

Business Insights

This **Retail Sales Analysis** project offers several benefits for a pizza business, allowing decision-makers to make informed choices based on data:

1. Optimizing Inventory and Production

By identifying the most popular pizza types and sizes, the business can focus on keeping sufficient stock and ingredients, reducing waste and ensuring customer satisfaction.

2. Revenue Growth Opportunities

- Identifying top-selling pizzas by revenue helps the business push promotions for high-margin items or run combo deals to increase overall sales.
- Understanding which hours of the day have peak orders allows better workforce planning and even special promotions during slow hours.

3. Customer Insights

- The analysis of customer preferences, such as most common pizza categories and sizes, enables the business to tailor marketing efforts toward their preferences.
- The percentage contribution of each pizza type to revenue offers a clear view of which menu items should be highlighted and which may need improvements or removal.

4. Trend Analysis for Strategic Planning

- Cumulative revenue analysis shows long-term growth trends, which can influence budgeting and forecasting.
- Understanding the daily or hourly ordering patterns can assist in marketing strategies, such as sending targeted promotions during high-order times or launching limited-time offers.