



# Pizza Sales Analysis

CONTENT

INTRODUCTION

GOALS & KPI'S

RECOMMENDED ANALYSIS

CONCLUSION

# INTRODUCTION

- Problem: - Pizza restaurant has recently seen a decline in sales and plans to increase them by looking at customer and order data. To do this, the management plans to perform a thorough analysis of order data and consumer behaviour in order to spot important trends and areas for improvement.
- Background: - An overview of pizza sales data from January 2015 to December 2015 is given in this report. To find trends and patterns in pizza sales, data was gathered from pizza joints across the United States and analysed.



# GOALS & KPI'S

## Goals & KPI's

### Goals

- Increase pizza sales by 10% within 6 months
- Identify and address the root cause of the decline in sales
- Improve customer satisfaction and loyalty
- Gain a deeper understanding of customer behaviour and preferences

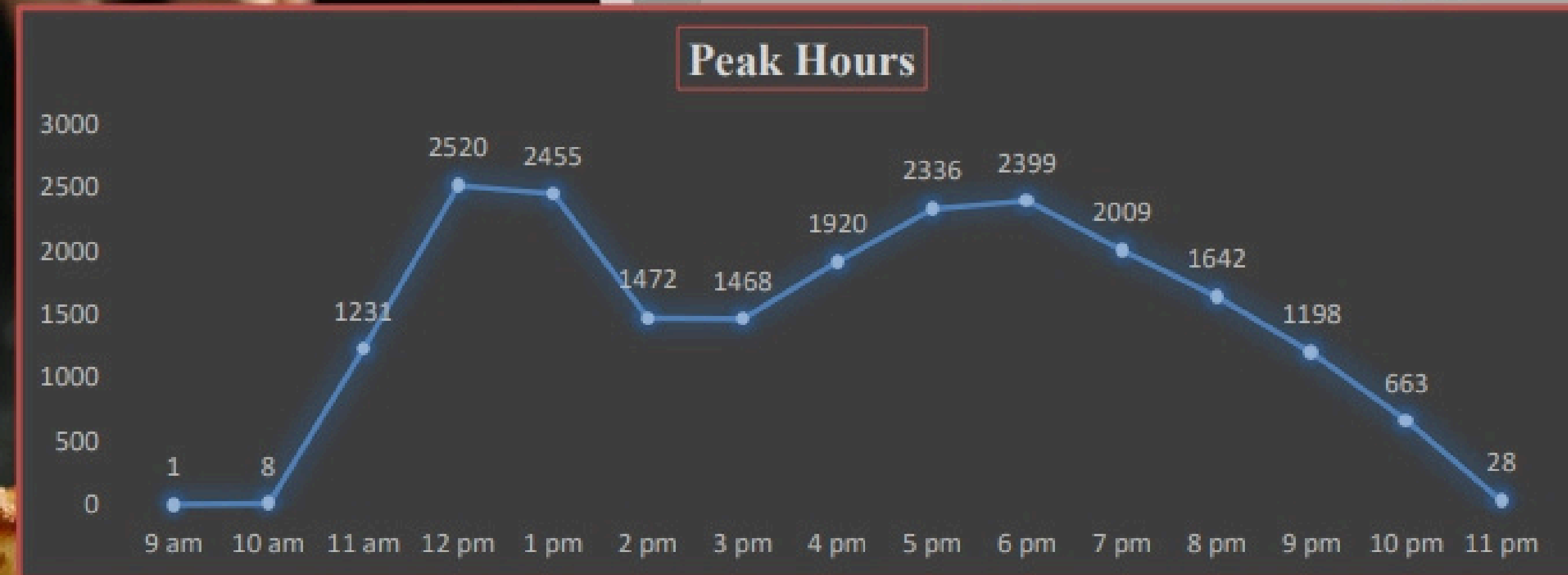
### Key Performance Indicators (KPIs)

- Total revenue
- Total order
- Average order value
- Total pizza sold (quantity)
- Average pizza per order value

KPI's Requirements		
Total Revenue	\$	801,944.70
Average Order Value	\$	37.56
Total Pizza Sold		49574
Total Orders		21350
Average Pizza's Per Order		2.277283372

## RECOMMENDED ANALYSIS

❖ Find out how many customers do we have each day? Are there any peak hours?



**There are two peak hours 12:00 PM to 1:00 PM & 5:00 PM to 6:00 PM.**



**On an average we have 60 customers per day.**



❖ How many pizzas are typically in an order? Do we have any bestsellers?

