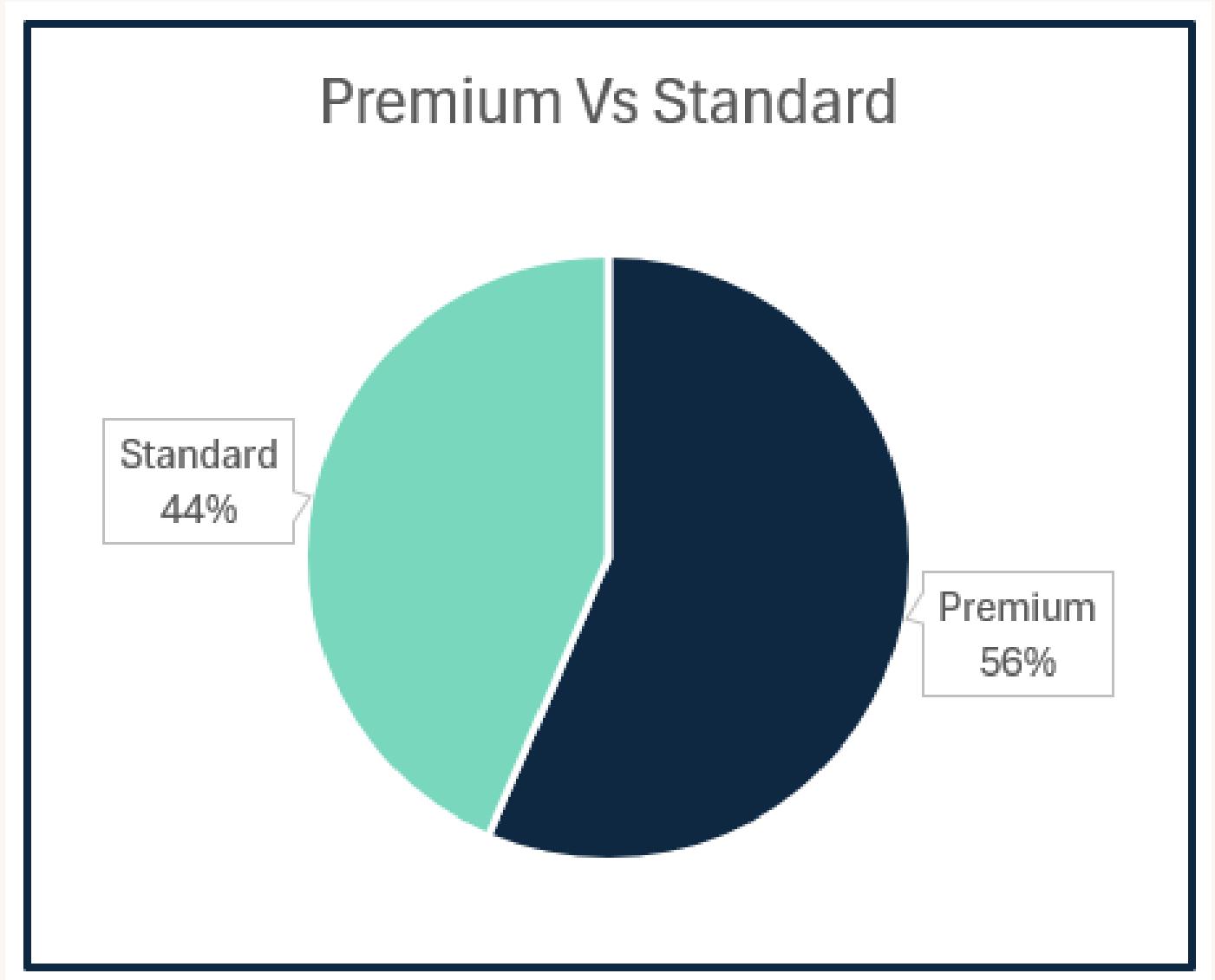
Peak Hour:

