

The background of the slide is a complex network diagram. It consists of numerous nodes of varying sizes and colors (dark blue, light blue, and grey) connected by thin, light grey lines. Some nodes are highlighted with larger, concentric circles. The overall aesthetic is modern and tech-oriented.

PIZZA PLACE SALES ANALYSIS

BY: ENOCH MBEYAM AWIMBA

INTRODUCTION

A year's worth of sales from a fictitious pizza place, including the date and time of each order and the pizzas served, with additional details on the type, size, quantity, price, and ingredients.



WHAT TO LOOK INTO:

- ❑ **Daily Customers:** How many people order pizza each day? When are the busiest times?
- ❑ **Popular Pizzas:** How many pizzas do most customers order? Any pizzas that everyone seems to love?
- ❑ **Total Earnings:** How much money did the pizza place make this year? Are there patterns in sales during different times of the year?
- ❑ **Menu Analysis:** Are there pizzas that don't sell well? Any special deals or promotions that could boost sales?



DAILY CUSTOMERS:

* HOW MANY PEOPLE ORDER PIZZA EACH DAY?

Averagely, about **60** people ordered pizza in a day.

Ideally, the firm should at least expect 60 people in a day.

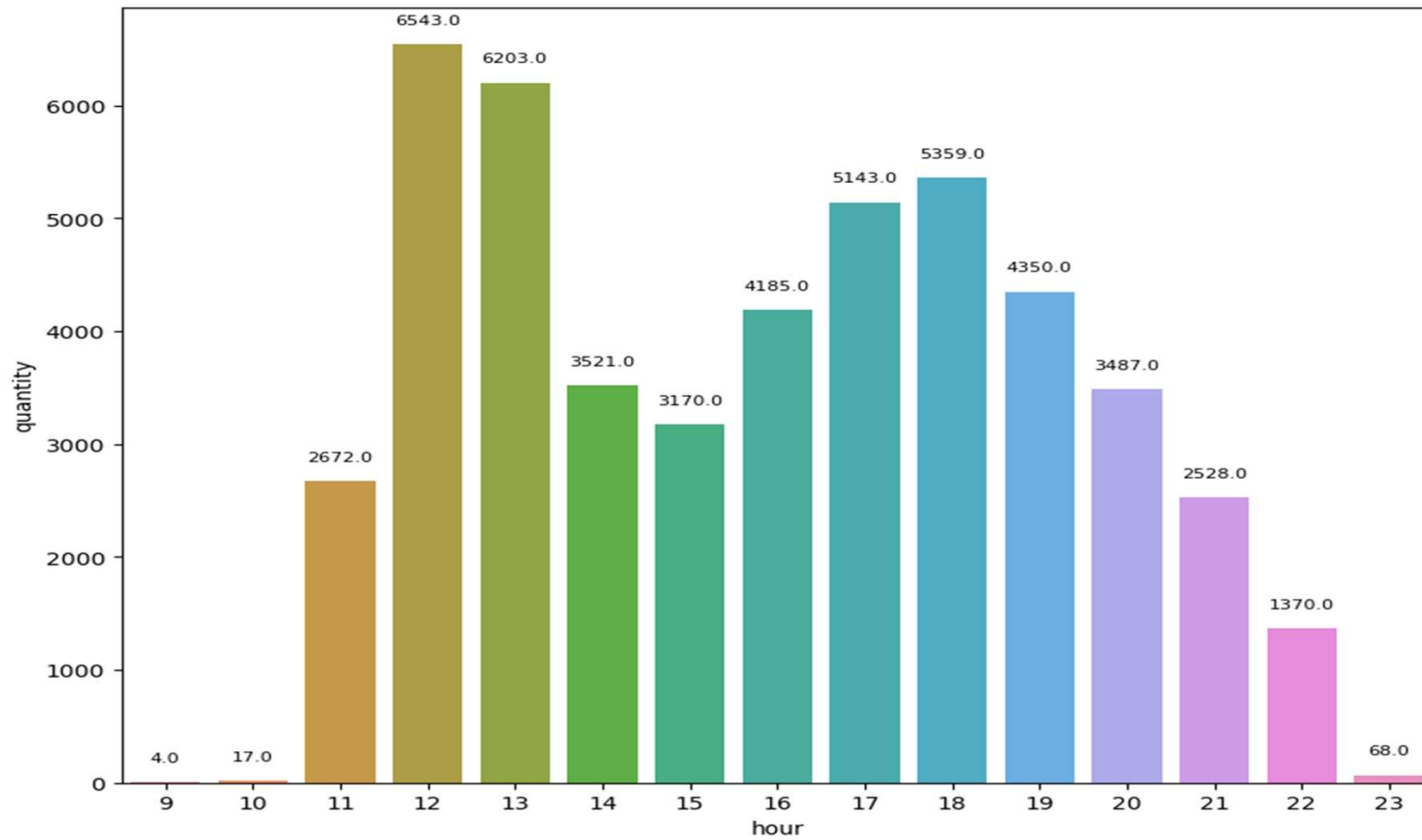


* WHEN ARE THE BUSIEST TIMES?

The busiest hours are: 12, 13, 18 and 17 with 6543, 6203, 5359 and 5143 ordered quantities of pizzas respectively.

Let us look at the graph below:

Busiest Hours

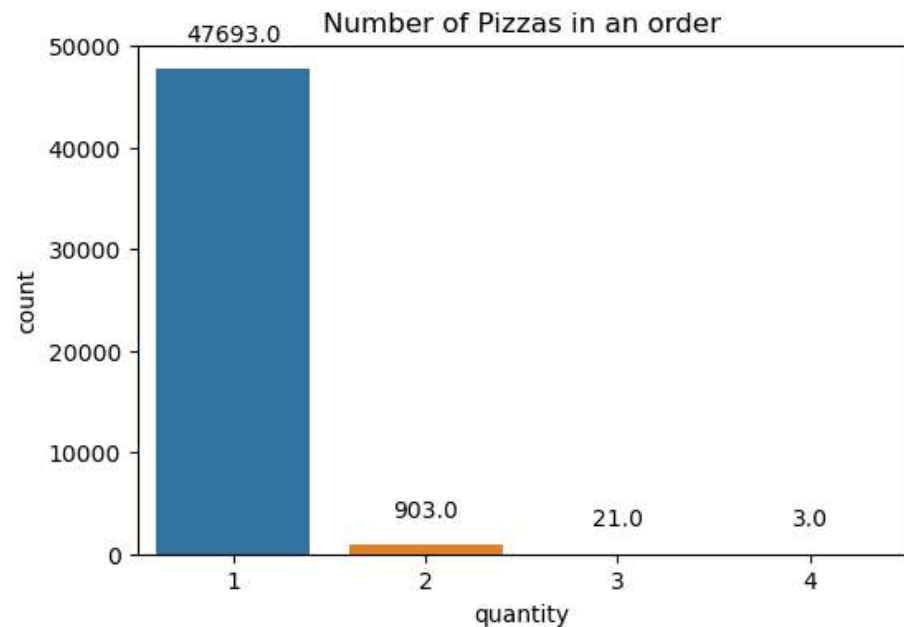


POPULAR PIZZAS: ¶

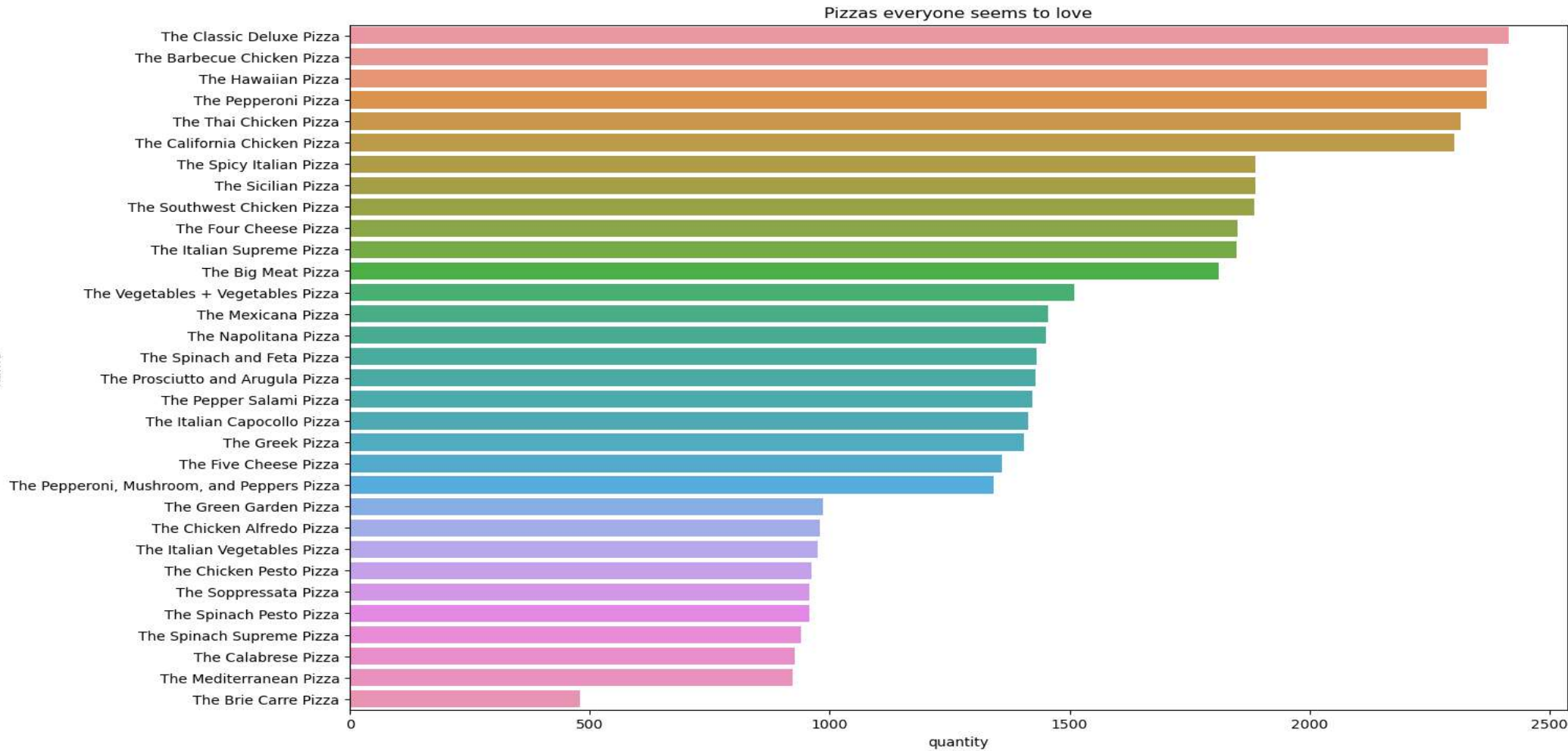
HOW MANY PIZZAS DO MOST CUSTOMERS ORDER?

Most customers order for only 1 quantity of pizza.

Therefore it is important for each Order, there is a higher probability That, the consumer is ordering for A single pizza.



ANY PIZZAS THAT EVERYONE SEEMS TO LOVE?



From the above, we can say pizzas that everyone seems to love are:

1. The Classic Deluxe Pizza
2. The Barbecue Chicken Pizza
3. The Hawaiian Pizza
4. The Pepperoni Pizza

TOTAL EARNINGS:

HOW MUCH MONEY DID THE PIZZA PLACE MAKE THIS YEAR?