- We have 2 pizza are typically in an order and **big\_meat\_s** is the bestseller

Average No. of Pizza in an Order
2







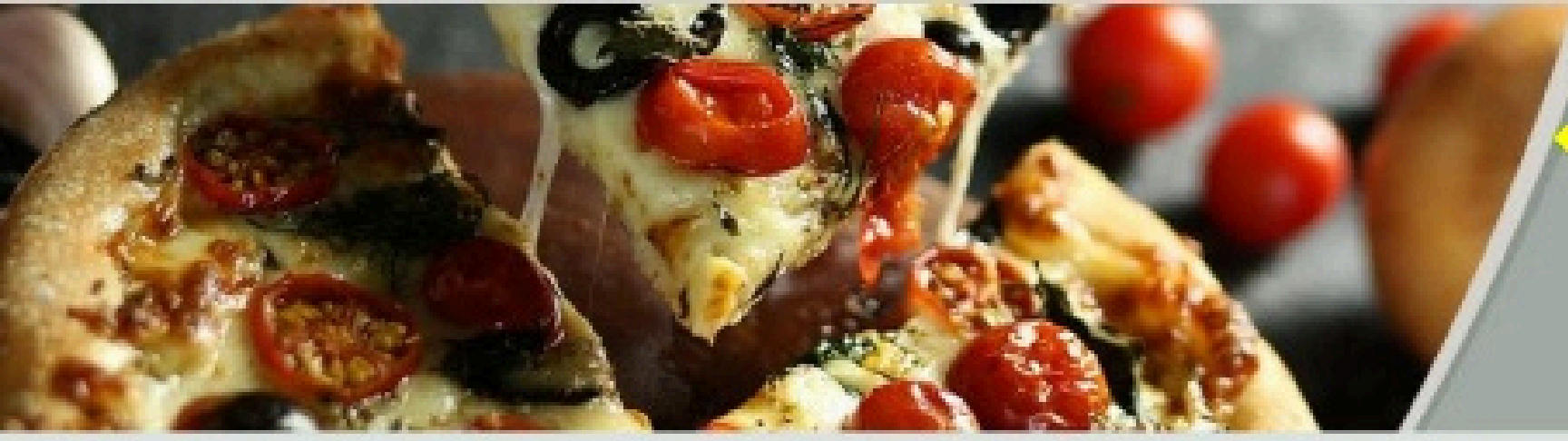
❖ How much money did we make this year? Can we identify any seasonality in the sales?

- We made this year \$ 801,994.70 amount of money.
- Summer Season has the highest sales as compared to others three seasons

How much money did we make this year?

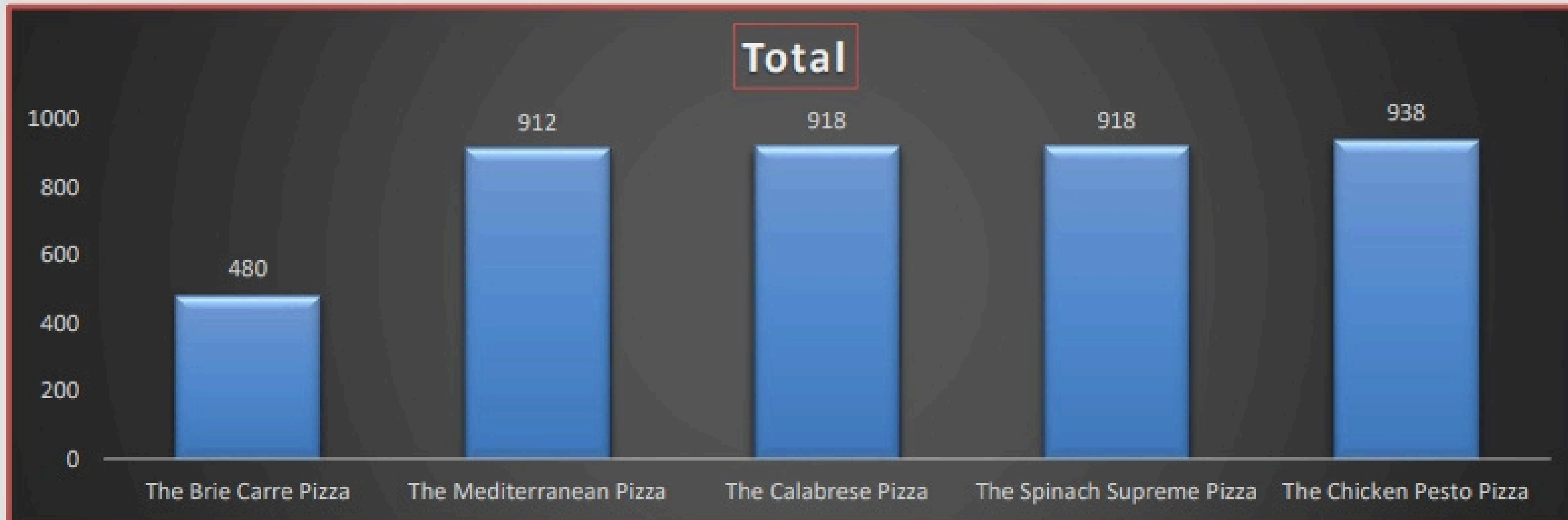
\$801,944.70

Season's	Month	Orders	Season's	Total Orders
Winter	Jan	1845	Winter	5210
Winter	Feb	1685	Spring	5492
Spring	Mar	1840	Summer	5549
Spring	Apr	1799	Fall	5099
Spring	May	1853		
Summer	Jun	1773		
Summer	Jul	1935		
Summer	Aug	1841		
Fall	Sep	1661		
Fall	Oct	1646		
Fall	Nov	1792		
Winter	Dec	1680		



❖ Are there any pizzas we should take off the menu, or any promotions we could leverage?