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



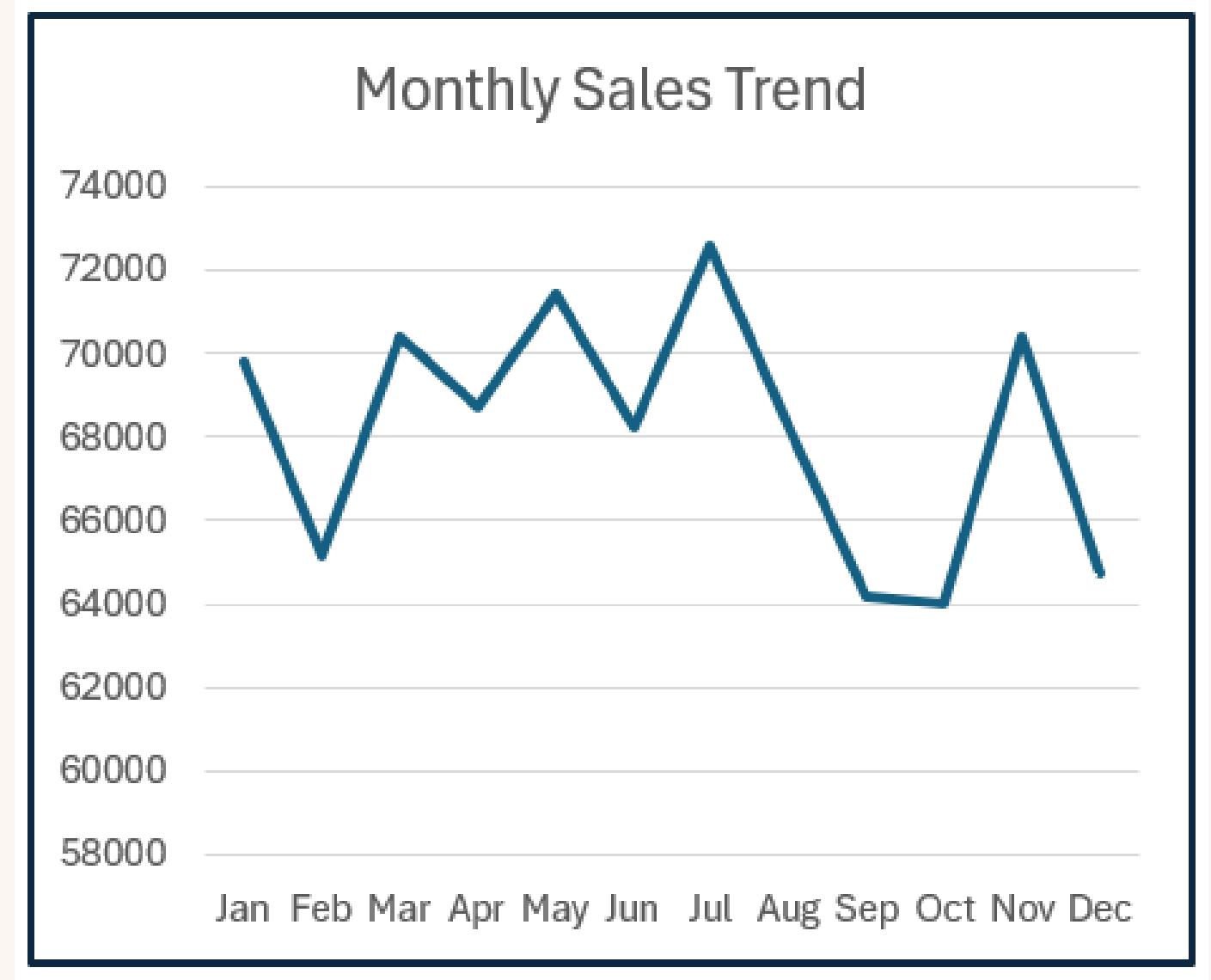
Premium Vs Standard:

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



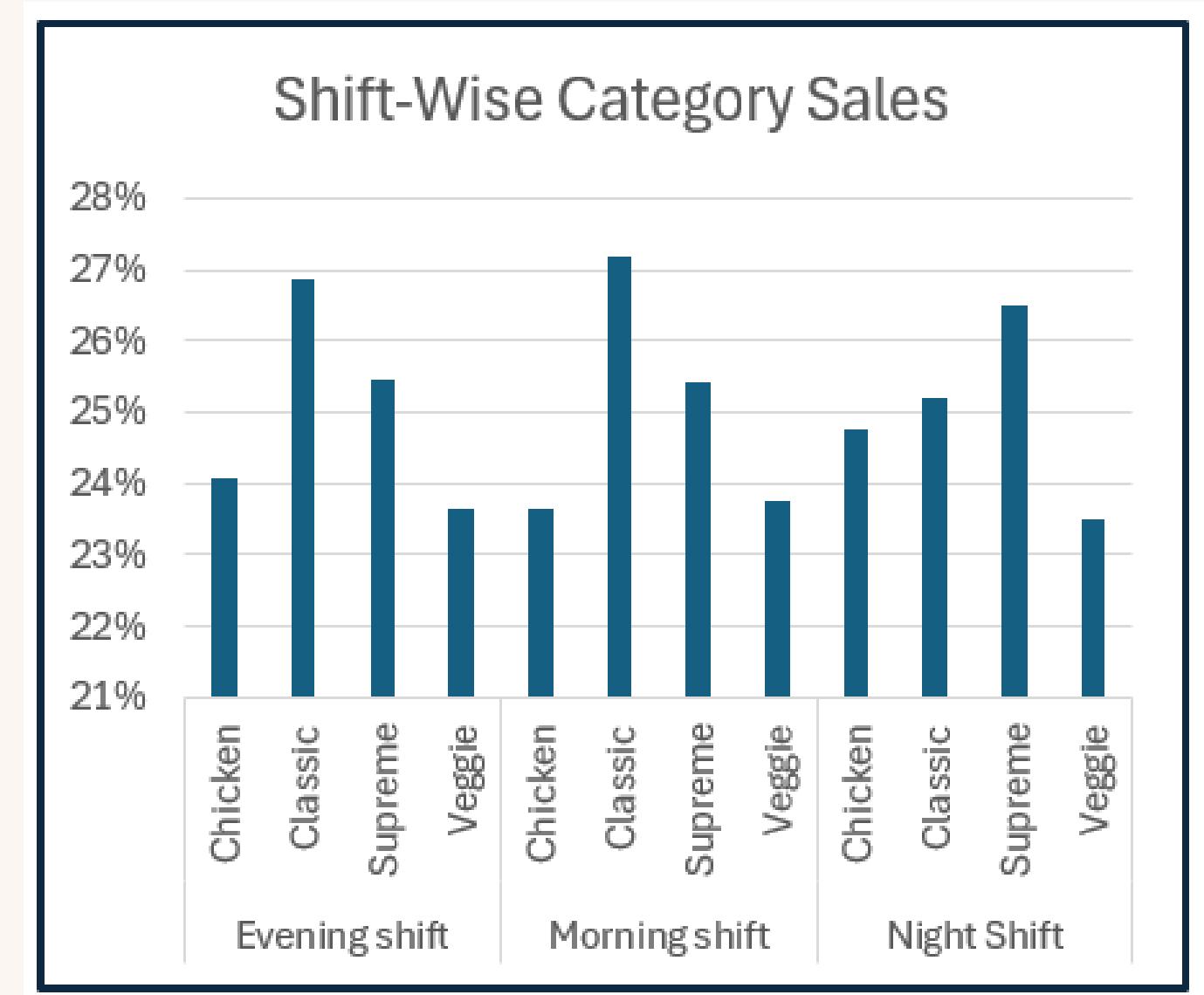
Monthly Sales Trend:

- 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.

