



Pizza Sales Dashboard

"Pizza: the one thing that always delivers!"

PAGE NAVIGATION



Home



Order Analysis



Revenue Analysis



Forecasting



OVERVIEW

As a data analyst, I have analyzed pizza sales data to better understand customer preferences and ordering patterns. I have identified which types of pizzas are most popular, the sizes in demand, and the peak times for orders. By examining this data, I have identified opportunities to customize our offerings to better align with customer needs and optimize operations. Additionally, I have forecasted future orders and revenue, enabling the business to make informed decisions that drive growth and improve customer satisfaction.



ORDER ANALYSIS

As a data analyst, I have thoroughly examined the total number of orders placed, which currently stands at **21,400**. Notably, **34%** of our total orders consist of **small-sized pizzas**, with the majority being placed during the afternoon hours. Additionally, our **classic pizza** has emerged as the most popular choice among customers.



RECOMMENDATION

However, there are opportunities for improvement. **Morning orders remain low**, with only **1.2k** placed during that time. Similarly, **chicken pizzas** have been the least ordered, with only **11.1k** sold. Additionally, **medium and large pizzas** are currently tied, each accounting for **32.98%** of orders, suggesting that customers are evenly split in their preferences.

- 1. Boosting Morning** (by launching breakfast-themed pizzas)
- 2. Promote Chicken Pizzas**
- 3. Leverage Medium and Large Preferences.**



REVENUE ANALYSIS

We have generated a total revenue of **\$817.9k** from our pizza sales. The majority of this revenue, approximately **46.75%**, comes from **large-sized pizzas**, highlighting customer preference for larger portions. Our **classic pizza** has been a major contributor, generating around **\$220k** in revenue, while the **Thai pizza** has contributed about **\$43k**.



RECOMMENDATION

- 1. Increase Small Pizza Sales:** Small pizzas generate only **22.18%** of revenue. Introducing bundle deals or lunch specials could attract more individual customers.
- 2. Enhance Veggie Pizza Appeal:** Veggie pizzas earned **\$190k**, likely due to lower prices. Offering premium veggie options or add-ons can help increase their revenue.
- 3. Promote High-Priced Pizzas:** Premium pizzas like the **Greek pizza** show demand for gourmet options. Focus promotions on these high-margin pizzas to boost sales.



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Home



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KPI

Total Orders



21.4K



FILTER PANEL

Size

All

Category

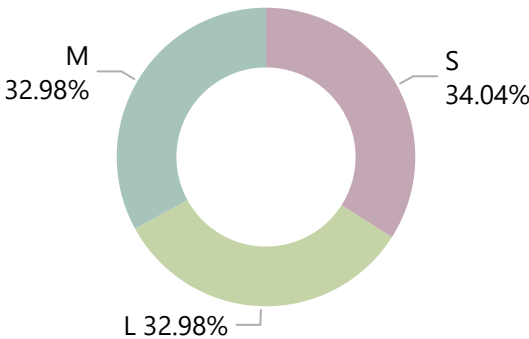
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Pizza name

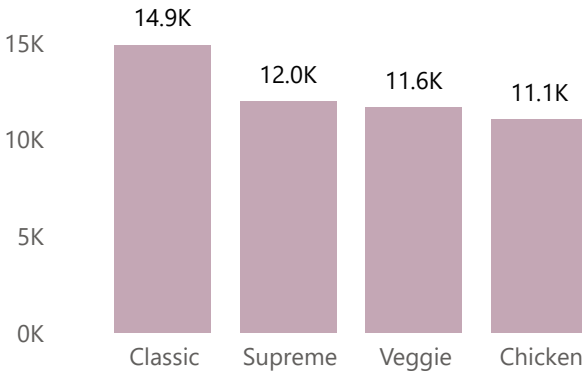
Quantity

The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371
The California Chicken Pizza	2370