- We can take off the pizza from the menu is : **The Brie Carre Pizza** reason is simple it is lowest ordered pizza in that year and Since the Summer season already saw the largest pizza sales and the Fall season saw the lowest pizza sales, so we can provide a seasonal discount or special offers according to season.

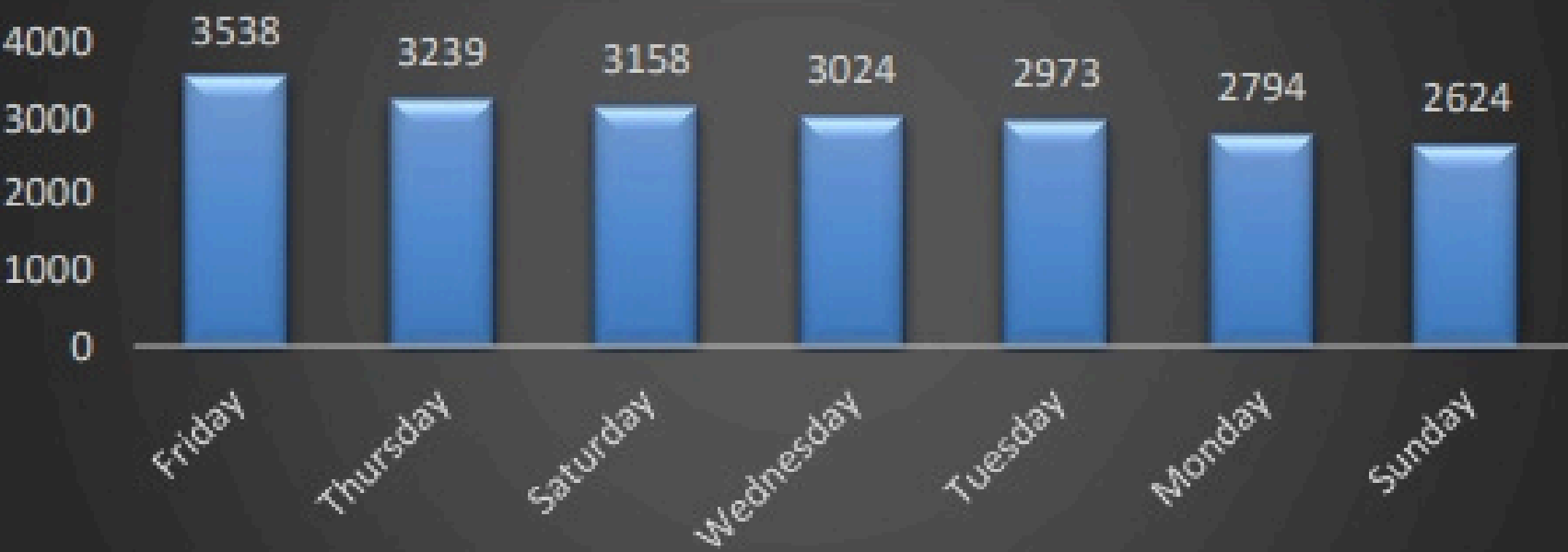




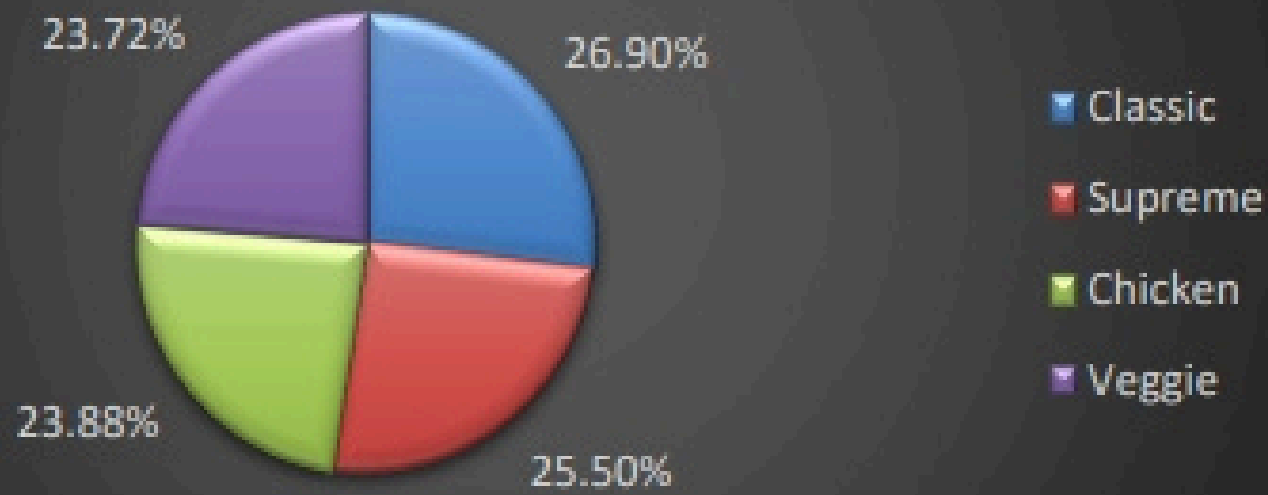


# More Insights

Total Orders Weekdays wise



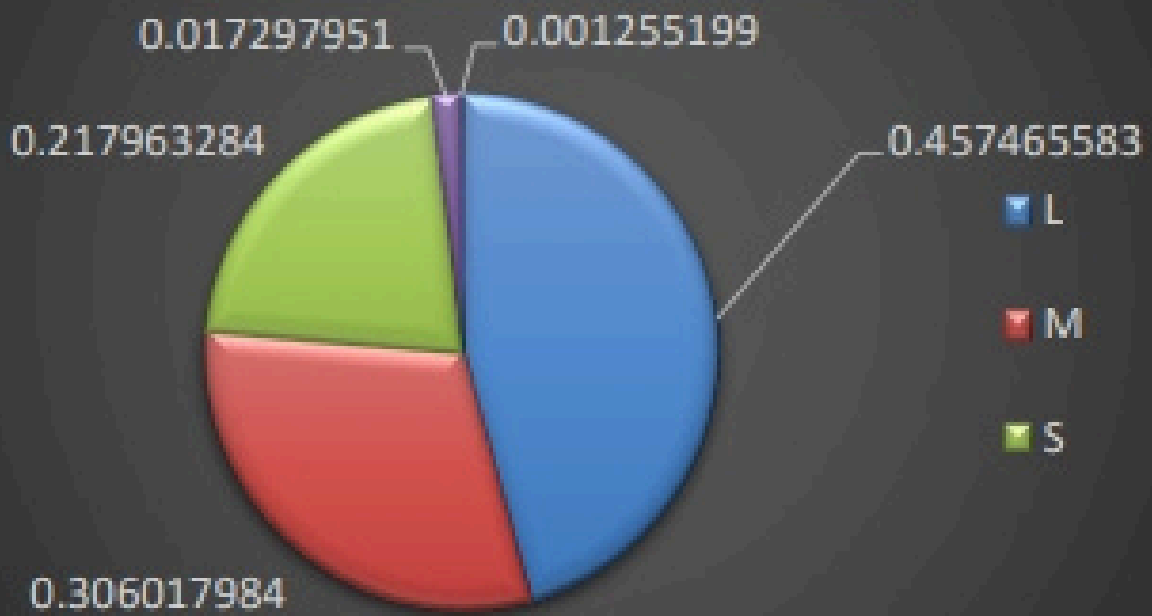
% of sales by pizza category



