

# PIZZA

## Sales Analysis

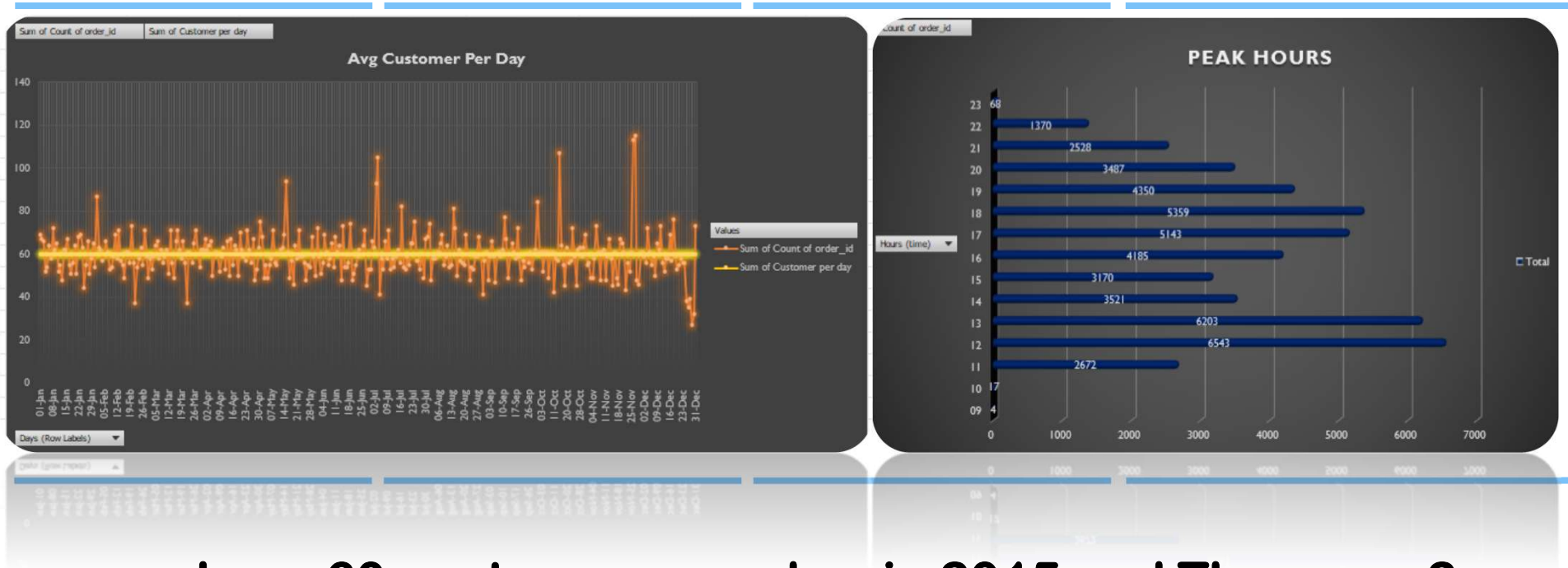
BY REHAN SHAIKH



- Find out how many customers do we have each day? Are there any peak hours?
- How many pizzas are typically in an order? Do we have any bestsellers?
- How much money did we make this year? Can we identify any seasonality in the sales?
- Are there any pizzas we should take off the menu, or any promotions we could leverage?



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



**we have 60 customers per day in 2015 and There are 2 peak hours:- 1] 12pm - 1pm & 2] 5pm - 6pm**

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



So we have made 8,01,944.70 this year as well as we have increase in sales in SUMMER seasons





8/24/2023

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

Typically we have 3 pizza in an order and Yes we have Big\_meat\_s as a bestseller



