PIZZA MANIA

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Email: ceo@maniapizza.com  
Date:

To:  
Emmanuel Obeng Afari  
obengkojo analytics

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Dear Mr. Afari,

**Data Analysis and Business Insights Project Statement**

At Pizza Mania, we are committed to continuous growth, operational excellence, and delivering the best experience to our customers. To achieve this, we believe in making smart, data-driven decisions. I am reaching out to engage your expertise as a Data Analyst to help us uncover key insights, trends, and opportunities for our business.

## Project Objective:

This project seeks to analyze our business data in order to optimize performance, maximize revenue, and refine our customer experience. Your task is to deliver a comprehensive analysis and an interactive dashboard that will enable leadership to make well-informed decisions.

## Key Areas of Focus:

* Daily Customer Analysis  
  - Determine how many customers we serve each day.  
  - Highlight fluctuations across days and weeks.
* Peak Hours Identification  
  - Identify high-traffic hours throughout each day.  
  - Provide recommendations for staffing and resource allocation.
* Order Insights  
  - Determine the average number of pizzas per order.  
  - Identify common order combinations and upsell opportunities.
* Menu Performance  
  - Highlight our best-selling pizzas.  
  - Identify low-performing items that may need to be retired or reworked.
* Revenue Analysis  
  - Provide year-to-date revenue performance with monthly and quarterly breakdowns.  
  - Segment revenue by dine-in, takeout, and delivery.
* Seasonality Analysis  
  - Detect seasonal sales trends and customer behavior patterns.
* Promotional Insights  
  - Recommend promotional strategies based on data (discounts, combos, limited-time offers).  
  - Suggest menu adjustments for maximum profitability.

## Expected Deliverables:

* An interactive dashboard (Power BI or Tableau) covering:  
   - Daily customer trends  
   - Peak hour visuals  
   - Average order size  
   - Bestsellers and underperformers  
   - Revenue breakdowns  
   - Seasonality charts  
   - Promotion recommendations
* An executive summary document (1–2 pages) highlighting the most important insights and strategic recommendations.

## Project Timeline:

* Kick-off: [Insert Date]
* Progress review: End of week 2
* Final submission: End of week 3

## Success Criteria:

* Clear, actionable insights
* Intuitive, user-friendly dashboard
* Recommendations that can drive tangible business impact

We look forward to partnering with you and leveraging your expertise to help Pizza Mania continue to lead in both customer satisfaction and profitability. Please confirm your availability to begin this project.

Warm regards,  
  
Antonio Viera  
CEO, Pizza Mania