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Class: 3DM

Course: DSC261-3 – Data Visualization

Exercise No: Lab Assignment – 2

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Pizza Sales Dataset

About Dataset—

The Pizza Sales dataset contains transactional data from a pizza restaurant, capturing each pizza sold across various customer orders. It includes details like pizza name, size, quantity, category, price, ingredients, and the timing of each order. The data is perfect for analyzing sales performance, revenue trends, and customer preferences.

Attributes –

pizza_id: A unique number assigned to each pizza sold – *Numerical*

order_id: Represents the full order placed by a customer – *Numerical*

pizza_name_id: An internal code for identifying the pizza (includes name and size) – *Categorical*

quantity: Number of that particular pizza sold in the order – *Numerical*

order_date: The date when the order was placed – *Date*

order_time: The specific time the order was placed – *Time*

unit_price: Price of one unit of the pizza – *Numerical*

total_price: Total amount charged for that row's quantity of pizza – *Numerical*

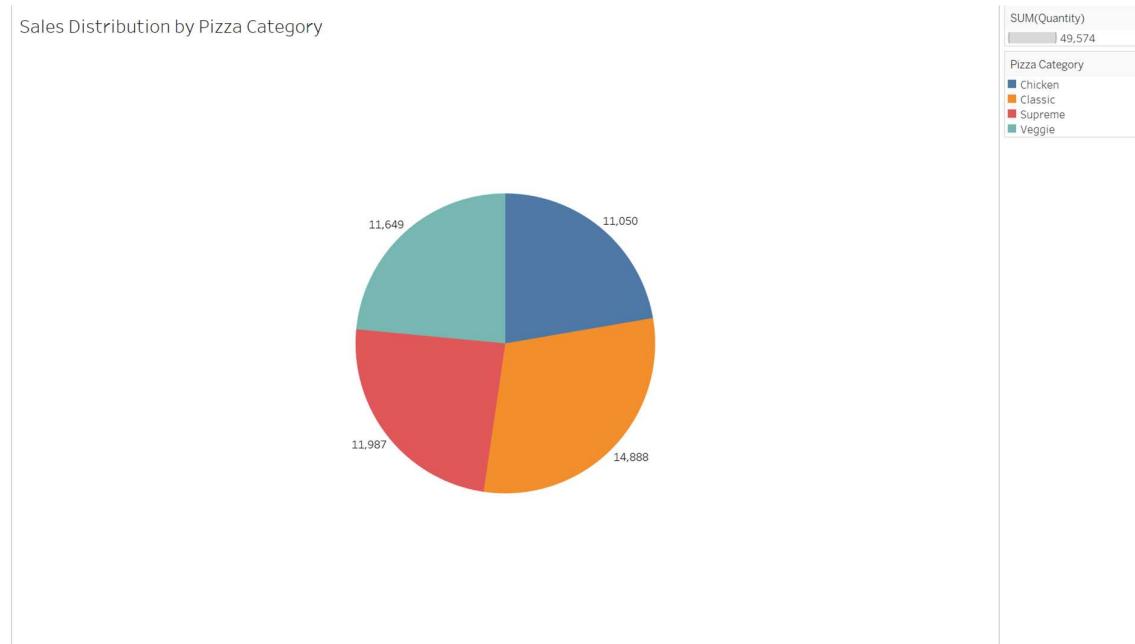
pizza_size: The size of the pizza (S, M, L, XL, etc.) – *Categorical*

pizza_category: Category to which the pizza belongs (e.g., Classic, Veggie) – *Categorical*

pizza_ingredients: List of ingredients in the pizza – *Text / Unstructured*

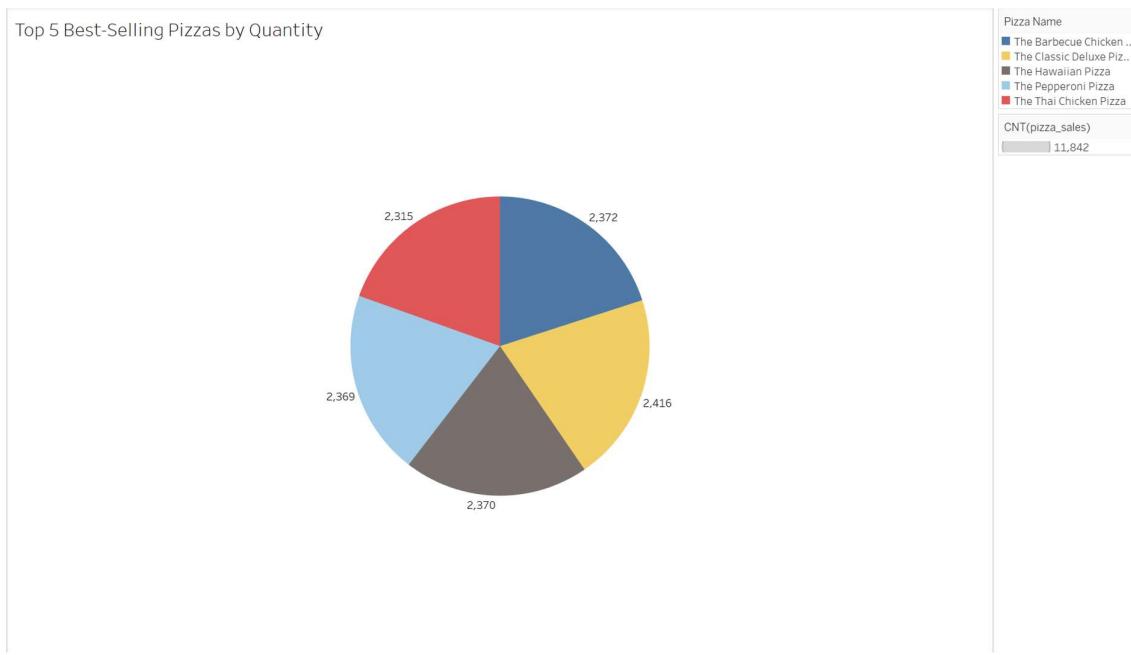
pizza_name: The human-readable name of the pizza – *Categorical*

