

PROBLEM STATEMENT

- Our company aims to conduct a comprehensive sales analysis of pizza sales over the past year to gain actionable insights into the performance of our product offerings. By analyzing sales data, customer preferences, seasonal trends, Daily Trends, Hourly Trends.
- we seek to identify key drivers of sales, areas for improvement, and opportunities for growth





PIZZA SALES REPORT

JAN 15 - DEC-15



HOME



WORST/BEST SELLERS

Order date

01-01-2015

31-12-2015



PIZZA CATEGORY

- ☐ Select all
- ☐ Chicken
- ☐ Classic
- ☐ Supreme
- ☐ Veggie



817.86K

Total_revenue



38.31

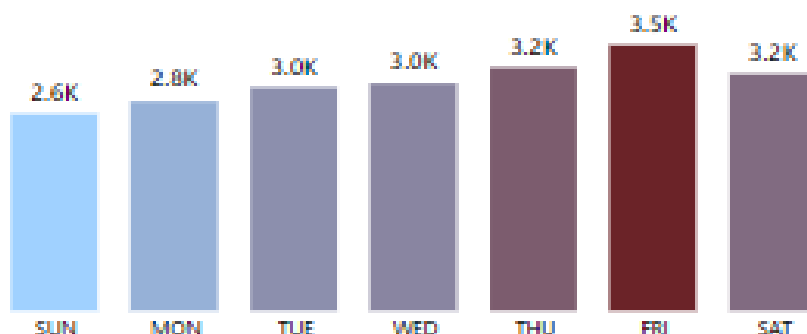
avg_order_value



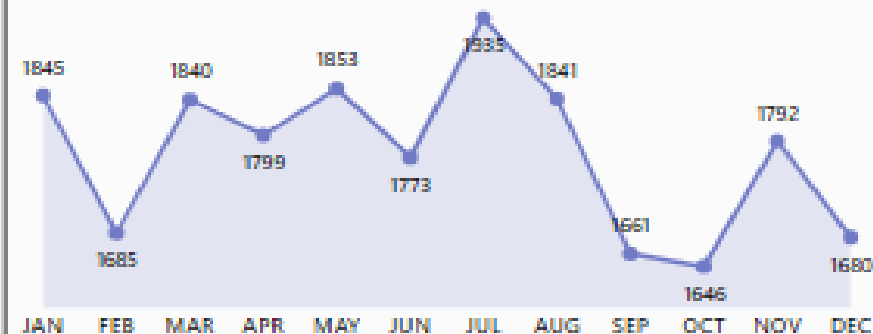
49574

total_pizzas_sold

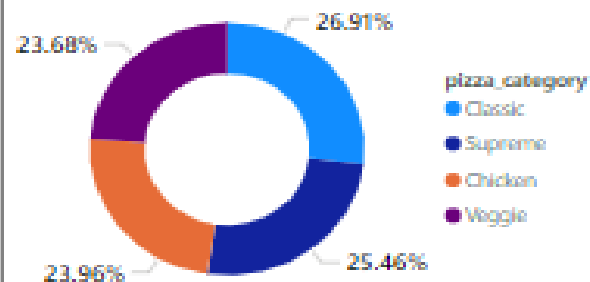
Daily Trends for Total Orders



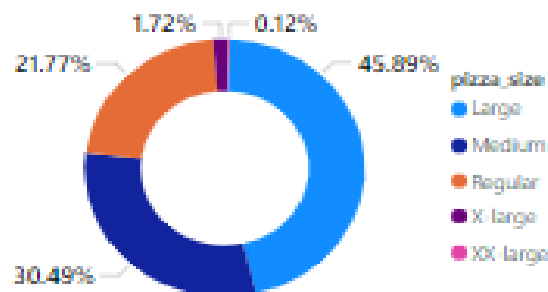
Monthly Trends For Total Orders



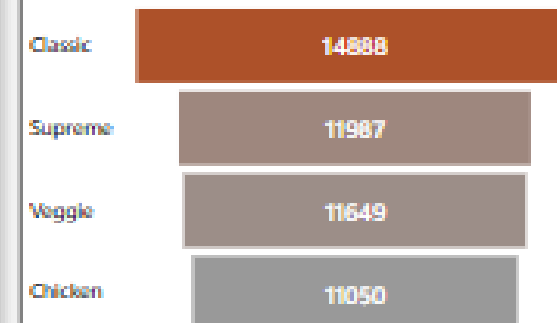
% of Sales By Pizza Category



% of Sales By Pizza Size



total pizzas sold by pizza_category



SOFTWARE USED



A horizontal bar chart titled 'SOFTWARE USED' listing four software applications. Each application is represented by a dark blue bar with its name in white text. To the right of each bar is a white rectangular box, likely for a percentage or additional details. The bars are stacked vertically with consistent spacing.