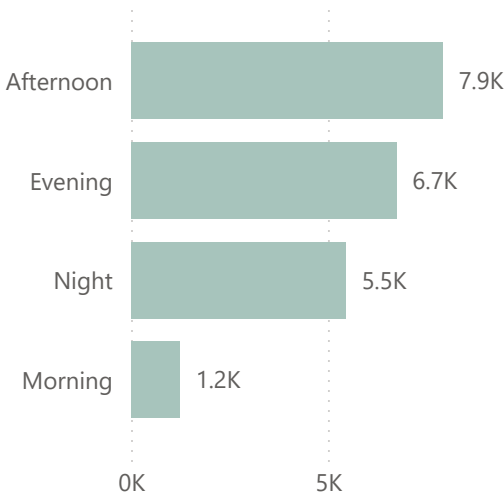
Pizza Size Distribution



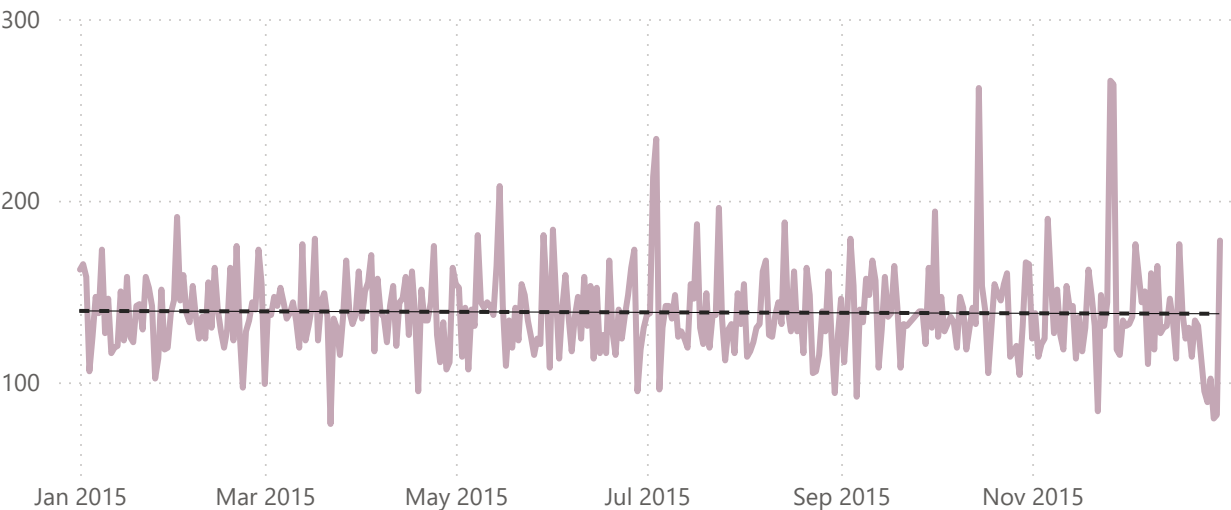
Total Quantity by Pizza Category



Orders by Time of Day



Total Pizzas Ordered Over Time





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Home



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KPI

Total Revenue



817.9K



FILTER PANEL

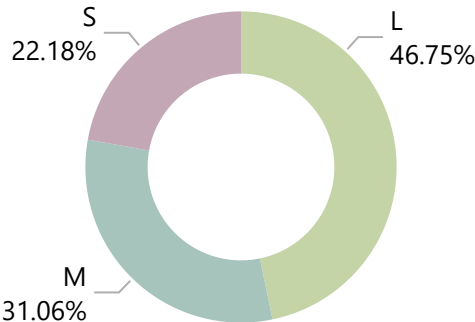
Category

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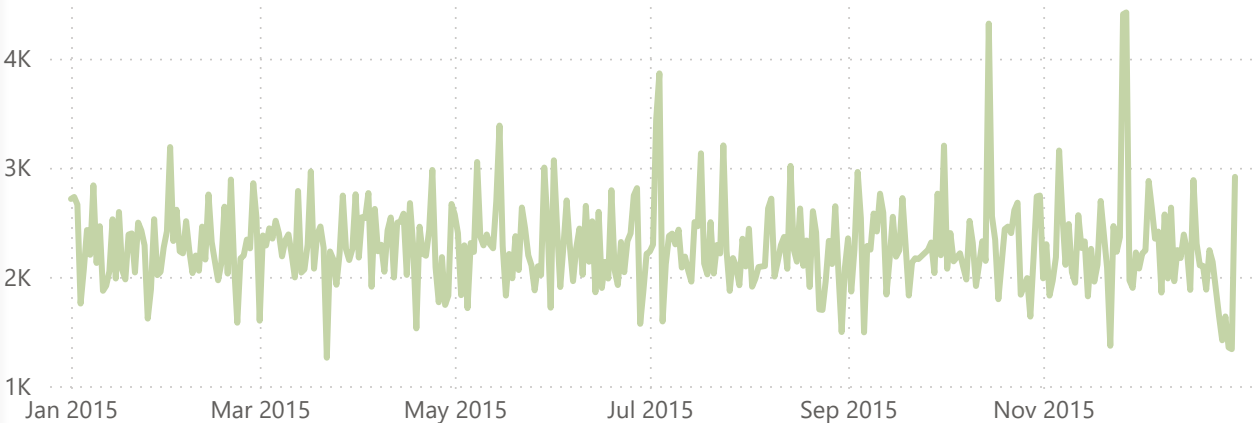
Size

