Problem & background

It is 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.It is a big Project Completed on the Basis of Strategic Analysis

Solution

- ★ We have Total **60** customers per day in 2015. There are two Busiest hours OR Peak hours from **1] 12pm - 1pm & 2] 5pm - 6pm.**
- ★ Typically we have **3 pizza** in an order and the Bestseller among the pizzas this year is **Big_meat_s.**
- ★ We have made **Total Revenue 0f $ 8,01,944.7**0 in this year, and also we identify higher increases in sales in **Summer Seasons** this year.
- ★ **Spring Success** :- Since more people bought pizzas during the Spring, We could offer a special deal or discount during this time to attract even more customers. This could help capitalise on the increased demand.
- ★ **Fall Focus**:- and Since pizza sales were slower during the Fall, We might want to come up with appealing promotions to encourage more orders.
- ★ We should take off **" the_greek_xxl "**From the menu Because it is Lowest Order Pizza in a Year
- ★ In this year we have **21350 total number of the orde**r and , We have **Sold total 48620 Pizza** and the **Average Value Per Order is $37.56**

Methodology & Project scope

1. **Our primary objective is the process of calculating and comprehending results. We'll gather information from four distinct tables and consolidate them into a single Excel spreadsheet. This will make it easier to manage and view the data. Additionally, we'll ensure that the layout and formatting of the spreadsheet are optimised for clear presentation.**

2. **Secondly , We will closely examine the combined dataset to identify any recurring patterns and relationships between different variables. So, we aim to uncover insightful observations from the data. This analysis will help us better understand how different factors relate to one another.**

3. **To Simplify more advanced data analysis, we will create new worksheets within the same Excel file. These worksheets will utilise pivot tables and a range of Excel functions to organise and summarise the data effectively**

4. **We will then use pivot charts, which are graphical representations generated from pivot tables, to provide visual clarity to our analysis. These charts will help us present information in an easy way , allowing us to visually Understand data-driven stories.**

5. **In the end, we'll make a dashboard that provides all the suggested analysis in a simple way to understand . The dashboard will give users an overview of the data and allow them to base their judgements on the analysis's key findings.**

Goals & KPIs

- **Goal 1** :- we have to gather information from four distinct sheets and consolidate them into a single excel spreadsheet.
- **Goal 2**: we have to find the average number of customers per day and also we have to find the Peak hours of each day.
- **Goal 3**: To identify the number of pizza in each order and also to find the bestsellers pizza
- **Goal 4**: Find out the total money made in this year and in which seasons sales increased.
- **Goal 5:** Find out the Top 5 most ordered pizza Determine the pizza that sells the least and remove it from the menu.

Concepts Used

- **Count, Average, Pivot table, VLOOKUP, Max, Min, Charts, Graphs, filters, Round, Pivot chart etc.**

Conclusion

The dataset we have is useful for exploring an entire year's worth of sales at our imaginary pizza restaurant. With it, we can dig deep and answer many interesting questions about how our pizzas are ordered and how well we're doing. Depending on what we want to find out, we might use Excel or other tools to help us understand the data better. Think of it as our secret map to discovering how our pizza business is really doing.

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.By really diving into the data, we can learn so much about what people like and how things are changing. It's like discovering secrets that can help us decide how to run our food business in the smartest way possible

Project owner

Name: SHAIKH REHAN RAFIQ

Date: AUG 22nd, 2023