SALES REPORT

➡ IEC I Capstone I 01   ➡ Nasir, Qadir Bux, Muhammad Anas

01.Introduction

Overview

➜ Our goal is to analyse the sales data of a pizza shop to understand the overall health of the business, identify best and worst performing products and give recommendations to improve business.
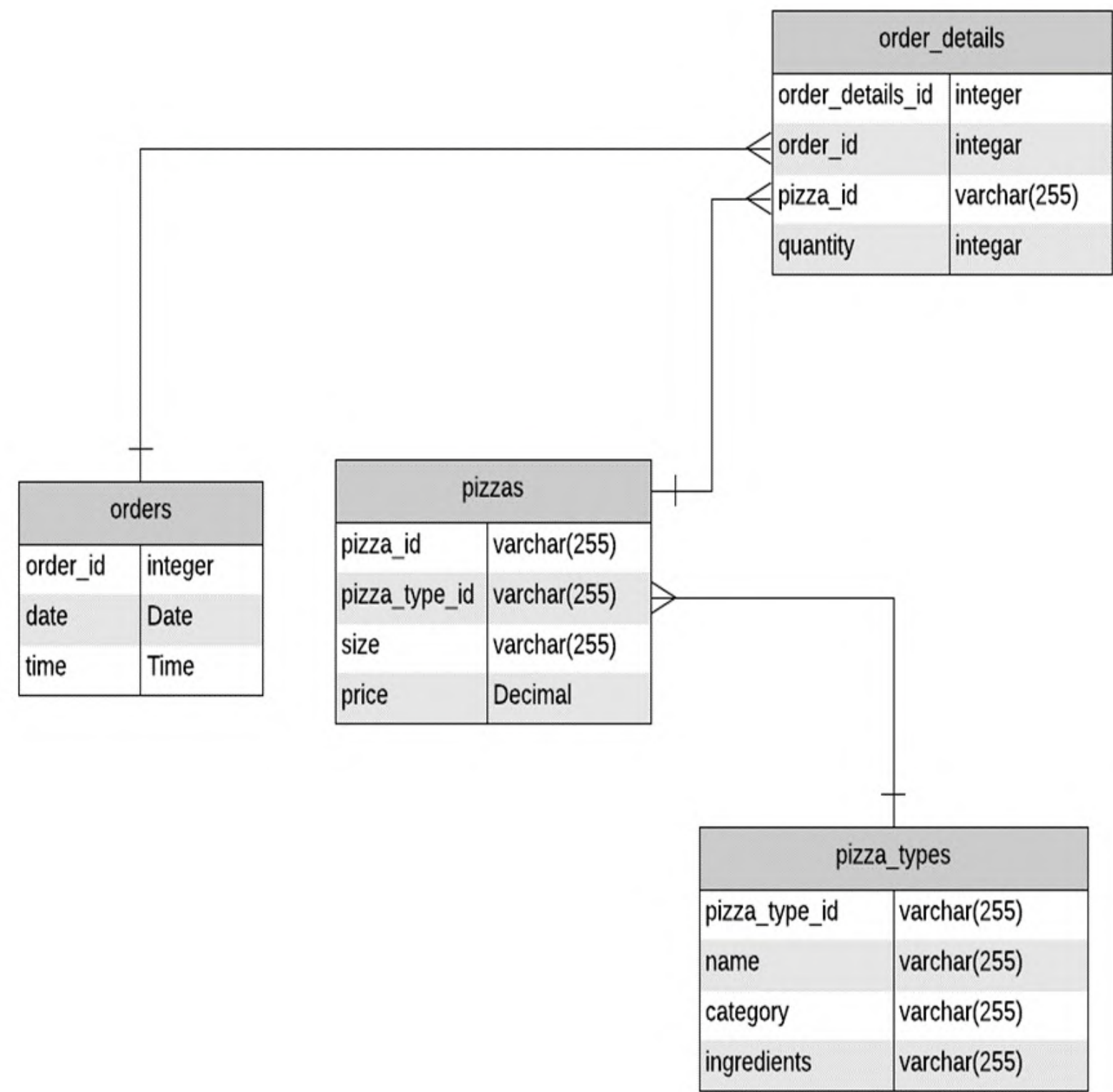
02. The Data

