

SQL + POWERBI Project

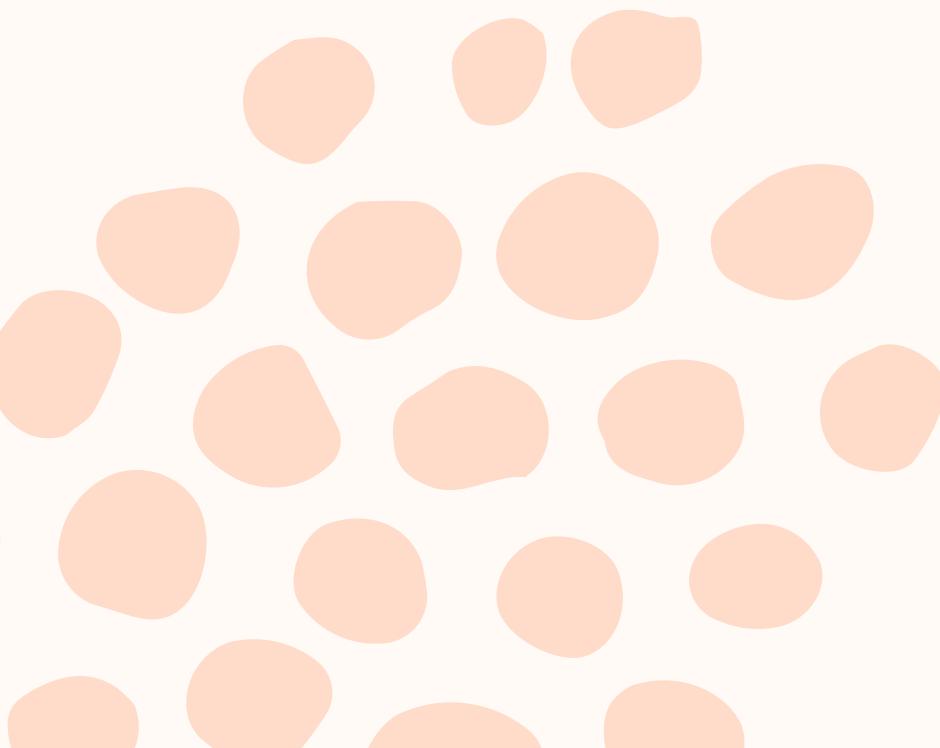
-On Pizza Sales Data-

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5. Final Dashboard Using
PowerBI

Introduction



Introduction

Amidst the year-end layoffs at Slice & Spice Pizzeria, a foreign pizza chain, you were unexpectedly hired as a data analyst in February 2016.

Your senior data analyst entrusted you with the company's entire 2015 sales data, a treasure trove of information including pizza IDs, order details, pizza names, quantities, dates, times, unit prices, total prices, pizza sizes, categories, ingredients, and pizza names.

Slice & Spice Pizzeria had a history of using past year's sales data to optimize their business, focusing on categories with higher sales and adjusting production accordingly for upcoming year.

Problem Statement

The senior analyst at your company has given you 2015's sales data on 5th of February 2016, a Friday. And you've been granted the entire weekend to dive deep into this huge year long sales data, and use the power of SQL to unearth hidden insights that will be pivotal for the company's strategic planning in 2016.

Your mission is to uncover valuable information that can supercharge the company's revenue, optimize outreach programs, allocate resources wisely among different pizza categories, and strategically target certain months for promotions.

Problem Statement

With Monday afternoon as your deadline, you're tasked with not only extracting these crucial insights but also translating them into a visually compelling and informative data dashboard using Power BI. Your insights will be the compass that guides the company's success in the year ahead.

As Friday dawns, you are poised to embark on this project, and your destination is Monday's meeting, where you'll unveil the roadmap for the company's strategic plan for year 2016.

Data Description



Data Description

The First 5 rows of dataset given by your senior analyst looks like this:

pizza_id	order_id	pizza_name_id	quantity	order_date	order_time	unit_price	total_price	pizza_size	pizza_category	pizza_ingredients	pizza_name
1	1	hawaiian_m	1	01-01-2015	11:38:36	13.25	13.25	M	Classic	Sliced Ham, Pineapple, Mozzarella Cheese	The Hawaiian Pizza
2	2	classic_dlx_m	1	01-01-2015	11:57:40	16	16	M	Classic	Pepperoni, Mushrooms, Red Onions, Red Peppers, Bacon	The Classic Deluxe Pizza
3	2	five_cheese_l	1	01-01-2015	11:57:40	18.5	18.5	L	Veggie	Mozzarella Cheese, Provolone Cheese, Smoked Gouda Cheese, Romano Cheese, Blue Cheese, Garlic	The Five Cheese Pizza
4	2	ital_supr_l	1	01-01-2015	11:57:40	20.75	20.75	L	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Onions, Green Olives, Garlic	The Italian Supreme Pizza
5	2	mexicana_m	1	01-01-2015	11:57:40	16	16	M	Veggie	Tomatoes, Red Peppers, Jalapeno Peppers, Red Onions, Cilantro, Corn, Chipotle Sauce, Garlic	The Mexicana Pizza

Data Description

Describing each of the column variables in dataset.

PIZZA_ID

This is a unique identifier for each pizza in the dataset and is a primary key.

PIZZA_NAME_ID

This is a unique identifier for each pizza name.

ORDER_ID

This is a unique identifier for each pizza order.

QUANTITY

This is the number of pizzas of each type ordered. It is a numeric value is greater than or equal to 1.

Data Description

Describing each of the column variables in dataset.

ORDER_DATE

This is the date on which the pizza order was placed and the format YYYY-MM-DD.

UNIT_PRICE

This is the price of one unit of pizza and is numerical value greater than 1.

ORDER_TIME

This is the time at which the pizza order was placed and the format HH:MM:SS.

TOTAL_PRICE

This is the total price of the pizza order and calculated by multiplying the quantity and unit price.

Data Description

Describing each of the column variables in dataset.

PIZZA_SIZE

This is the size of the pizza, a categorical value from any of these: S, M, L, XL, XXL.

PIZZA_INGREDIENTS

This is a list of the ingredients used in the pizza and contains categorical values.

PIZZA_CATEGORY

This is the category of the pizza, and can be one of the these: Classic, Veggie, Supreme, Chicken.

PIZZA_NAME

This is the categorical variable that contains name of the pizza.

SQL Queries



Q1.What is total revenue of all pizza sold at Slice & Spice Pizzeria?