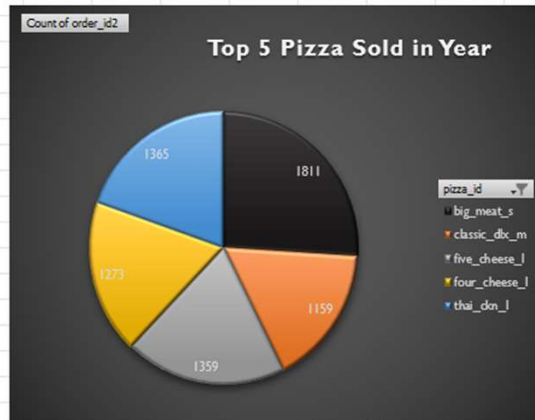
**Big\_meat\_s**



**3**

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

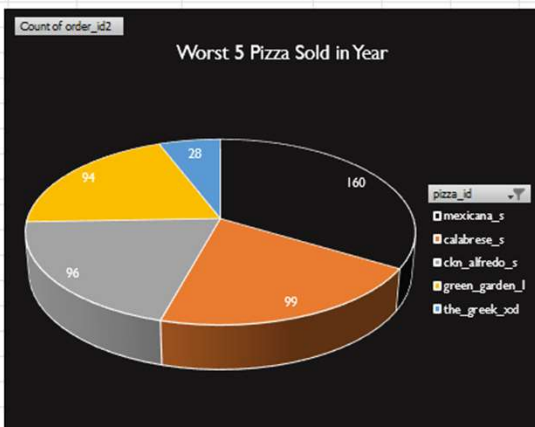
Row Labels	Count of order_id2
big_meat_s	1811
classic_dlx_m	1159
five_cheese_l	1359
four_cheese_l	1273
thai_ckn_l	1365
<b>Grand Total</b>	<b>6967</b>



TOP

1. Since more people bought pizzas during the Spring, you could offer a special deal or discount during this time to attract even more customers. This could help capitalize on the increased demand.
2. Since pizza sales were slower during the Fall, you might want to come up with appealing promotions to encourage more orders. These special offers could help boost sales during the slower season.

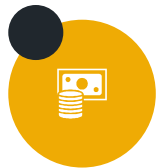
Row Labels	Count of order_id2
mexicana_s	160
calabrese_s	99
ckn_alfredo_s	96
green_garden_l	94
the_greek_xxl	28
<b>Grand Total</b>	<b>477</b>



Worst

Yesss! We should take off "the\_greek\_xxl" from the menu because it is the lowest order pizza in a year.

# INSIGHT



What are the number of total Pizza Sold?

48260



What are the number of total Order?

21350



What are the AVG number of Order value?

\$31.56

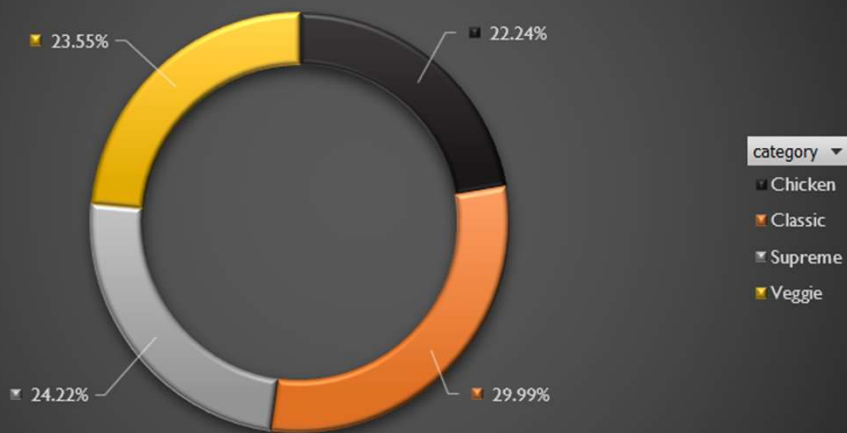


# INSIGHT

Sales of Pizza by Categories.

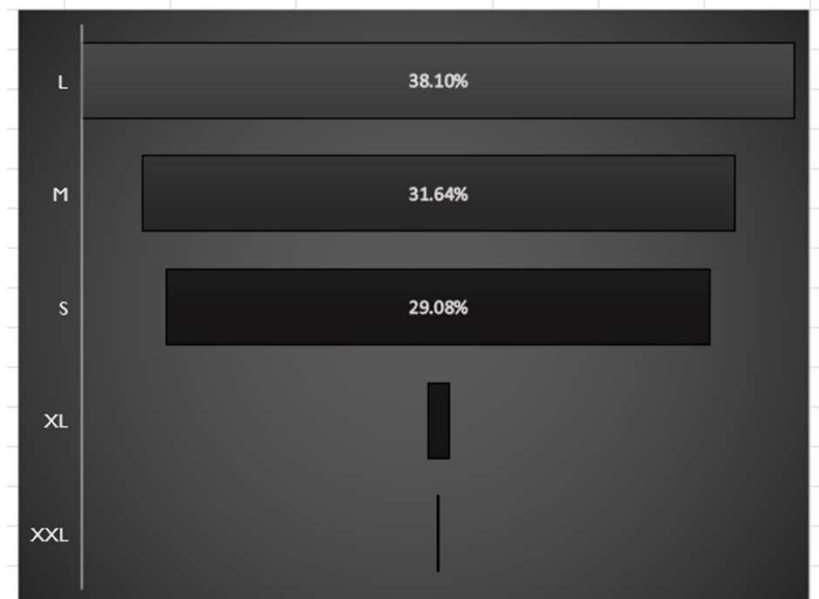


Sales of pizza category



8/24/2023

Sales of Pizza by size.



8





**THANK YOU**