Software	Percentage/Value
MS OFFICE	
MS SQL SERVER	
SQL SERVER MANAGEMENT STUDIO	
POWER BI	

MS OFFICE

MS SQL SERVER

SQL SERVER MANAGEMENT STUDIO

POWER BI



Pizza Sales Analysis & Performance Insights

January 2015 - December 2015

Key metrics

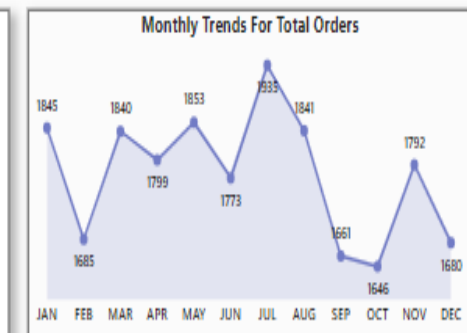
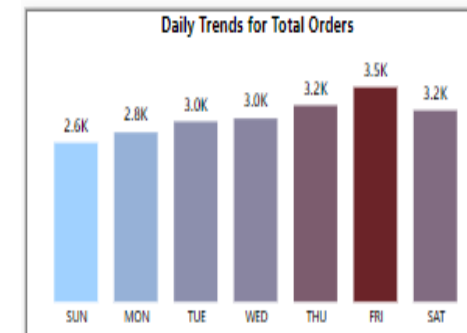
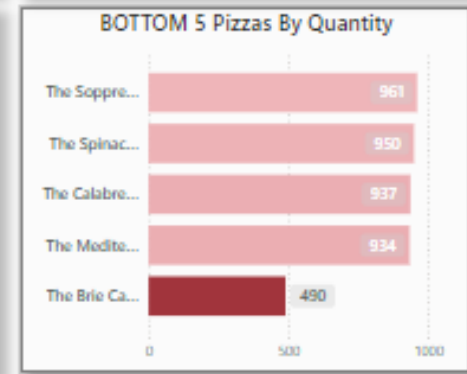
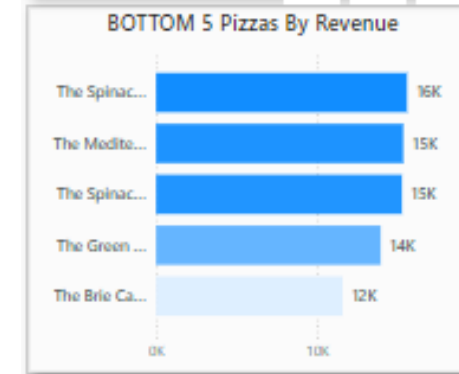
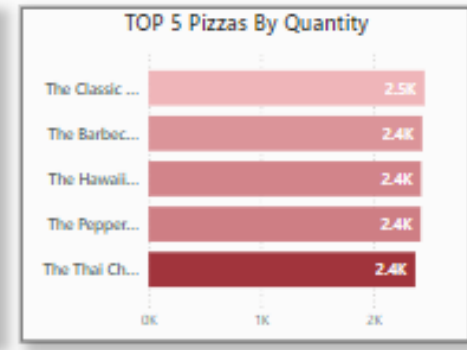
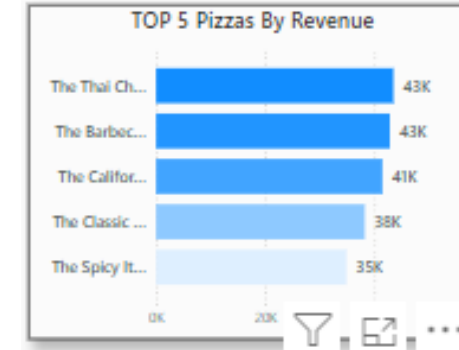
- Total Revenue
- Average Order Value (AOV)
- Total Pizzas Sold
- Total Orders
- Average Pizzas per Order





Key metrics

- Daily Trends For Total Orders
 - Monthly Trends For Total Orders
 - Percentage Of Sales By Pizza Category
 - Percentage Of Sales by Pizza Size
 - Total Pizzas Sold By Pizza Category
-
- Top 5 Best Sellers by Revenue, Total Quantity and Total Orders
 - Bottom 5 Best Sellers by Revenue, Total Quantity and Total Orders



- ❖ This presentation analyzes the performance of pizza sales for the period from January to December, providing valuable insights into customer behavior, sales trends

BUSIEST DAYS & TIMES:

DAYS: Orders are highest on weekends, Fridays/Saturday evenings.

MONTHLY: There are maximum orders from month of July and January

SALES PERFORMANCE:

CATEGORY: Classic category contributes to maximum sales & total orders.

SIZE: Large size pizza contributes to maximum sales



BEST SELLERS:

REVENUE:

The Thai Chicken Pizza Contribution to maximum Revenue

QUANTITY:

The Classic Deluxe Pizza Contributes to maximum Total Quantities

TOTAL ORDERS:

The Classic Deluxe Pizza Contributes to maximum Total Orders

WORST SELLERS:

REVENUE:

The Brie care Pizza Contributes to minimum Revenue

QUANTITY:

The Brie Care Pizza Contributes to minimum Total Quantities

TOTAL ORDERS:

The Brie Care Pizza Contributes to minimum Total Orders





- THANK YOU