SQL CODE



MySQL Workbench

Local instance MySQL80

File Edit View Query Database Server Tools Scripting Help

Navigator: pizza_sales

SCHEMAS: abc, firstdb

Tables: pizza_sales, Views, Stored Procedures, Functions

```
1 • select sum(total_price) as Total_Revenue from pizza_sales;
```

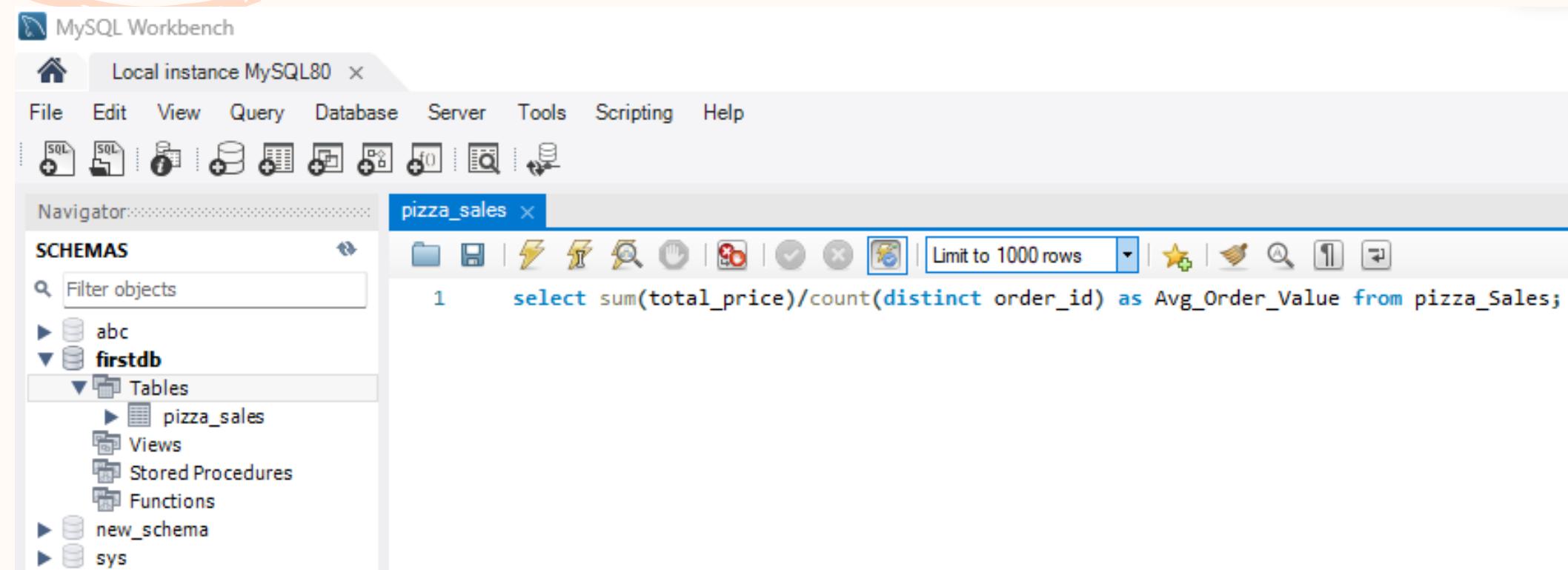
OUTPUT



Total_Revenue
817860.049999993

Q2.What is average amount spent by customer per pizza order at Slice & Spice Pizzeria?

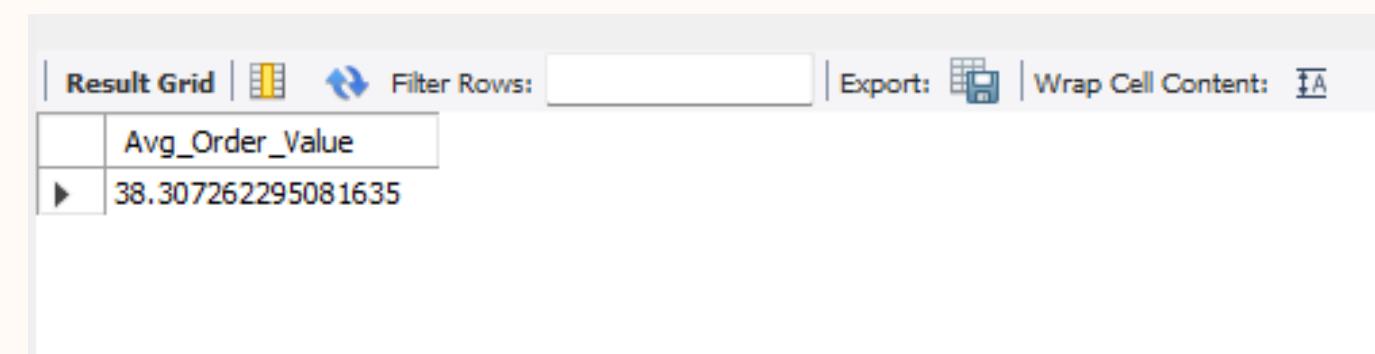
SQL CODE



The screenshot shows the MySQL Workbench interface. The top bar includes the title "MySQL Workbench" and "Local instance MySQL80". The menu bar has options like File, Edit, View, Query, Database, Server, Tools, Scripting, and Help. Below the menu is a toolbar with various icons. The "Navigator" pane on the left shows the database structure under "SCHEMAS". A table named "pizza_sales" is selected. The main area is the "SQL" editor pane, which contains the following SQL query:

```
1 select sum(total_price)/count(distinct order_id) as Avg_Order_Value from pizza_Sales;
```

OUTPUT

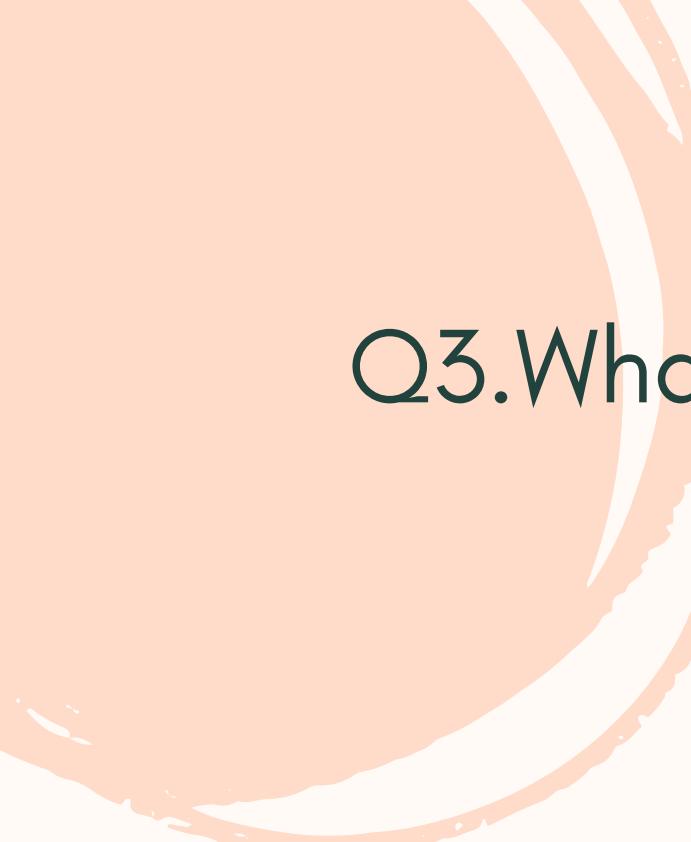


The screenshot shows the "Result Grid" pane in MySQL Workbench. It displays a single row of results with the following data:

Avg_Order_Value
38.307262295081635

Q3.What is total pizza sold by Slice & Spice, Pizzeria?