As a part of dataset, we are given

➜ pizza_types
➜ pizzas
➜ orders
➜ order_details

ERD Diagram

This ERD explains the relationship between the tables in the data set
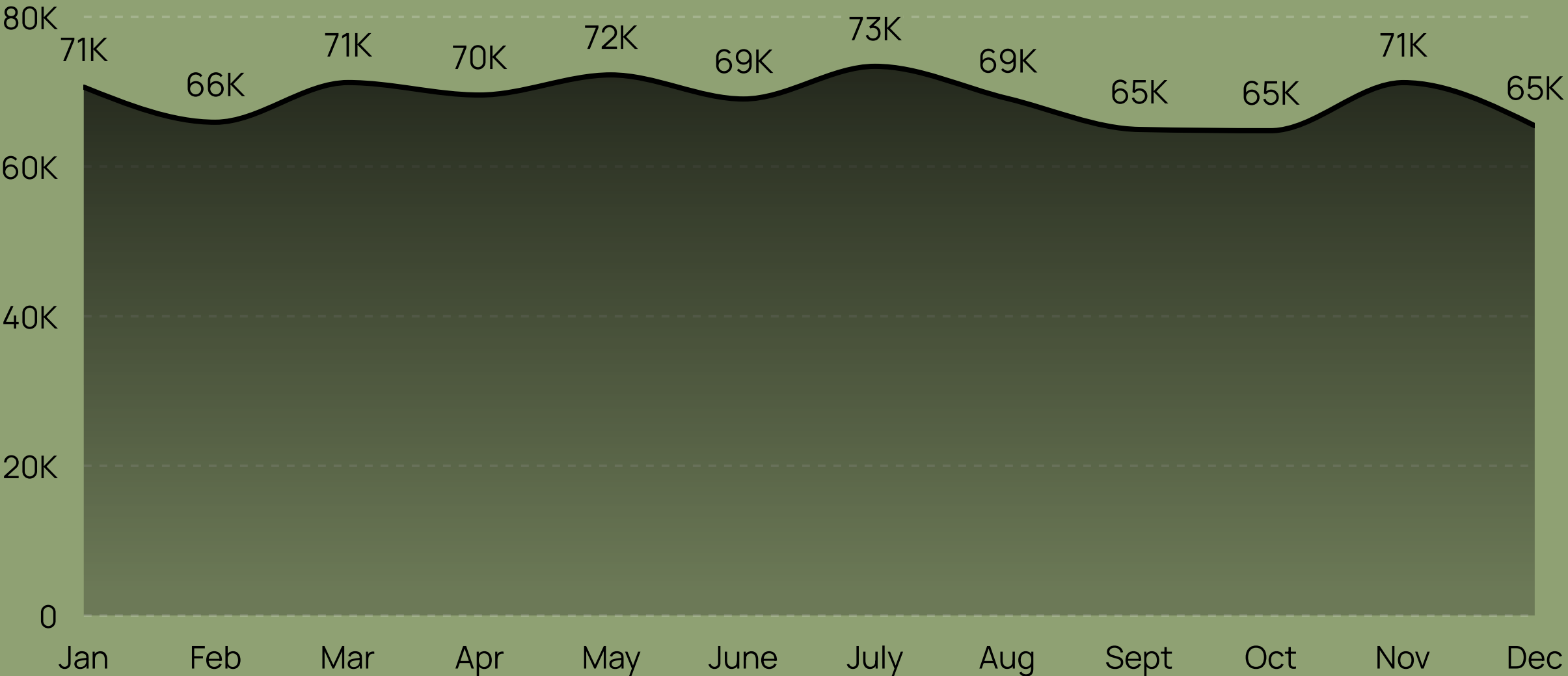
03. Business Health

Goal 01

➜ To analyze the overall health of the business, we will have a look at the month-over-month revenue of the business

Business Health

Month-over-Month Revenue

This pizza shop has a stagnent growth over the period of this year.