- **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.

03.

- **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.

04.

- **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

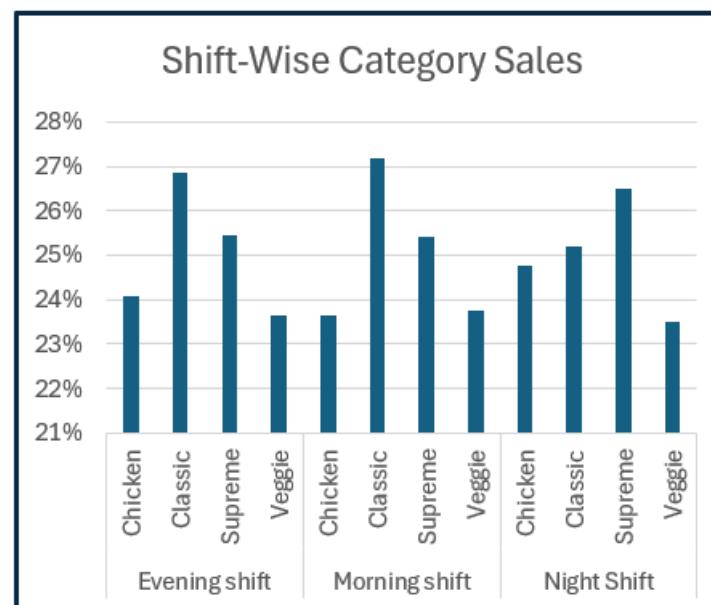