SQL CODE



MySQL Workbench

Local instance MySQL80

File Edit View Query Database Server Tools Scripting Help

Navigator

SCHEMAS

Filter objects

abc

firstdb

Tables

pizza_sales

Views

Stored Procedures

Functions

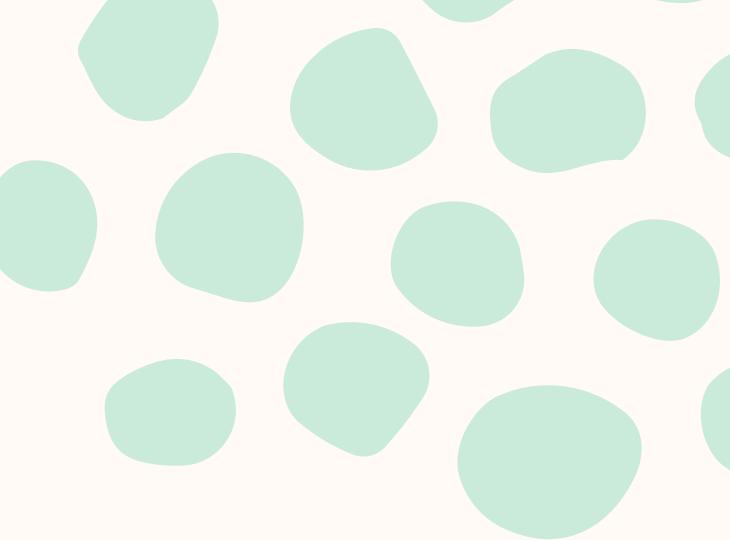
new_schema

sys

Result Grid | Filter Rows: _____ | Export: _____ | Wrap Cell Content: _____

```
1 select sum(quantity) as Total_Pizza_Sold from pizza_Sales;
```

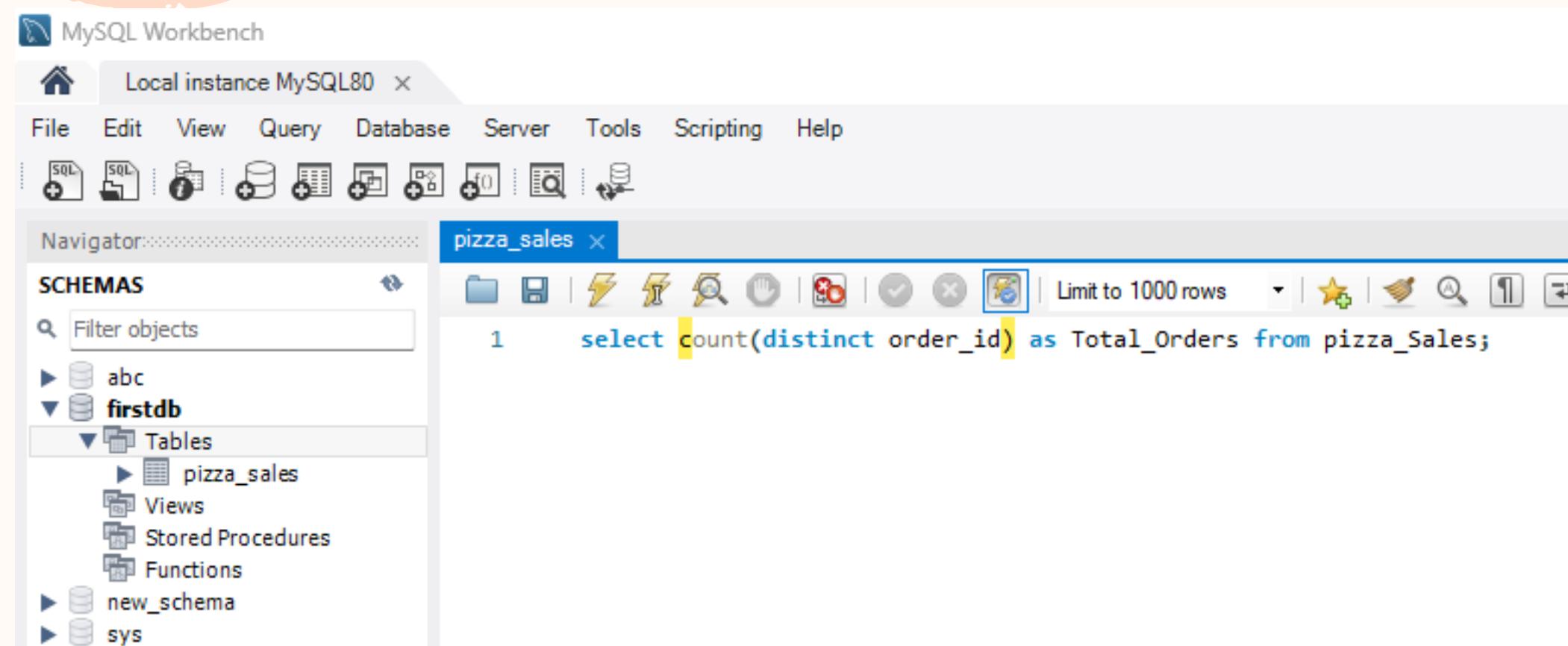
OUTPUT



Total_Pizza_Sold
49574

Q4.What is total number of orders placed by customers at Slice & Spice Pizzeria?

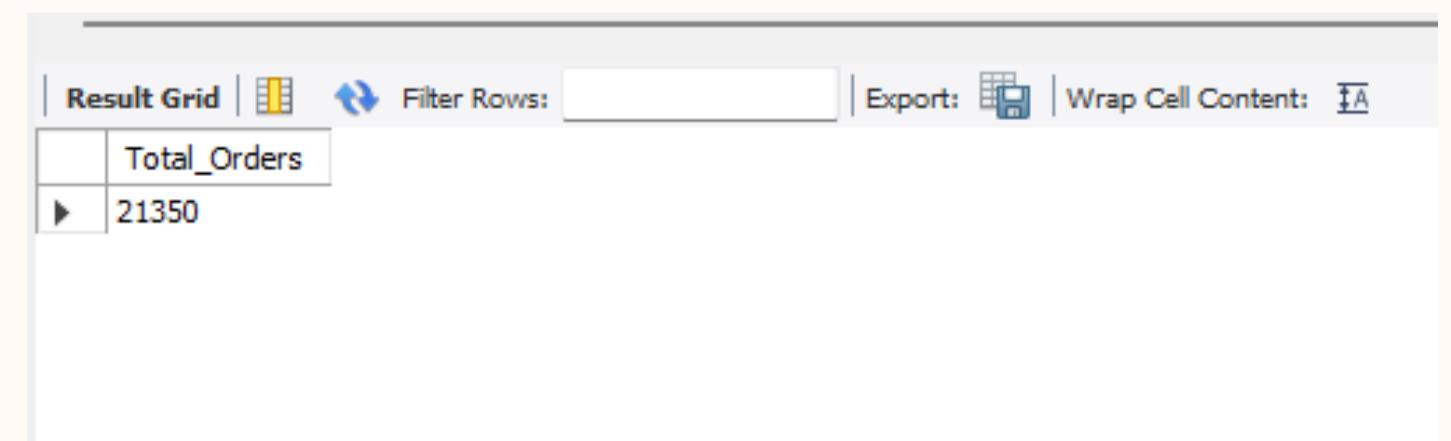
SQL CODE



The screenshot shows the MySQL Workbench interface. The title bar says "MySQL Workbench" and "Local instance MySQL80". The menu bar includes File, Edit, View, Query, Database, Server, Tools, Scripting, and Help. The toolbar has various icons for database management. The Navigator pane on the left shows "SCHEMAS" with "firstdb" selected, containing "Tables" like "pizza_sales", "Views", "Stored Procedures", and "Functions". The main SQL editor pane contains the following query:

```
1 select count(distinct order_id) as Total_Orders from pizza_Sales;
```