Chart data — Month-over-Month Revenue:
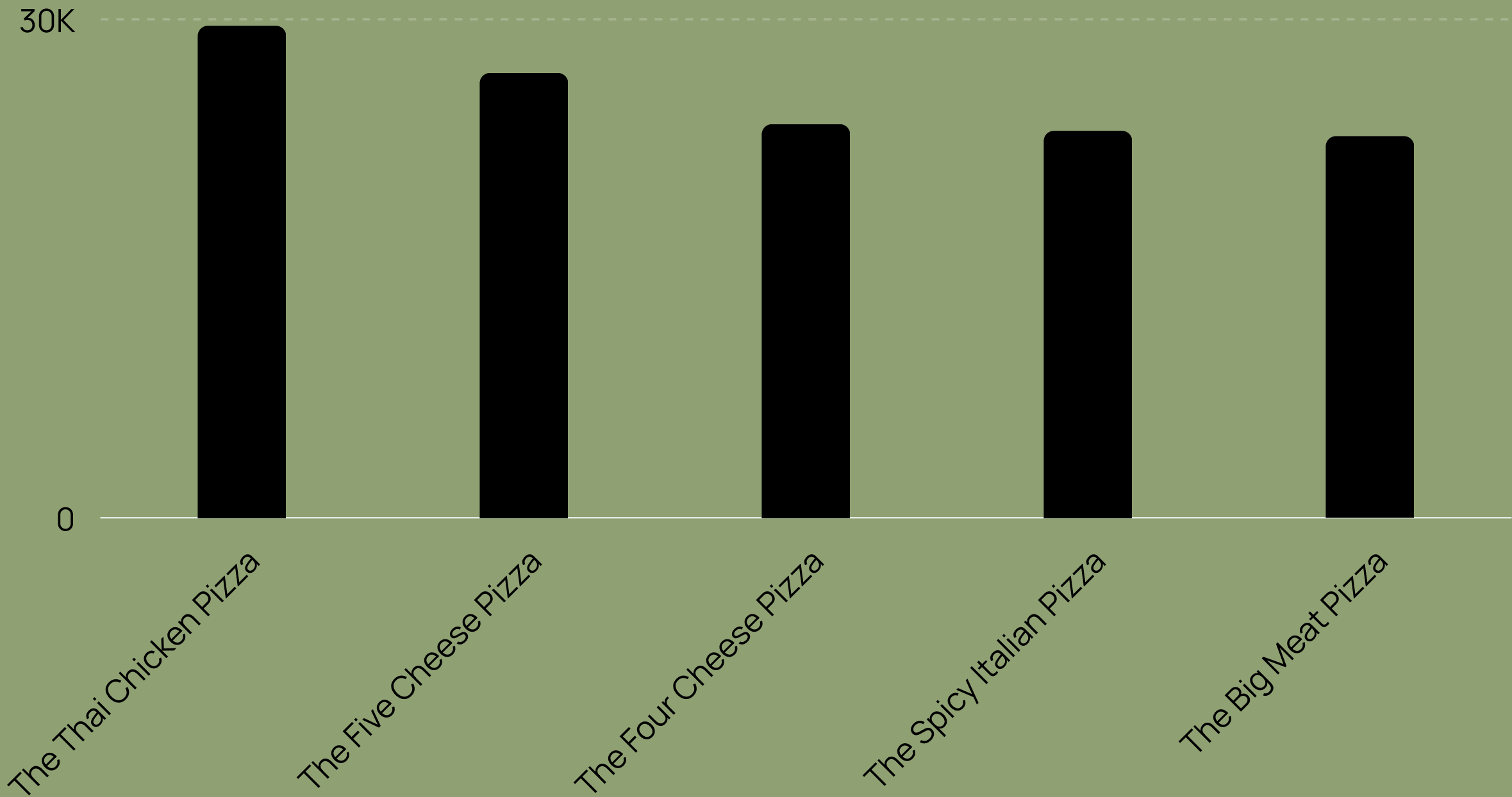
- Jan: 71K
- Feb: 66K
- Mar: 71K
- Apr: 70K
- May: 72K
- June: 69K
- July: 73K
- Aug: 69K
- Sept: 65K
- Oct: 65K
- Nov: 71K
- Dec: 65K

Y-axis: 0, 20K, 40K, 60K, 80K

Try Pitch

04. Product Performance

➜ In this section, we will analyze different pizza types and their sales performance