1. Sales Distribution by Pizza Category.



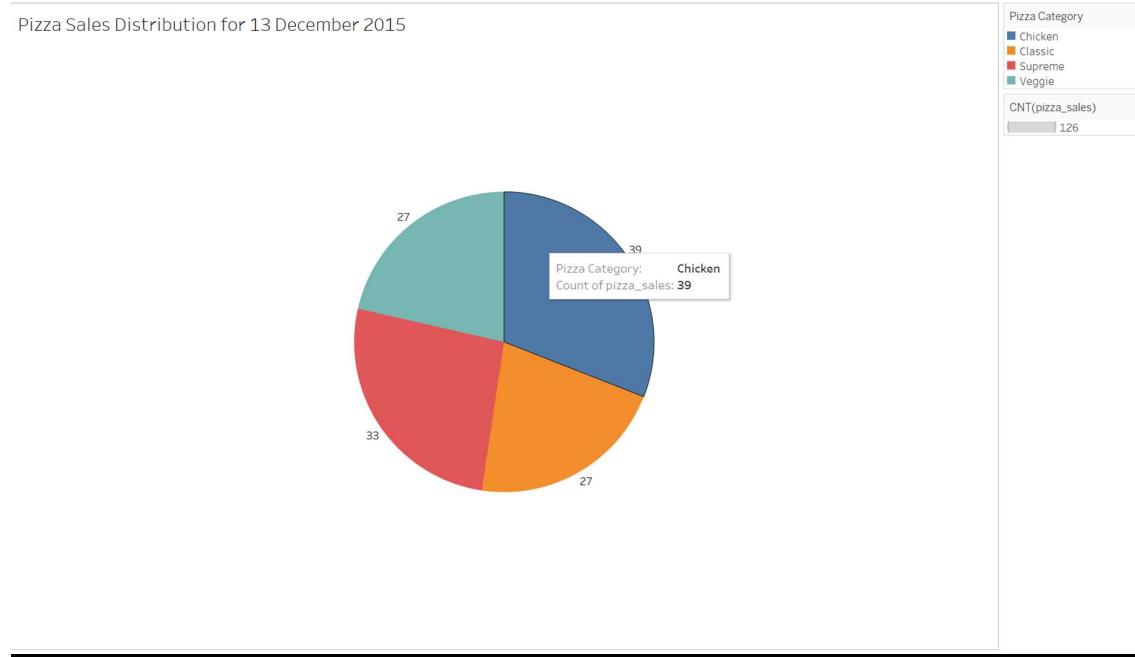
The first pie chart visualizes the total quantity of pizzas sold across different categories: Classic, Supreme, Veggie, and Chicken. Among these, **Classic pizzas** had the highest sales, indicating a strong preference for traditional flavors among customers. **Supreme** and **Veggie** pizzas followed closely, showing balanced popularity. **Chicken pizzas** had the lowest count but still made up a considerable portion, highlighting a diverse demand base. Overall, the chart shows that while Classic leads in popularity, the distribution across categories is relatively even, suggesting that the restaurant offers a well-curated menu that appeals to a broad audience.

2. Top 5 Best-Selling Pizzas by Quantity



The second pie chart illustrates the total quantity of the top five best-selling pizzas, filtered by a measure to highlight the highest performers: The Barbecue Chicken, The Classic Deluxe Pizza, The Pepperoni Pizza, The Hawaiian Pizza, and The Chicken Pizza (CNT, sales). The Barbecue Chicken leads with 2,372 units, indicating a strong customer preference for this flavor. The Classic Deluxe Pizza follows closely with 2,315 units, showing consistent popularity. The Pepperoni Pizza (2,369 units), The Hawaiian Pizza (2,370 units), and The Chicken Pizza (2,416 units) round out the top five, with a relatively even distribution. This filtered view suggests that the restaurant's diverse offerings cater well to varied tastes, with Barbecue Chicken standing out as a top choice. The applied measure filter effectively narrows down the data to showcase these key sellers, providing clear insights into sales trends.

3. Pizza Sales Distribution for 13 December 2015



The third pie chart displays the distribution of pizza sales by category on 13 December 2015, using a date filter to focus on this specific day. Chicken pizzas lead with 39 sales, suggesting a peak preference for this flavor on that date. Classic pizzas follow with 33 sales, indicating solid demand for traditional options. Veggie and Supreme pizzas tie at 27 sales each, showing a balanced interest in these categories. With a total of 126 sales, the chart highlights a diverse yet concentrated demand, with Chicken standing out as the top choice for the day. The date filter effectively isolates this snapshot, revealing how customer preferences can vary daily, and the tooltip enhances the visualization by providing detailed counts on hover, offering deeper insights into the sales breakdown.

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