OUTPUT

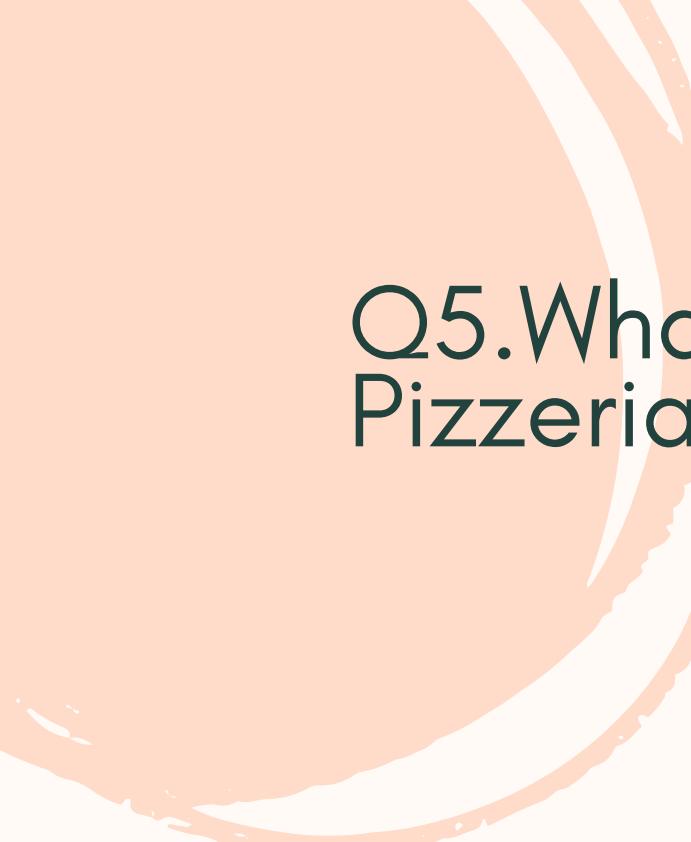


The screenshot shows the "Result Grid" tab in MySQL Workbench. It displays a single row with the column "Total_Orders" and the value "21350". There are buttons for "Filter Rows", "Export", and "Wrap Cell Content".

Total_Orders
21350

Q5.What is average number of pizza per order sold at Slice & Spice Pizzeria?

SQL CODE



```
MySQL Workbench
Local instance MySQL80 ×
File Edit View Query Database Server Tools Scripting Help
SQL SQL+ Data Editor Database Browser Schema Browser
Navigator pizza_sales ×
SCHEMAS
Filter objects
abc
firstdb
Tables
pizza_sales
Views
Stored Procedures
Functions
new_schema
sys
Limit to 1000 rows
Result Grid | Filter Rows: Export: Wrap Cell Content:
1 • select Cast(Cast(sum(quantity) As Decimal(10,2))/Cast(count(distinct order_id) As Decimal(10,2))
2   As Decimal(10,2)) as Avg_Pizza_Per_Orders
3   from pizza_Sales;
```

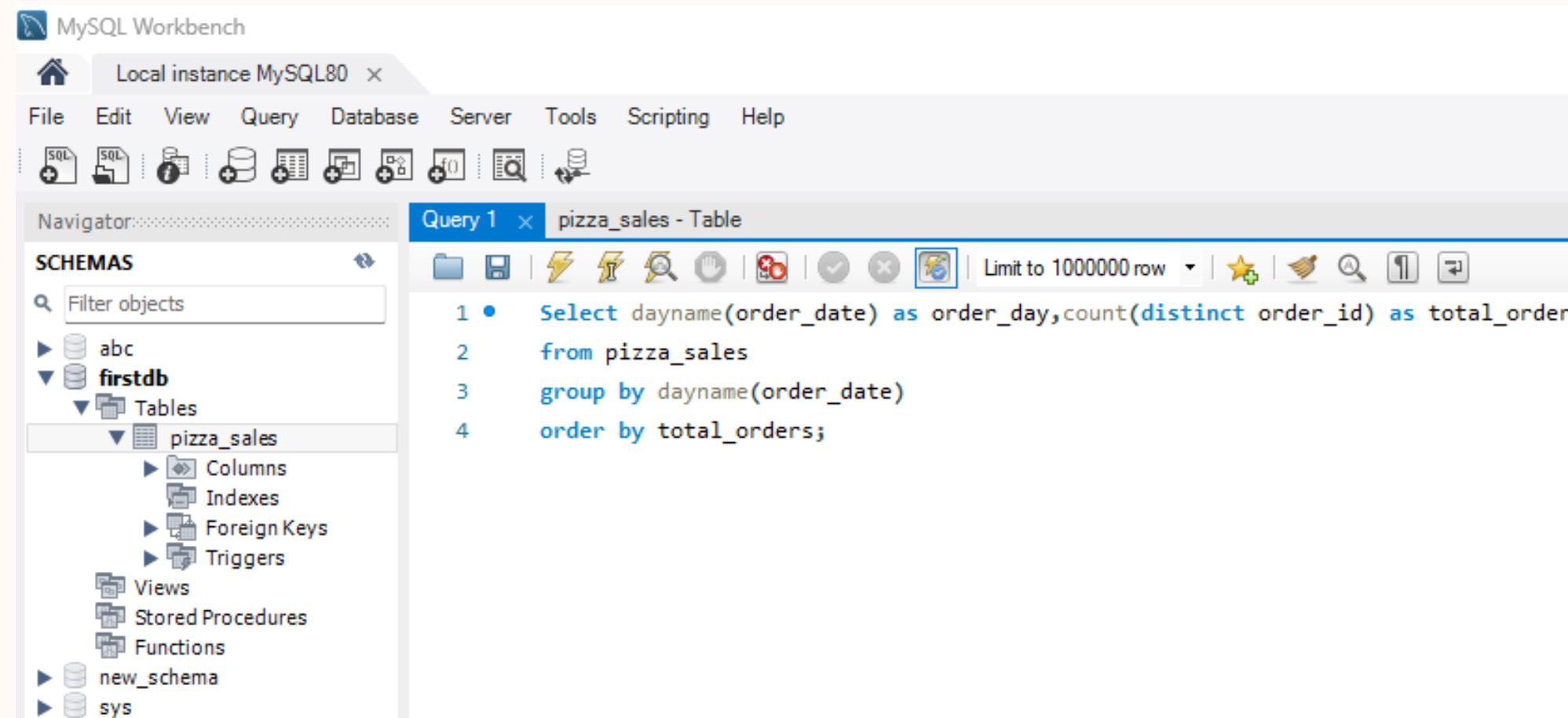
OUTPUT



Avg_Pizza_Per_Orders
2.32

Q6.What is daily trend for all total orders at Slice & Spice Pizzeria?