Try Pitch

Most selling pizza

Sales of top 5 pizzas-overall

Highest selling pizza

➜ The Thai Chicken Pizza $29610

30K

0

The Thai Chicken Pizza
The Five Cheese Pizza
The Four Cheese Pizza
The Spicy Italian Pizza
The Big Meat Pizza

Try Pitch

Sales Analysis
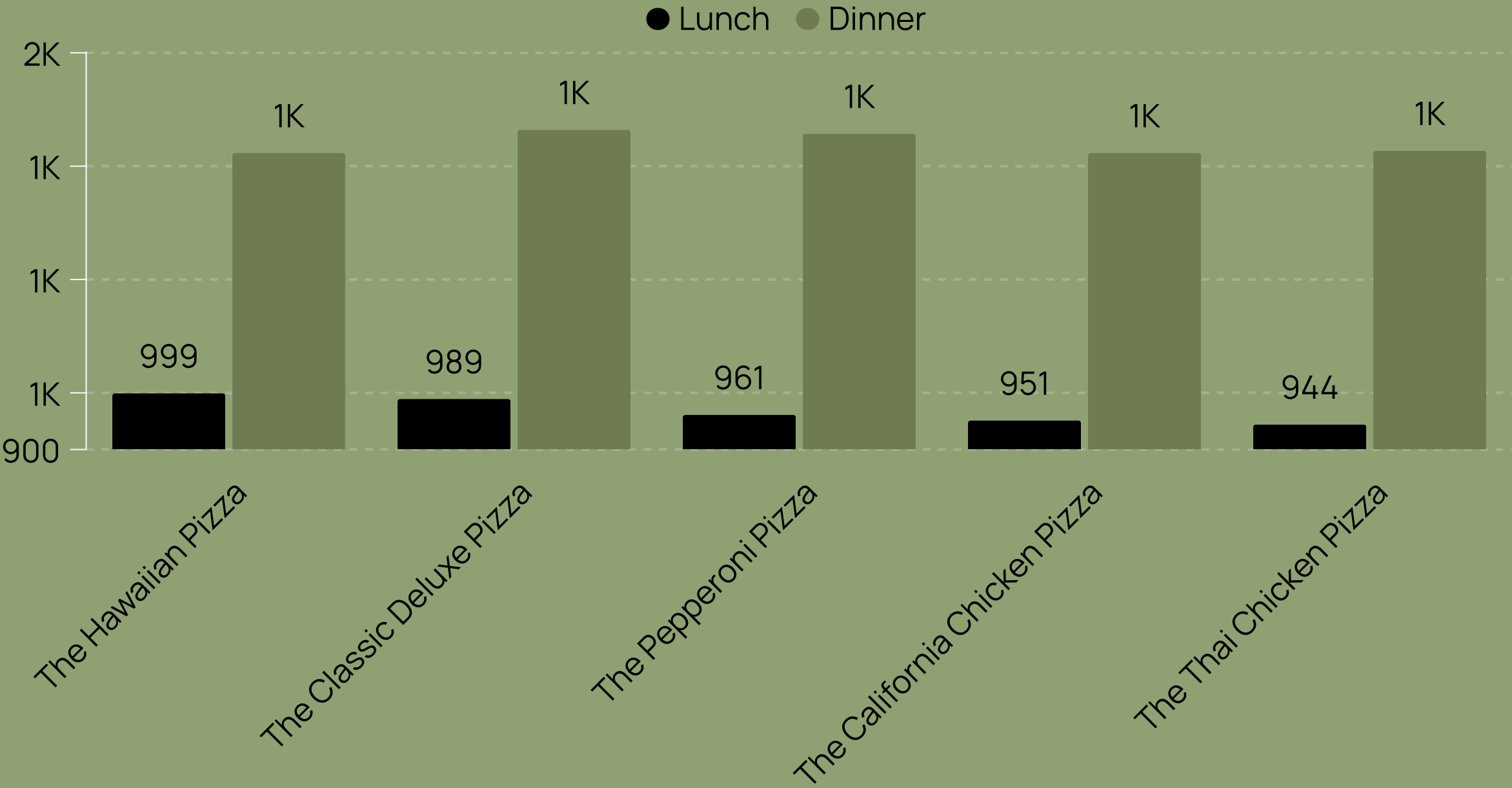
Highest selling category-Lunch