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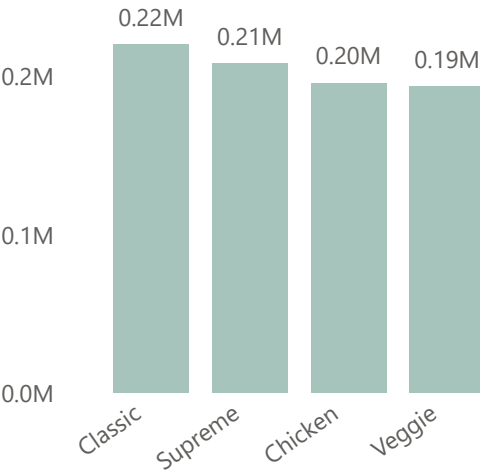
Revenue by Size



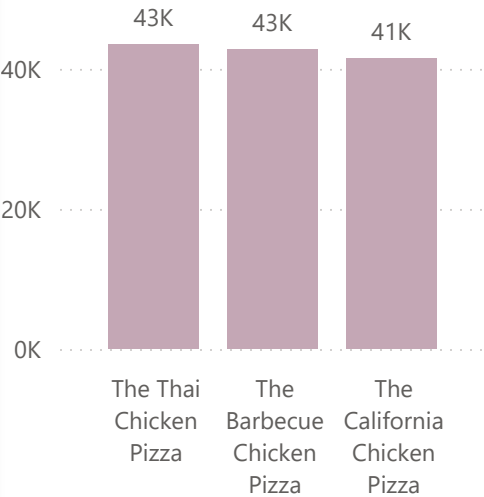
Cumulative Revenue Over Time



Total Revenue by category



Total Revenue by name



Pizza Name	Price
The Barbecue Chicken Pizza	50.25
The Big Meat Pizza	48.50
The Brie Carre Pizza	23.65
The Calabrese Pizza	48.75
The California Chicken Pizza	50.25
The Chicken Alfredo Pizza	50.25
The Chicken Pesto Pizza	50.25
The Classic Deluxe Pizza	48.50
The Five Cheese Pizza	46.50
The Four Cheese Pizza	44.45



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Home



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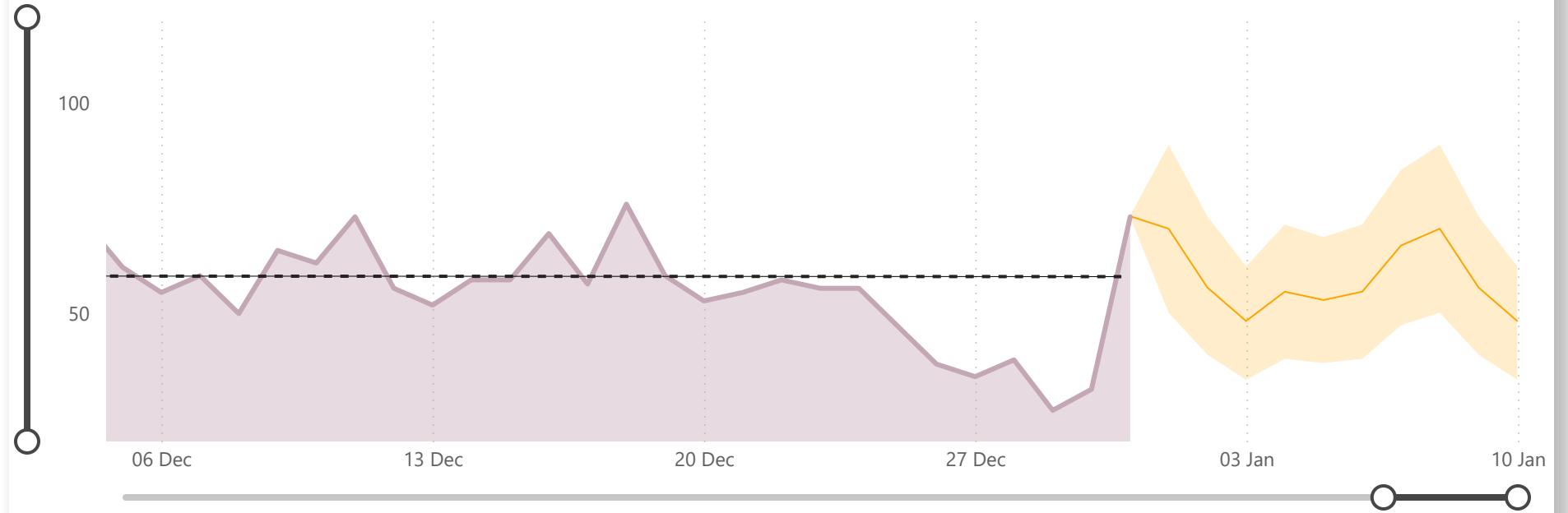


Revenue Analysis



Forecasting

Forecasted Total Orders Over Time



Forecasted Total Revenue Over Time