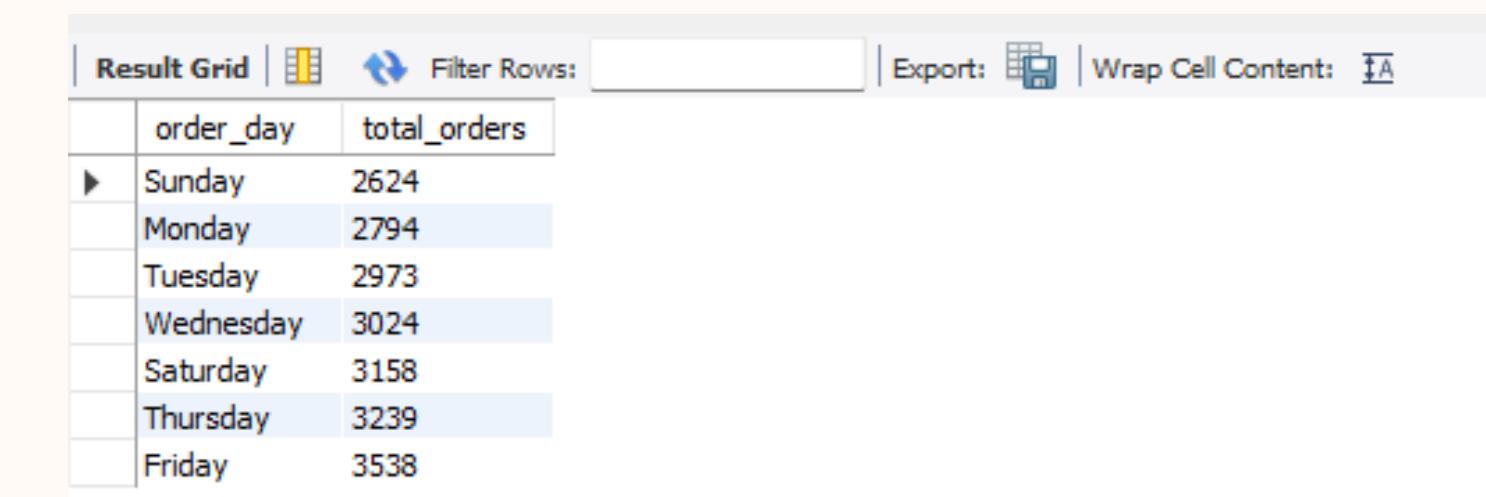
SQL CODE



The screenshot shows the MySQL Workbench interface. The top bar displays "MySQL Workbench" and "Local instance MySQL80". The menu bar includes File, Edit, View, Query, Database, Server, Tools, Scripting, and Help. Below the menu is a toolbar with various icons. The Navigator pane on the left shows the database structure, including a schema named "firstdb" which contains a table "pizza_sales". The SQL editor pane on the right contains the following SQL query:

```
1 •  Select dayname(order_date) as order_day, count(distinct order_id) as total_orders
2   from pizza_sales
3   group by dayname(order_date)
4   order by total_orders;
```

OUTPUT

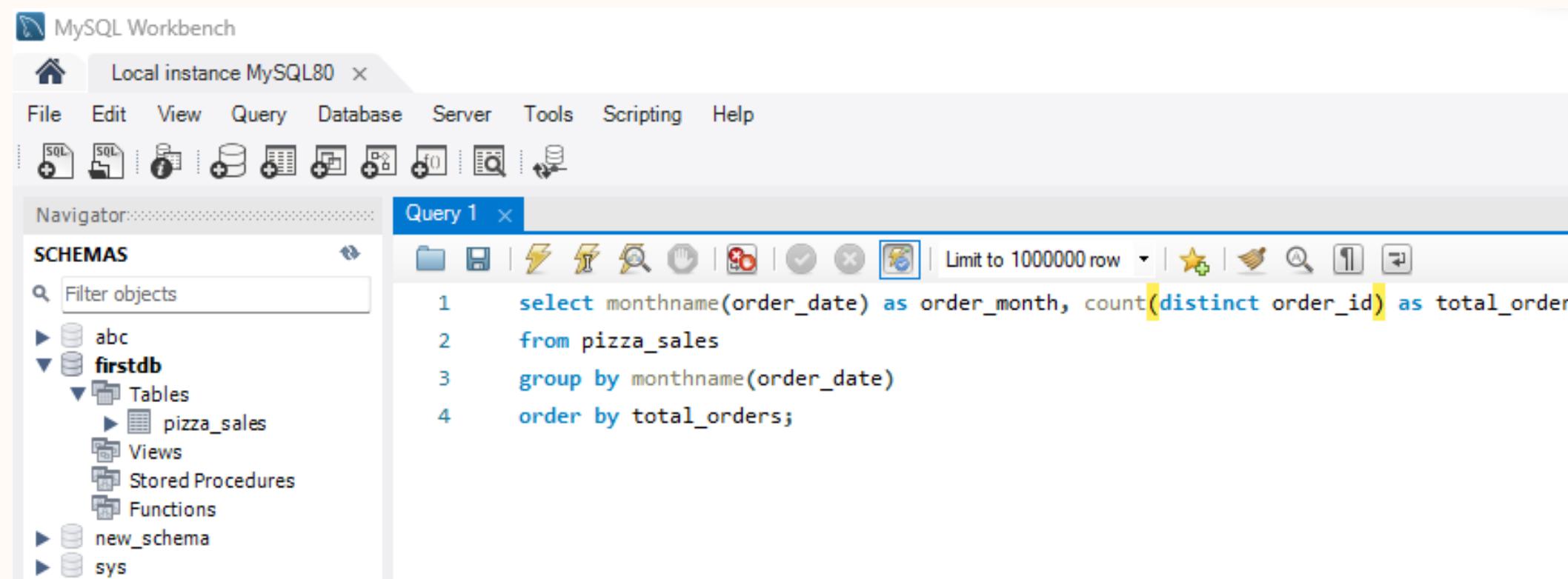


The screenshot shows the Result Grid pane in MySQL Workbench. It displays a table with two columns: "order_day" and "total_orders". The data is as follows:

	order_day	total_orders
▶	Sunday	2624
	Monday	2794
	Tuesday	2973
	Wednesday	3024
	Saturday	3158
	Thursday	3239
	Friday	3538

Q7.What is monthly trend for all total orders at Slice & Spice Pizzeria?