➜ The Hawaiian Pizza   999

Highest selling category-Dinner

➜ The classic Deluxe   1464

Category based sales revenue
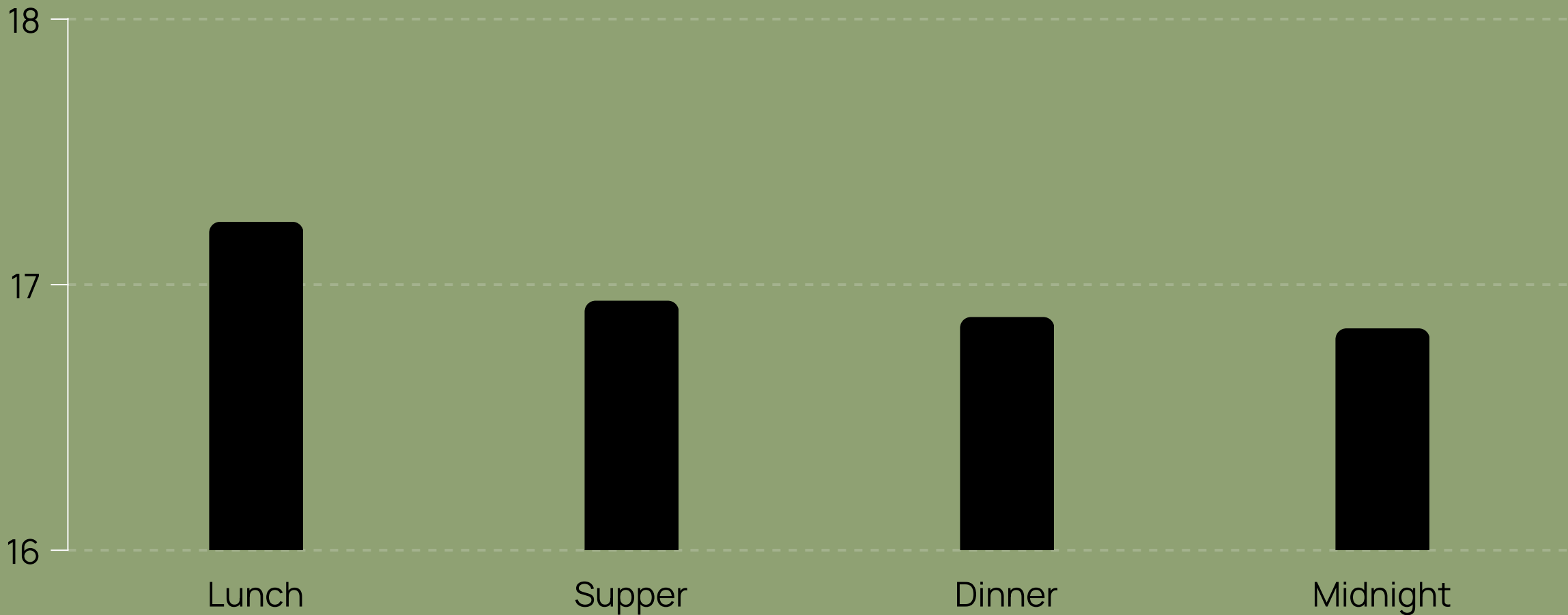
Annual Sales by each pizza category

● Lunch   ● Dinner

Bar chart values:
- The Hawaiian Pizza: Lunch 999, Dinner 1K
- The Classic Deluxe Pizza: Lunch 989, Dinner 1K
- The Pepperoni Pizza: Lunch 961, Dinner 1K
- The California Chicken Pizza: Lunch 951, Dinner 1K
- The Thai Chicken Pizza: Lunch 944, Dinner 1K