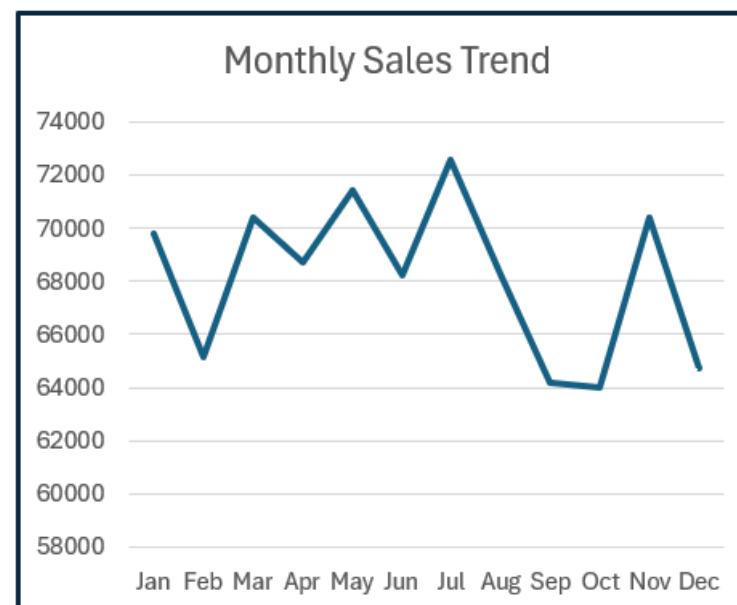
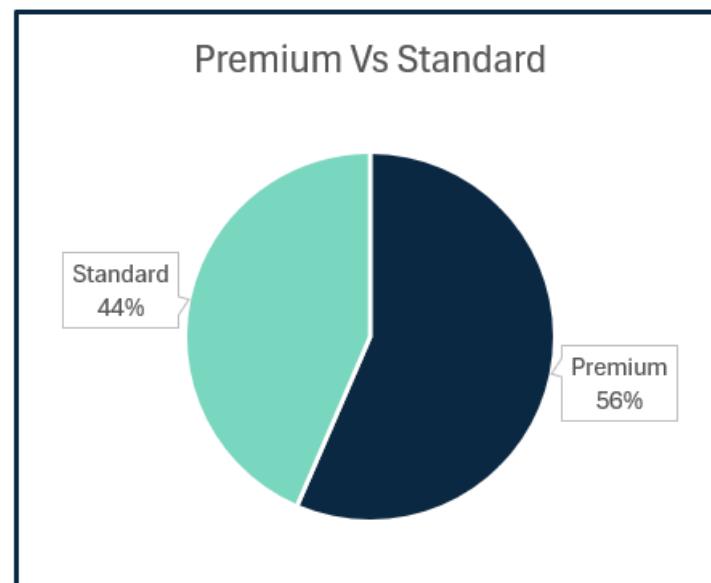
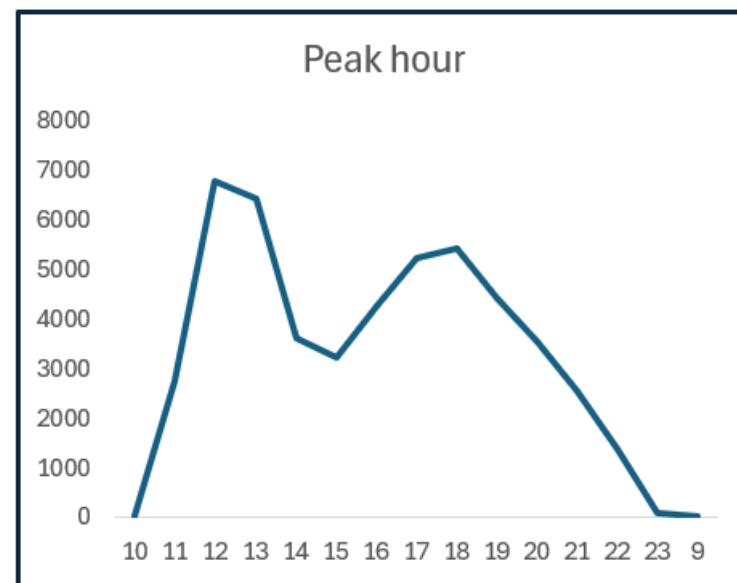
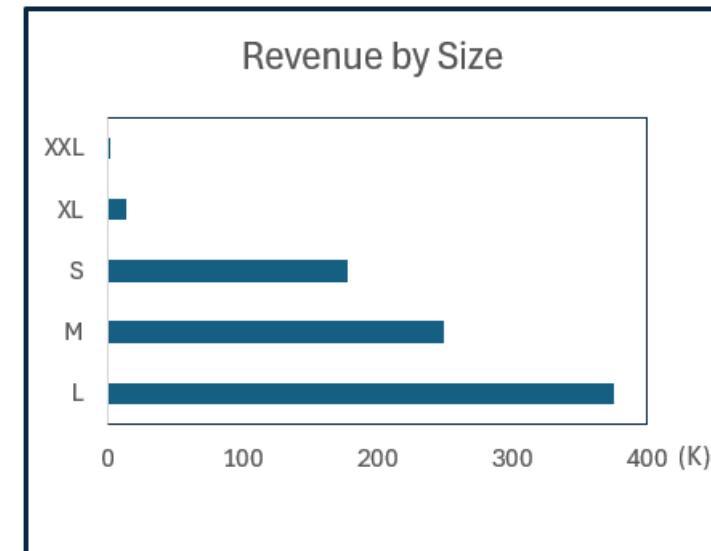
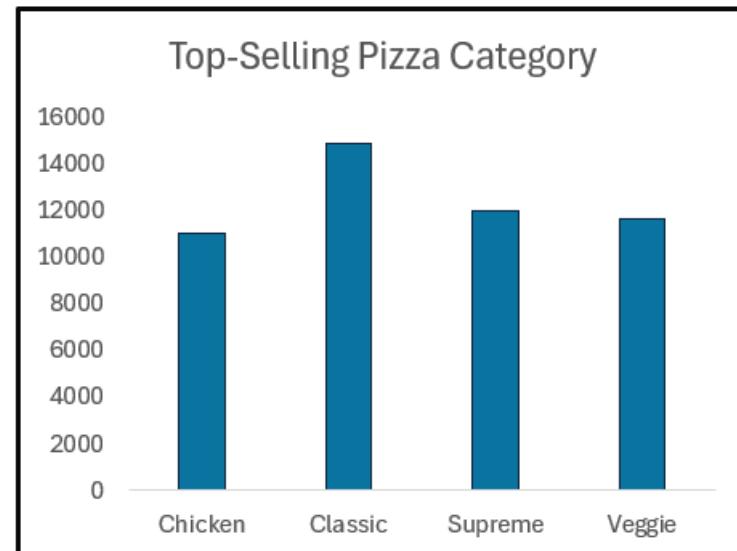