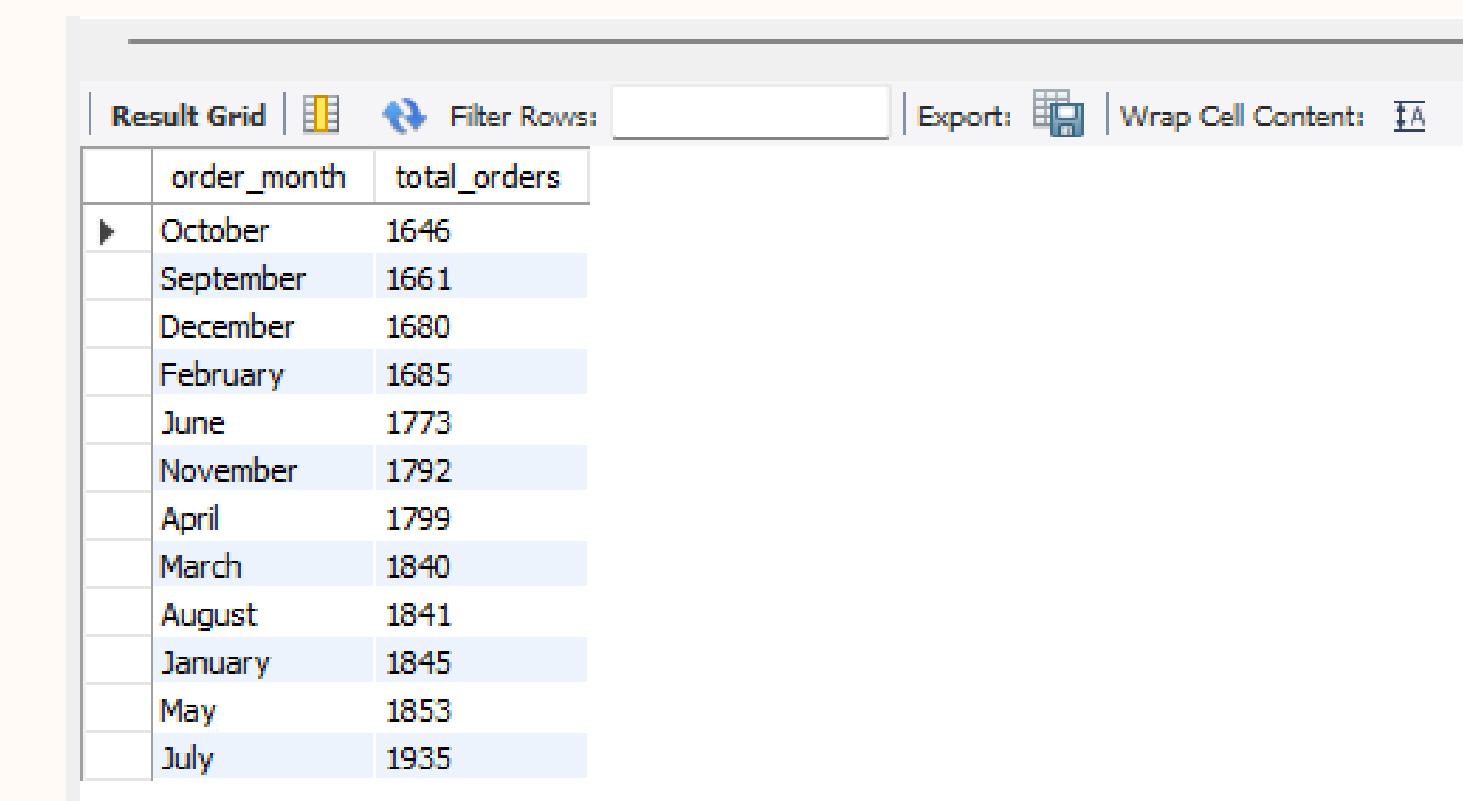
SQL CODE



The screenshot shows the MySQL Workbench interface. The title bar says "MySQL Workbench" and "Local instance MySQL80". The menu bar includes File, Edit, View, Query, Database, Server, Tools, Scripting, Help. Below the menu is a toolbar with various icons. The left sidebar is the Navigator, showing "SCHEMAS" with "firstdb" selected, which contains "Tables" (including "pizza_sales"), "Views", "Stored Procedures", and "Functions". A "new_schema" and "sys" are also listed. The main area is titled "Query 1" and contains the following SQL code:

```
1 select monthname(order_date) as order_month, count(distinct order_id) as total_orders
2 from pizza_sales
3 group by monthname(order_date)
4 order by total_orders;
```

OUTPUT

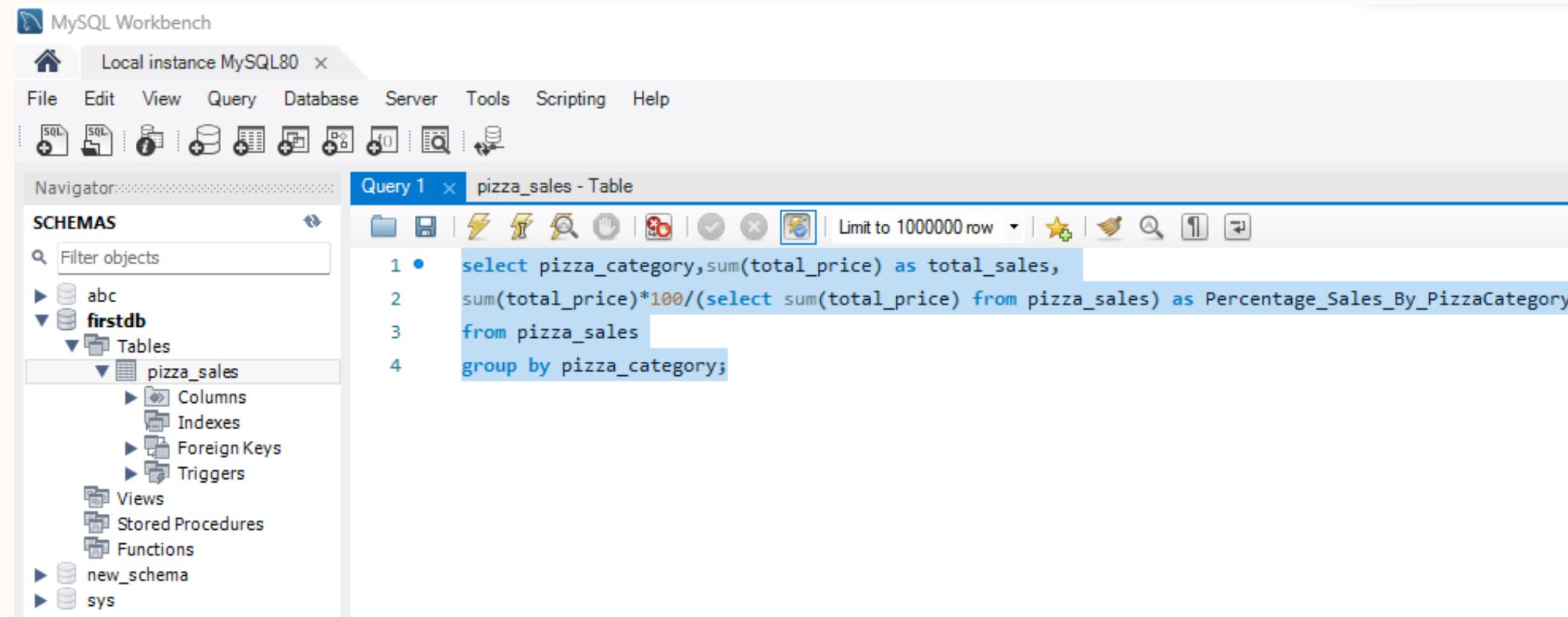


The screenshot shows the "Result Grid" tab in MySQL Workbench. The grid displays the results of the SQL query. The columns are "order_month" and "total_orders". The data is as follows:

	order_month	total_orders
▶	October	1646
	September	1661
	December	1680
	February	1685
	June	1773
	November	1792
	April	1799
	March	1840
	August	1841
	January	1845
	May	1853
	July	1935

Q7.What is percentage of sales by each pizza category at Slice & Spice Pizzeria?