Y-axis: 900, 1K, 1K, 1K, 2K

Try Pitch

Time-based analysis

Avg. Order value-Lunch

➜ $ 17.2368

Average order value at different times

| | Lunch | Supper | Dinner | Midnight |

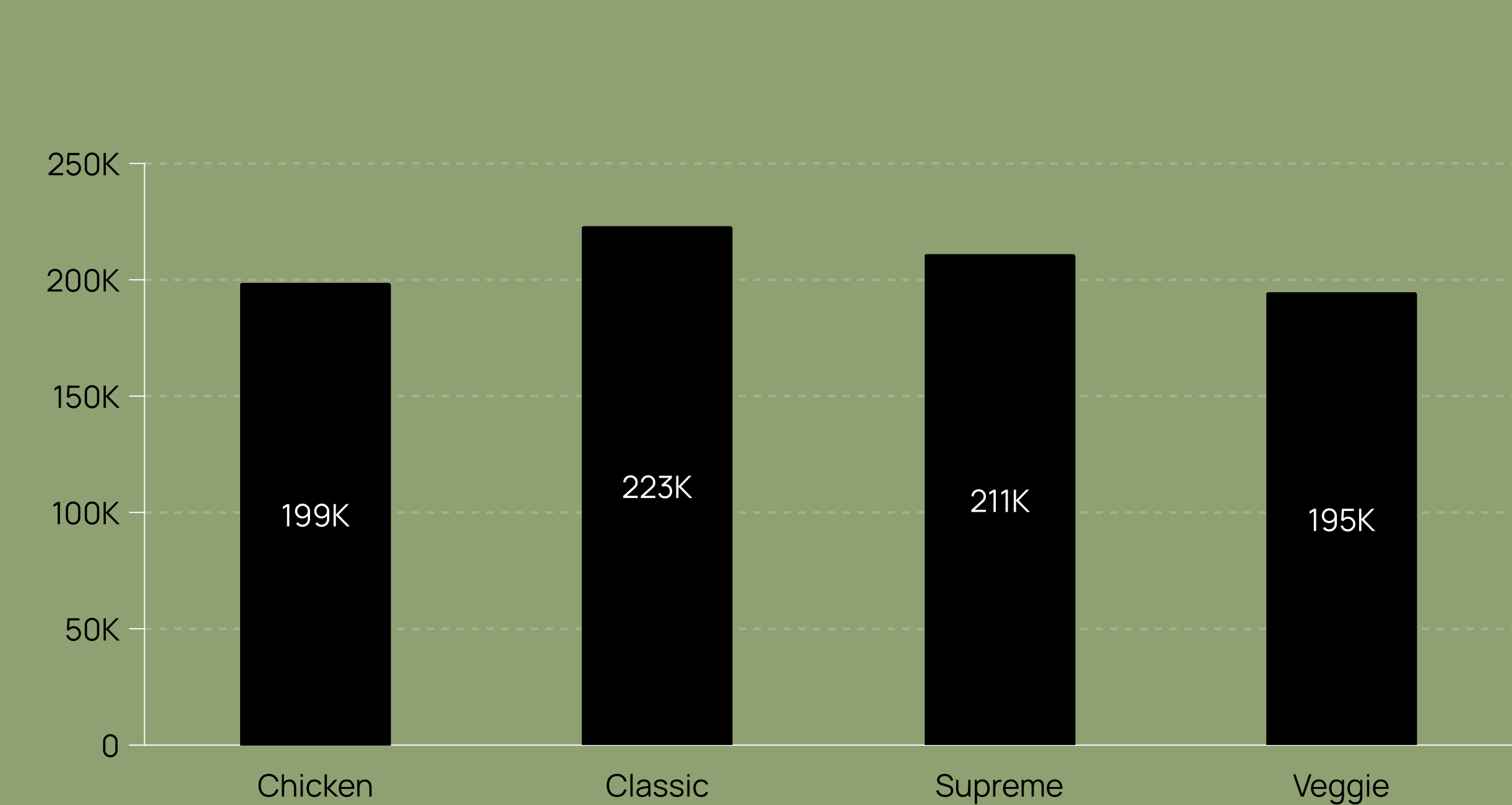# Sales Analysis