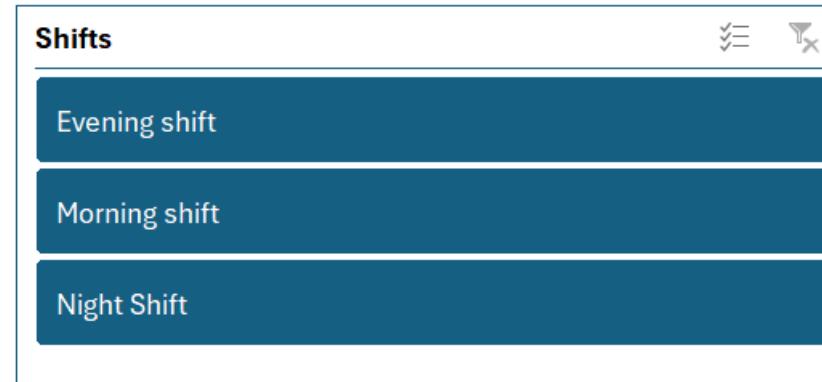
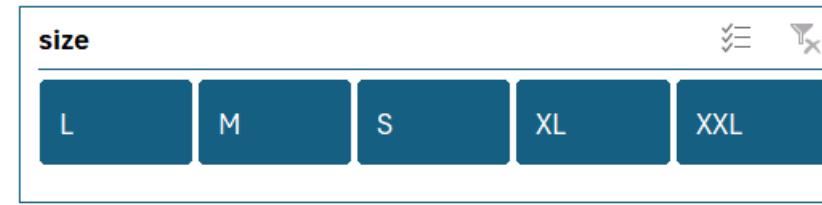
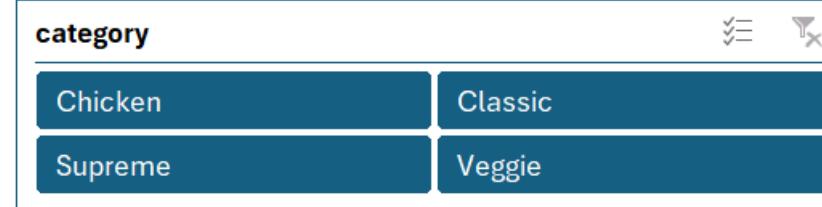
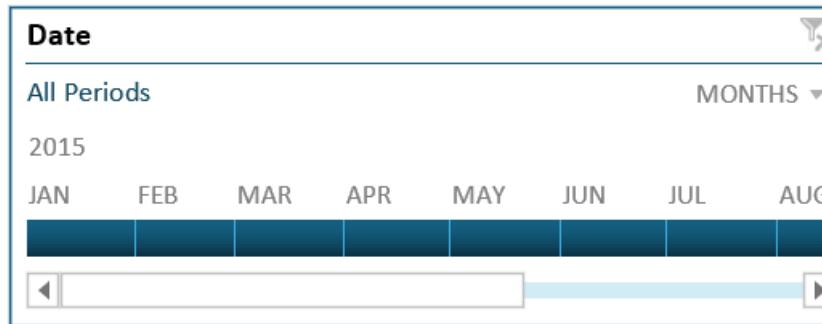
49574

Catgories

4

Total Sales

817860.05



Thank you so much!