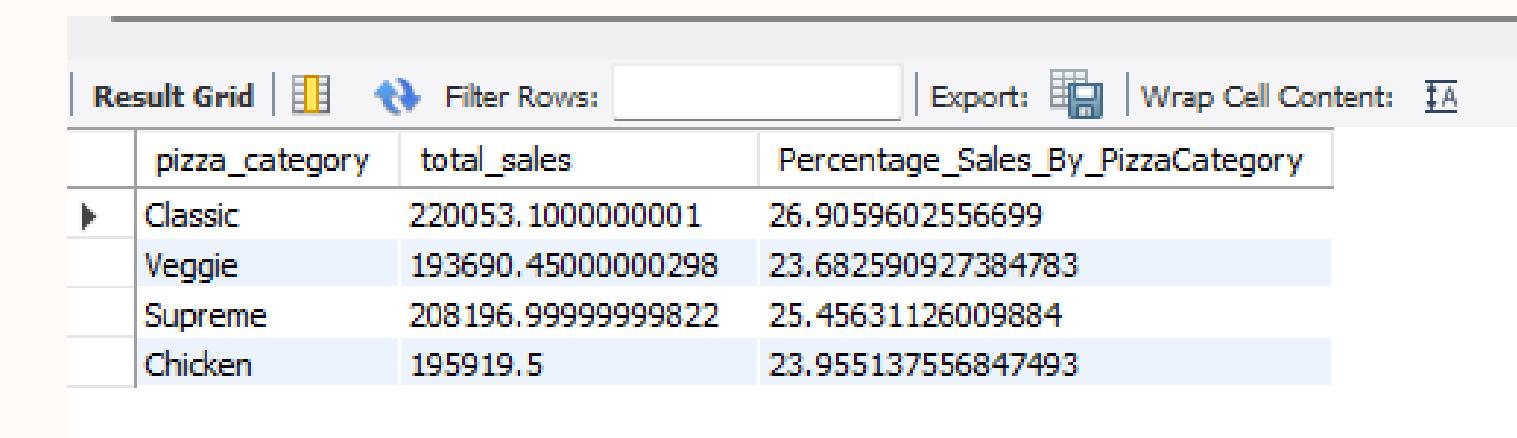
SQL CODE



The screenshot shows the MySQL Workbench interface. The top menu bar includes File, Edit, View, Query, Database, Server, Tools, Scripting, and Help. Below the menu is a toolbar with various icons. The Navigator pane on the left lists Schemas (abc, firstdb), Tables (pizza_sales), and other database objects like Views, Stored Procedures, Functions, new_schema, and sys. The main area is titled "Query 1" and contains the following SQL code:

```
1 • select pizza_category,sum(total_price) as total_sales,
2 sum(total_price)*100/(select sum(total_price) from pizza_sales) as Percentage_Sales_By_PizzaCategory
3 from pizza_sales
4 group by pizza_category;
```

OUTPUT

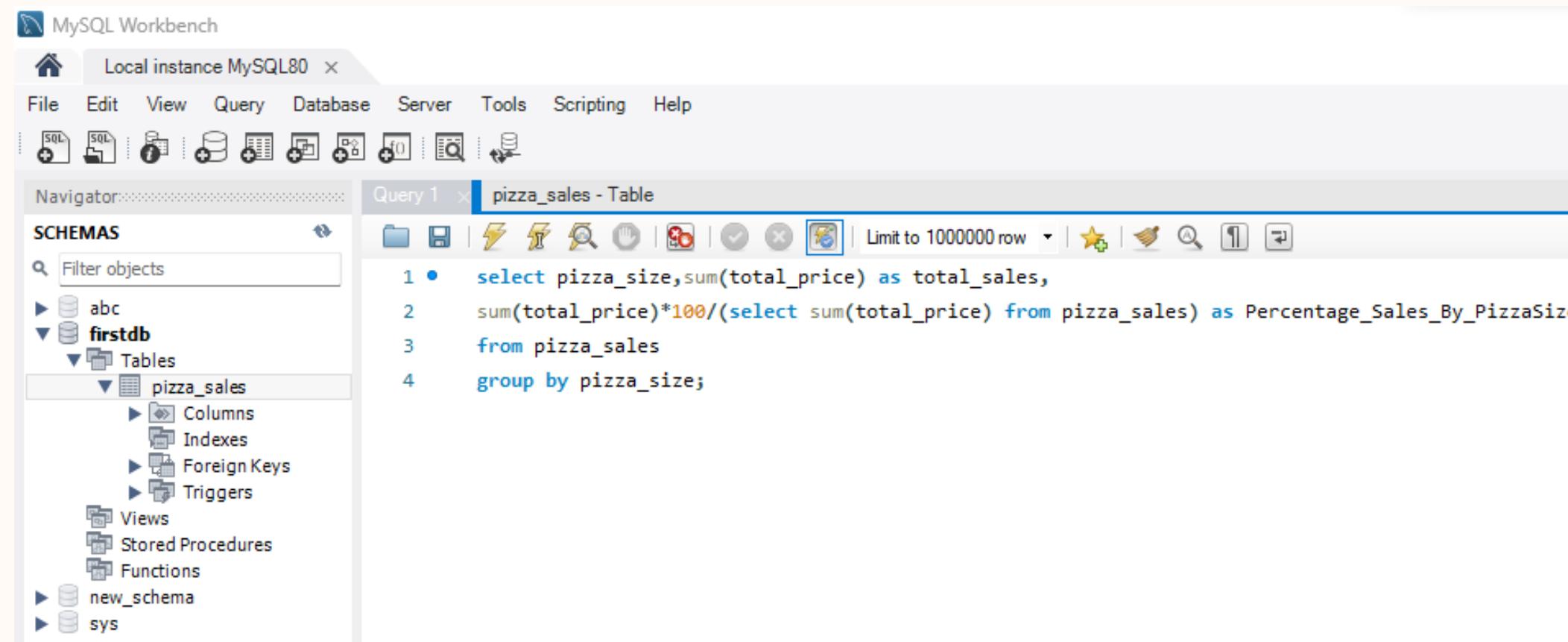


The screenshot shows the "Result Grid" tab in MySQL Workbench. It displays the results of the SQL query. The columns are pizza_category, total_sales, and Percentage_Sales_By_PizzaCategory. The data is as follows:

	pizza_category	total_sales	Percentage_Sales_By_PizzaCategory
►	Classic	220053.1000000001	26.9059602556699
	Veggie	193690.45000000298	23.682590927384783
	Supreme	208196.99999999822	25.45631126009884
	Chicken	195919.5	23.955137556847493

Q8.What is percentage of sales by each pizza size at Slice & Spice Pizzeria?