Highest selling pizza category

➜ Classic $223058

Category based Sales

Annual Sales by each pizza category

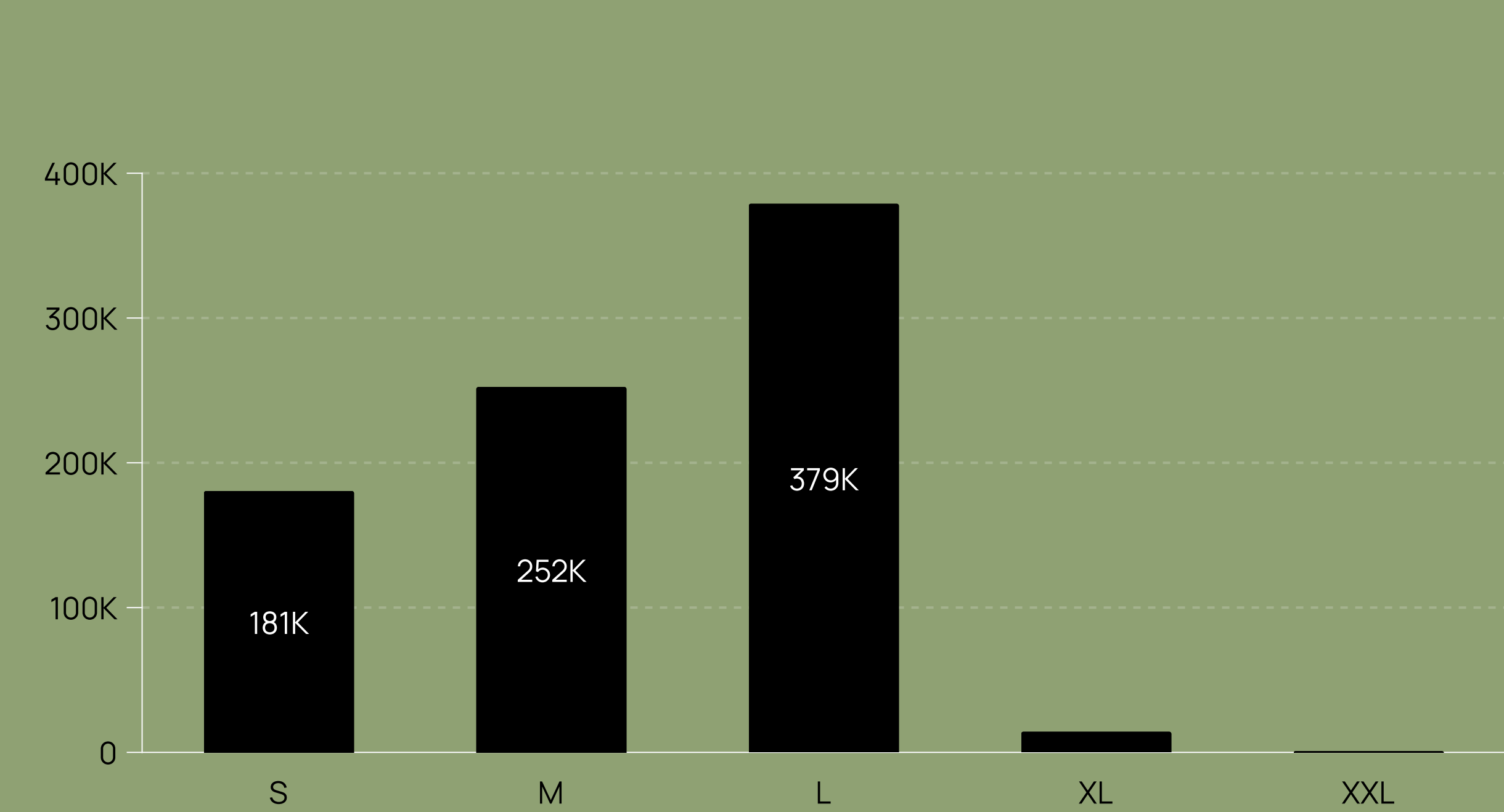|			
Chicken	Classic	Supreme	Veggie
199K	223K	211K	195K