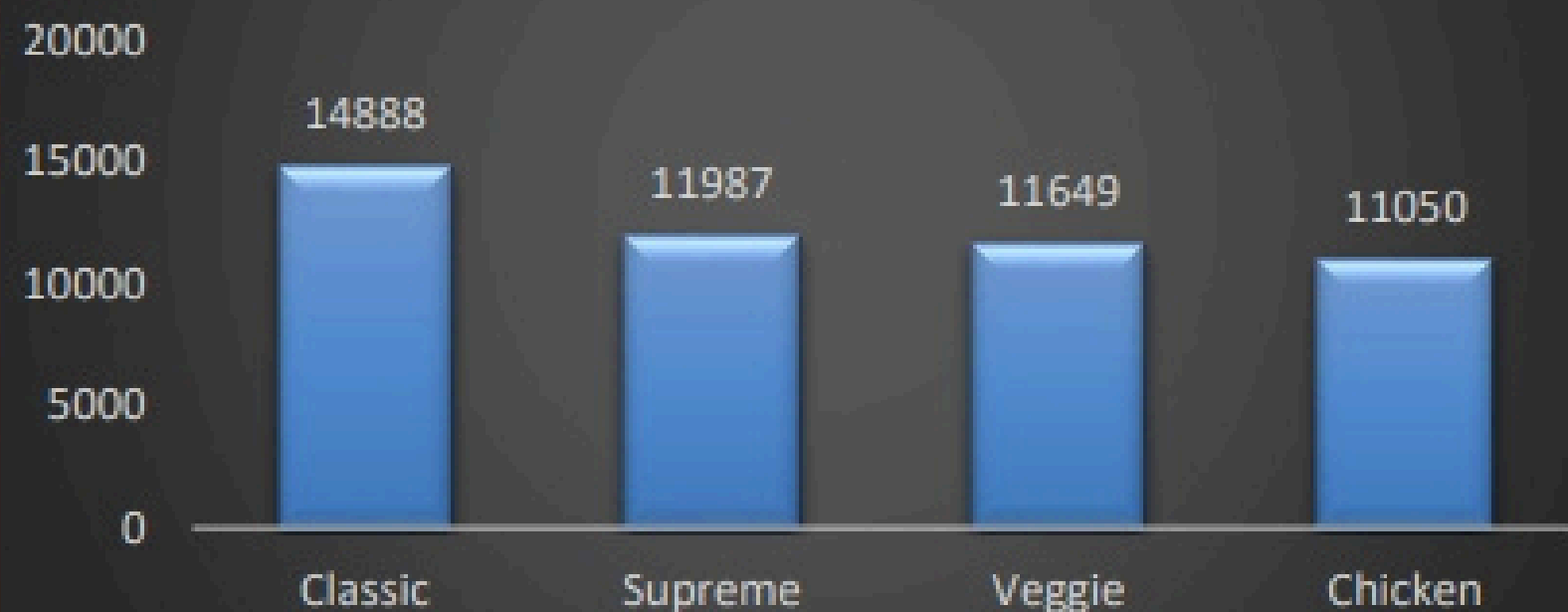
Total Orders Monthly Trends



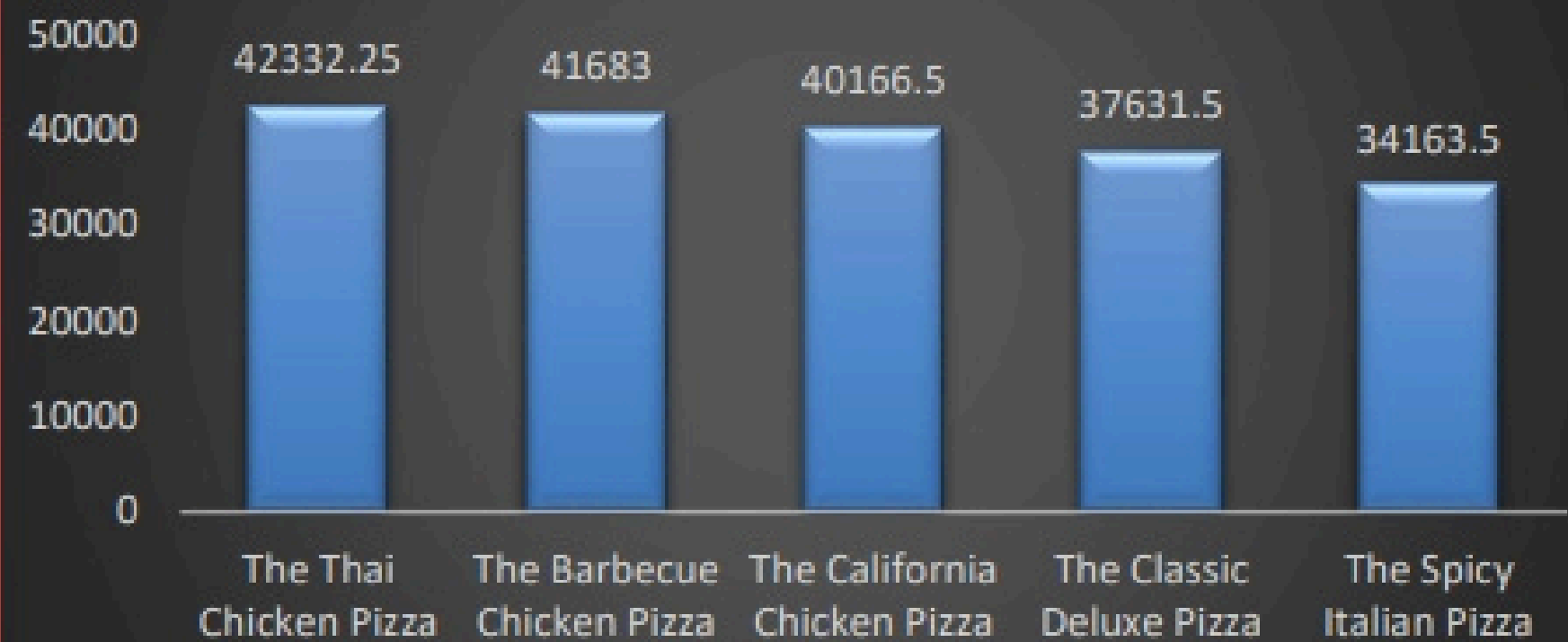
% Sales by Size



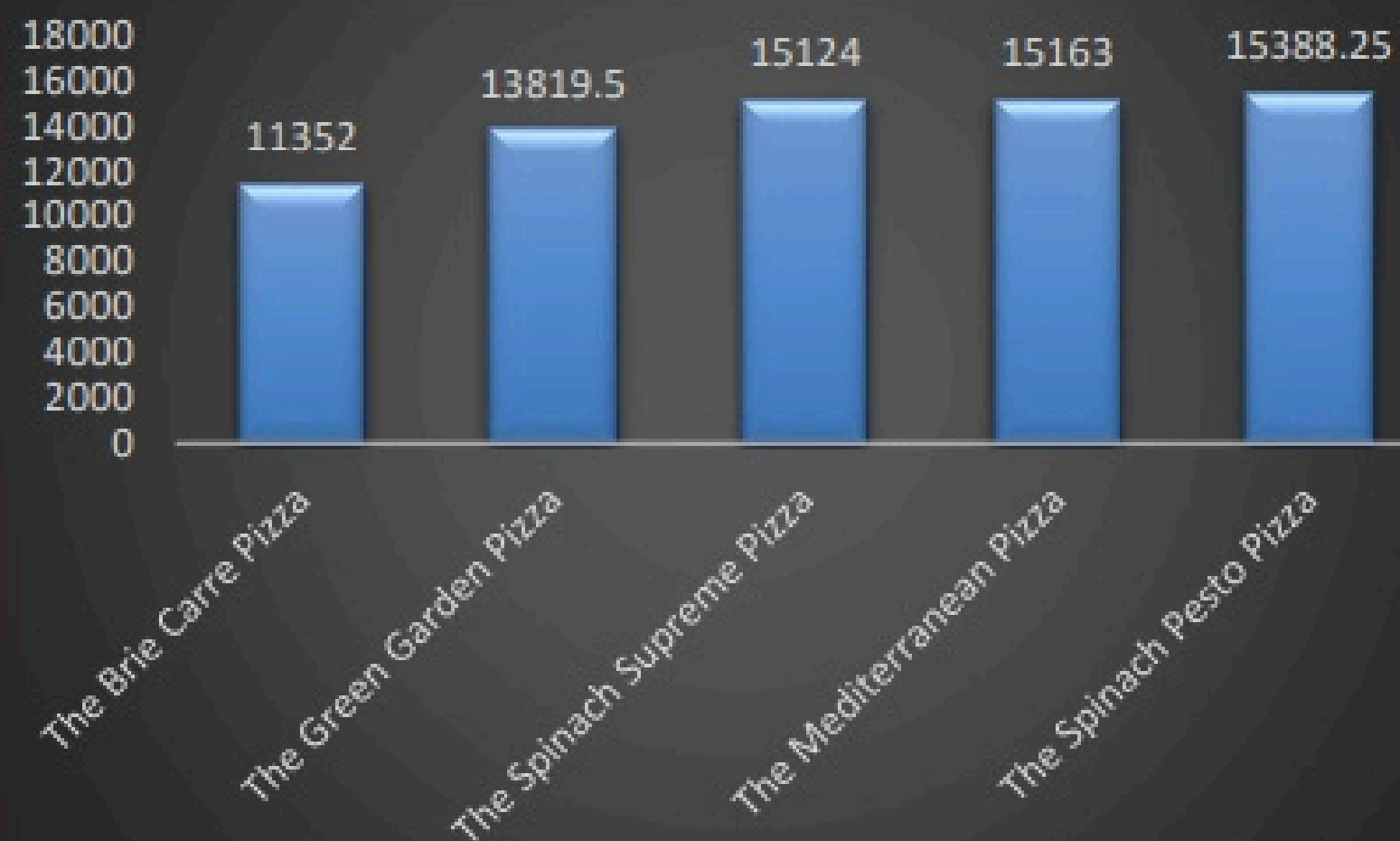
### Total Pizza sold by pizza category



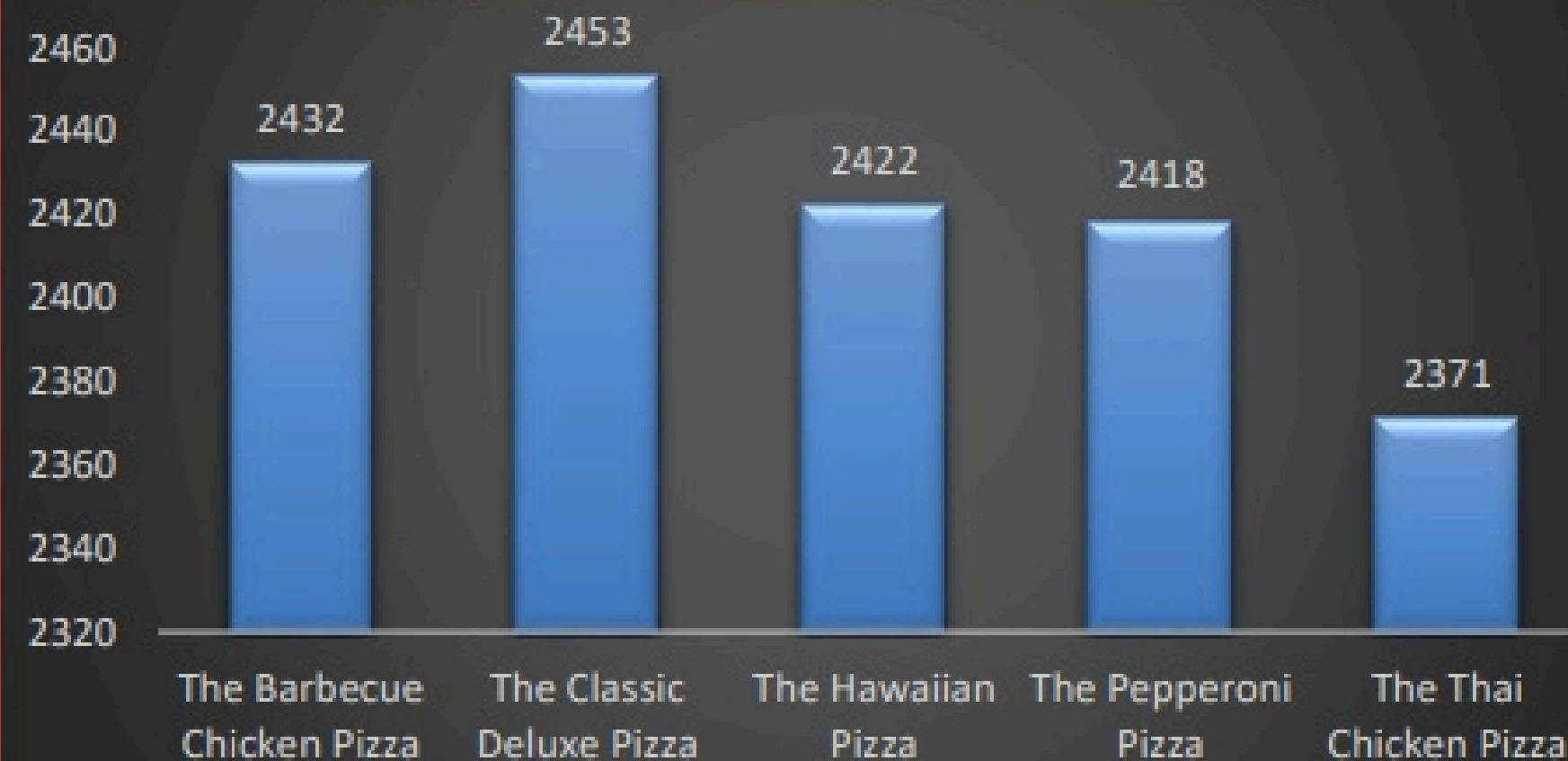
