

## PIZZA SALES ANALYSIS

### PROBLEM STATEMENT

#### KPI's REQUIREMENT

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:

1. **Total Revenue:** The sum of the total price of all pizza orders.
2. **Average Order Value:** The average amount spent per order, calculated by dividing the total revenue by the total number of orders.
3. **Total Pizzas Sold:** The sum of the quantities of all pizzas sold.
4. **Total Orders:** The total number of orders placed.
5. **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.

#### CHARTS REQUIREMENT

We would like to visualize various aspects of our pizza sales data to gain insights and understand key trends. We have identified the following requirements for creating charts:

1. **Daily Trend for Total Orders:**

Create a bar chart that displays the daily trend of total orders over a specific time period. This chart will help us identify any patterns or fluctuations in order volumes on a daily basis.

## **2. 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 or periods of high order activity.

## **3. 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.

## **4. Percentage of Sales by Pizza Size:**

Generate a pie chart that represents the percentage of sales attributed to different pizza sizes. This chart will help us understand customer preferences for pizza sizes and their impact on sales.

## **5. 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.

## **6. Bottom 5 Best Sellers by Revenue, Total Quantity, and Total Orders:**

Create a bar chart showcasing the bottom 5 worst-selling pizzas based on the Revenue, Total Quantity, and Total Orders. This chart will enable us to identify underperforming or less popular pizza options.