Sales Analysis

Highest selling pizza Size

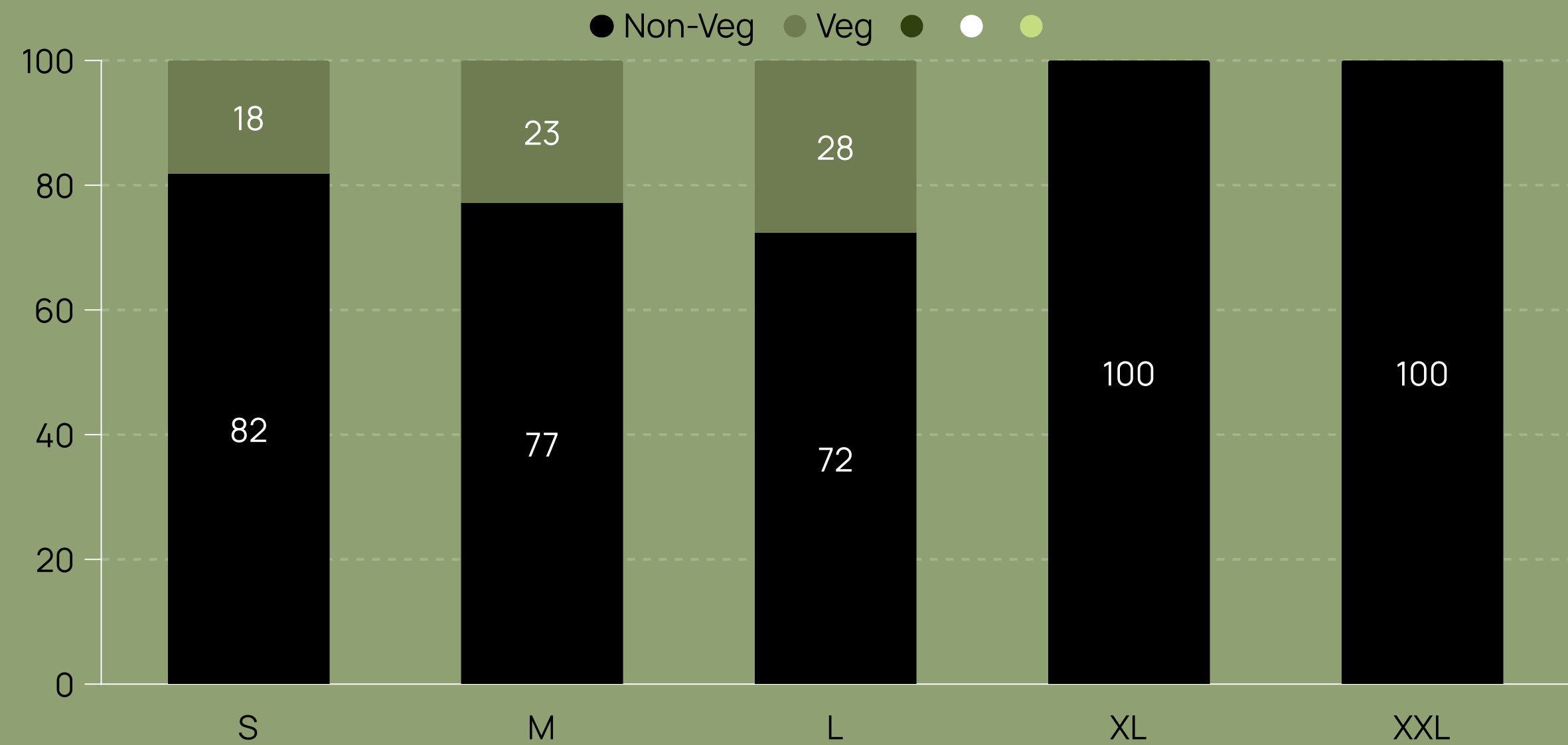### Large $379021

Size based Sales comperison

Revenue Generated

Sales Analysis

Size based Sales comperison- Veggie vs Non-Veggie

03. Insights

Insights & Recommendations

➜ Based on the analysis we have performed, we have the following insights and recommendations for the business

Insights

- Business has not been growing. The growth of this business has been stagnant over the years.
- Average order value is highest during the lunch hours, however, it generates lower sales volume compared to dinner.
- The Hawaiian Pizza and The classic Delux pizza are the 2 highest-selling pizzazs for lunch and dinner.
- The classic pizza category has generated the most revenue ($223k)
- Large has been the most popular size among all. It is responsible for ($379K) worth of sales.
- Non-Veg is the most popular category of Pizzas

Try Pitch

Recommedations

- To increase overall sales, we can give offers combining the highest-selling pizzas with the smaller portions of lowest lowest-selling pizzas
- We can give discount offers on XXL size of the most selling pizzas

Questions?

Try Pitch

THANK
YOU

➜ IEC I Capstone 01   ➜ Nasir, Qadir Bux, Muhammad Anas

Try Pitch