### Top 5 Pizza by Revenue



### Bottom 5 Pizza by Revenue

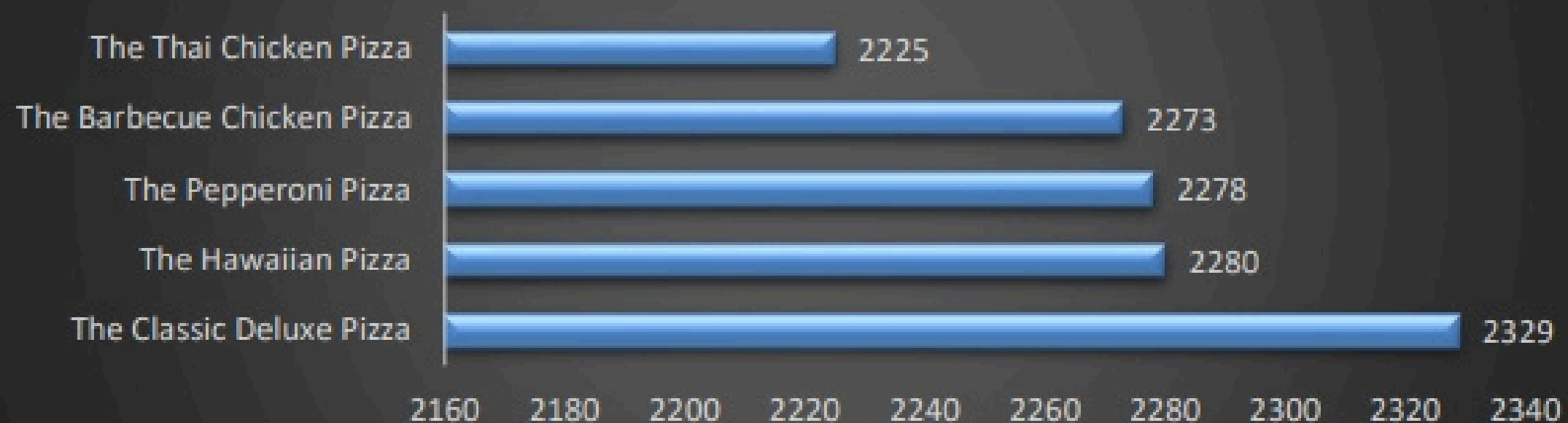


### Top 5 Pizza by Quantity

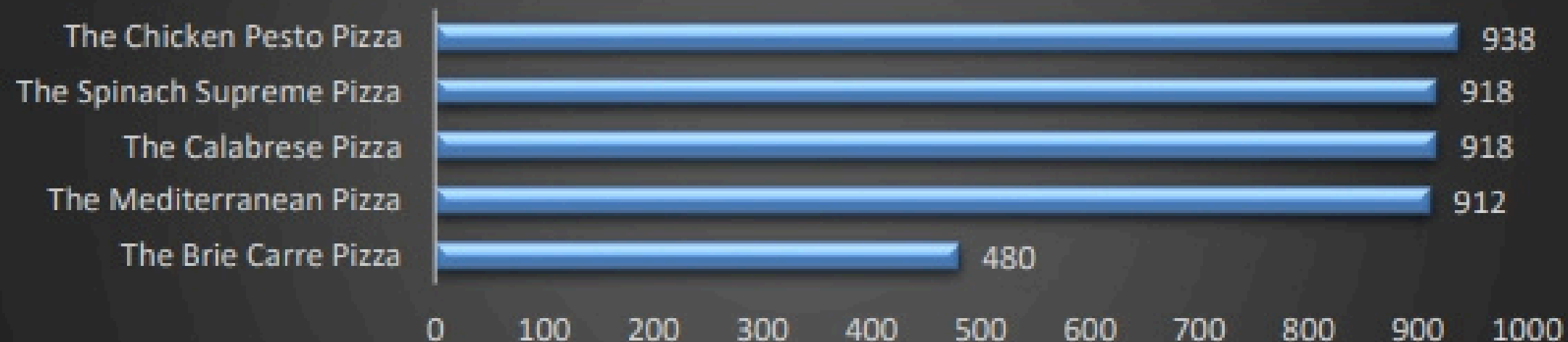




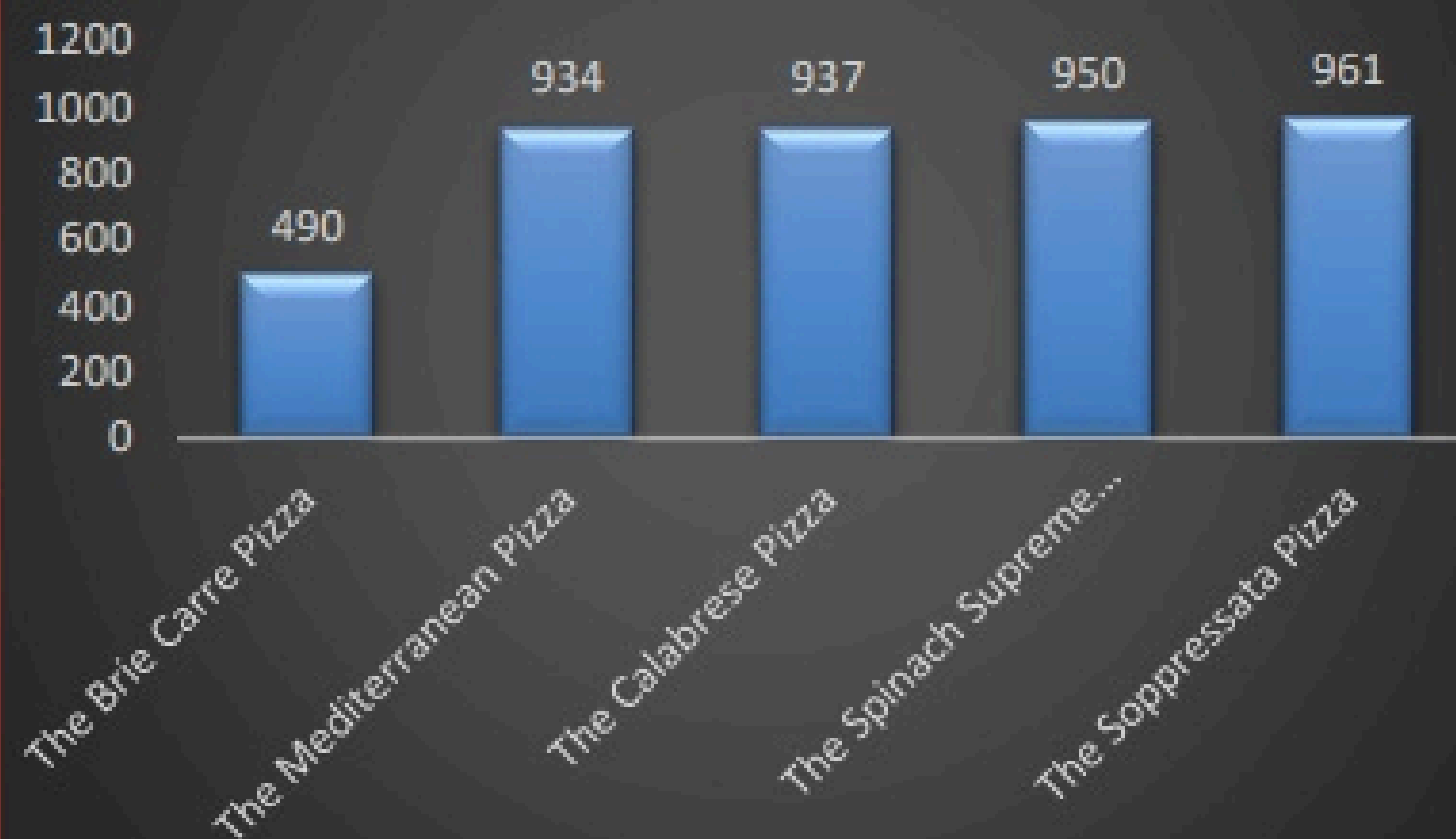
## Top 5 Pizza by Total Orders



## Bottom 5 Pizza by Total Orders



## Bottom 5 Pizza by Quantity



# Conclusion

- The given dataset is a useful tool for examining the year's worth of sales at a fictitious pizza restaurant. It can be used to investigate a number of suggested analysis inquiries about pizza orders and sales. Depending on the precise issues and objectives of the analysis, Excel or other data analysis tools and techniques may be used.
- The dataset provides a thorough overview of the sales and ordering trends for pizza, which may be utilised to develop insights and make sensible decisions.