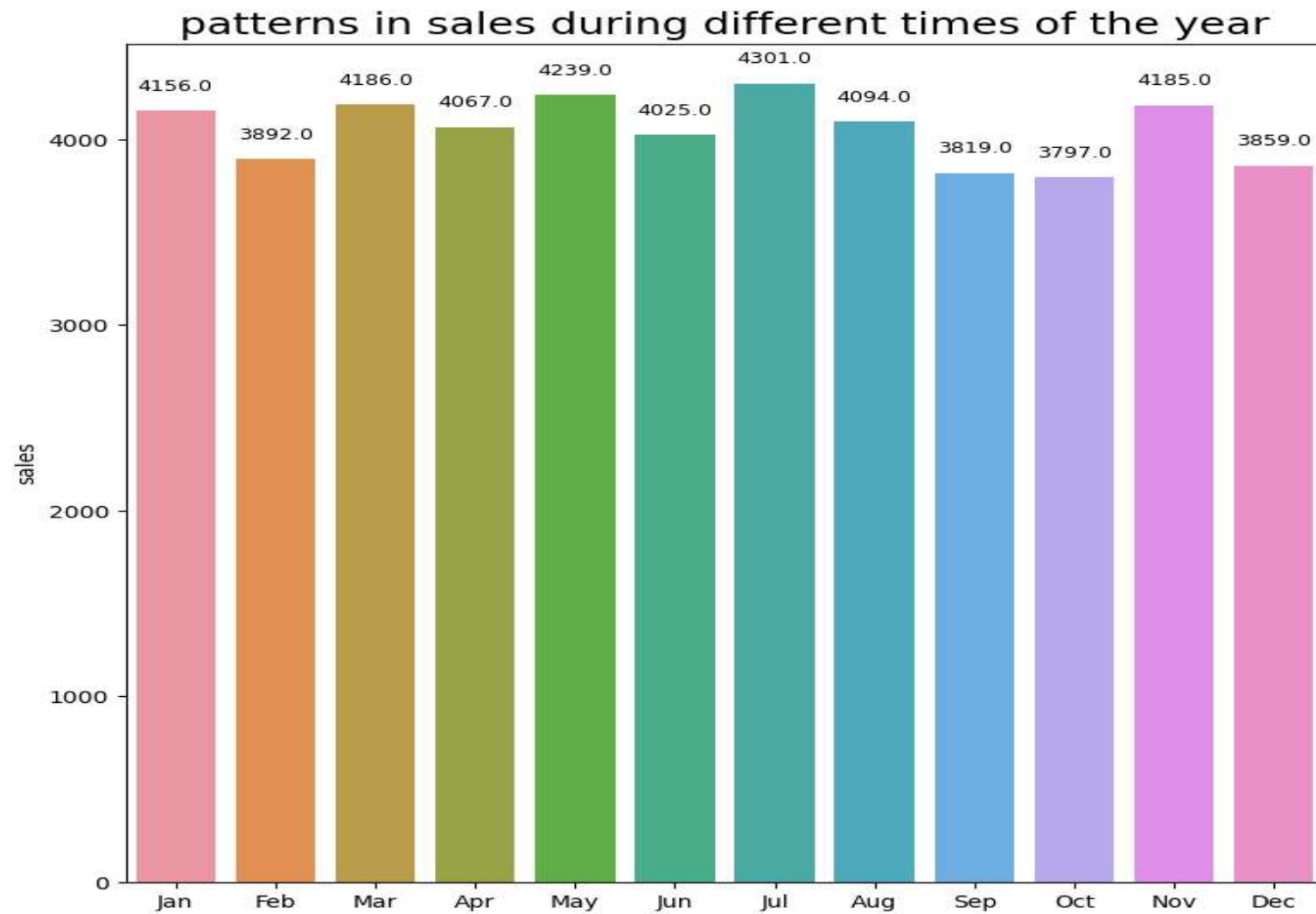
An amount of **817860.05** was made in the year

ARE THERE PATTERNS IN SALES DURING DIFFERENT TIMES OF THE YEAR?

Looking at the sales data for each month, we can identify some patterns:

- **Seasonal Trends:** There seems to be a fluctuation in sales throughout the year. For example, sales are relatively high in July and December, possibly due to summer vacations and the holiday season.
- **Mid-Year Dip:** There's a dip in sales around September, suggesting a potential decrease in pizza orders during that time.
- **Steady Sales:** Months like February and October have relatively consistent sales.

Let us look at the bar chat below



MENU ANALYSIS:

ARE THERE PIZZAS THAT DON'T SELL WELL?

The Brie Carre Pizza does not sell well.

We can view this from the previous 'pizzas everybody seems to love'

Graph.



ANY SPECIAL DEALS OR PROMOTIONS THAT COULD BOOST SALES?

Here are some observations base on quantity sold:

- **Bestsellers:** The top-selling pizzas, such as "The Classic Deluxe Pizza," "The Barbecue Chicken Pizza," and "The Hawaiian Pizza," could be highlighted in promotions or bundle deals.
- **Underperforming Pizzas:** Pizzas with lower quantities sold, like "The Brie Carre Pizza" or "The Mediterranean Pizza," might benefit from targeted promotions or adjustments to the menu.
- **Combo Deals:** Consider creating combo deals that include popular pizzas. For example, a combo with "The Classic Deluxe Pizza" and "The Pepperoni Pizza" might attract more customers.

➤ **Seasonal Specials:** Introduce seasonal promotions or limited-time offers based on popular choices. For instance, a summer promotion featuring refreshing pizzas like "The California Chicken Pizza" could be appealing.

➤ **Discounts on Less Popular Pizzas:** Offer discounts or promotions on pizzas with lower sales to encourage customers to try new options.