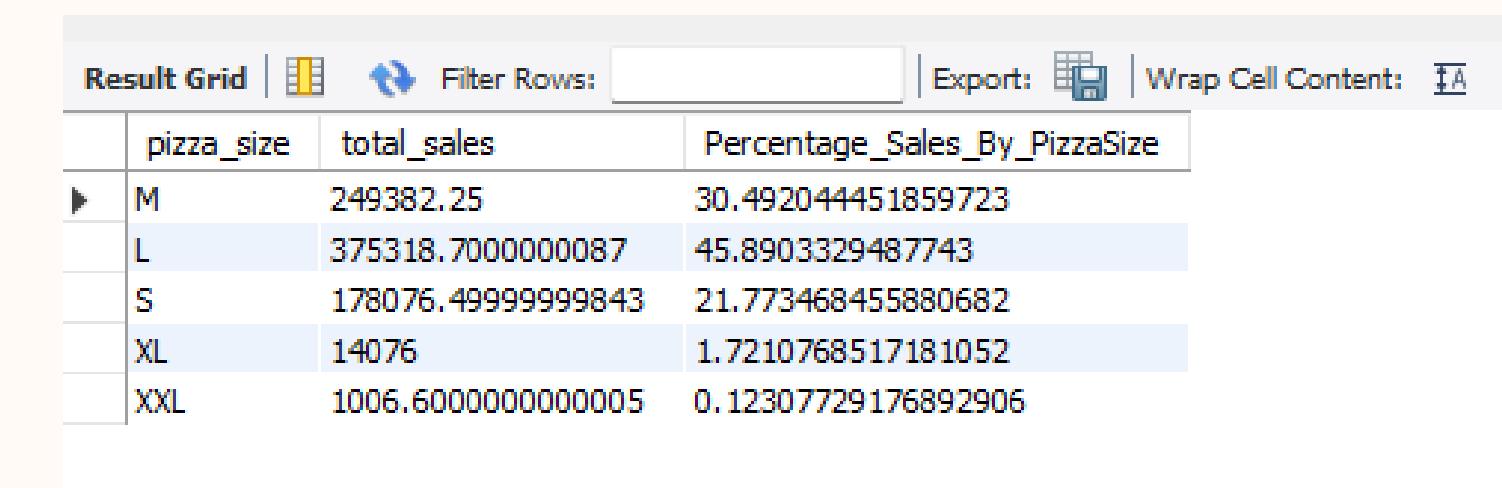
SQL CODE



The screenshot shows the MySQL Workbench interface. The top menu bar includes File, Edit, View, Query, Database, Server, Tools, Scripting, and Help. Below the menu is a toolbar with various icons. The left sidebar is the Navigator, showing SCHEMAS (abc, firstdb, new_schema, sys) and TABLES (pizza_sales). The main area is the Query Editor titled "Query 1" with the query:

```
1 • select pizza_size,sum(total_price) as total_sales,
2     sum(total_price)*100/(select sum(total_price) from pizza_sales) as Percentage_Sales_By_PizzaSize
3     from pizza_sales
4     group by pizza_size;
```

OUTPUT

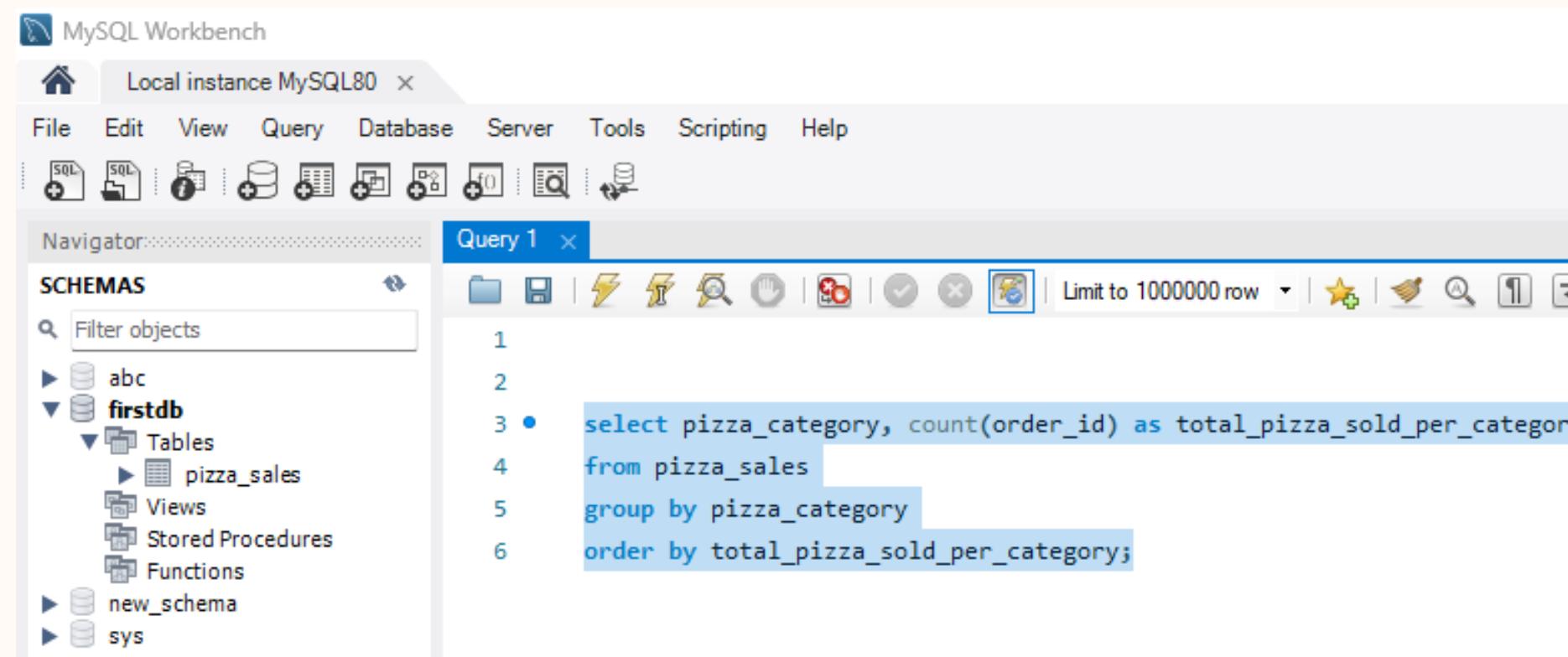


The result grid displays the output of the SQL query. It has three columns: pizza_size, total_sales, and Percentage_Sales_By_PizzaSize. The data is as follows:

	pizza_size	total_sales	Percentage_Sales_By_PizzaSize
1	M	249382.25	30.492044451859723
2	L	375318.70000000087	45.8903329487743
3	S	178076.499999999843	21.773468455880682
4	XL	14076	1.7210768517181052
5	XXL	1006.6000000000005	0.12307729176892906

Q9.What is total pizza sold by each pizza category at Slice & Spice Pizzeria?

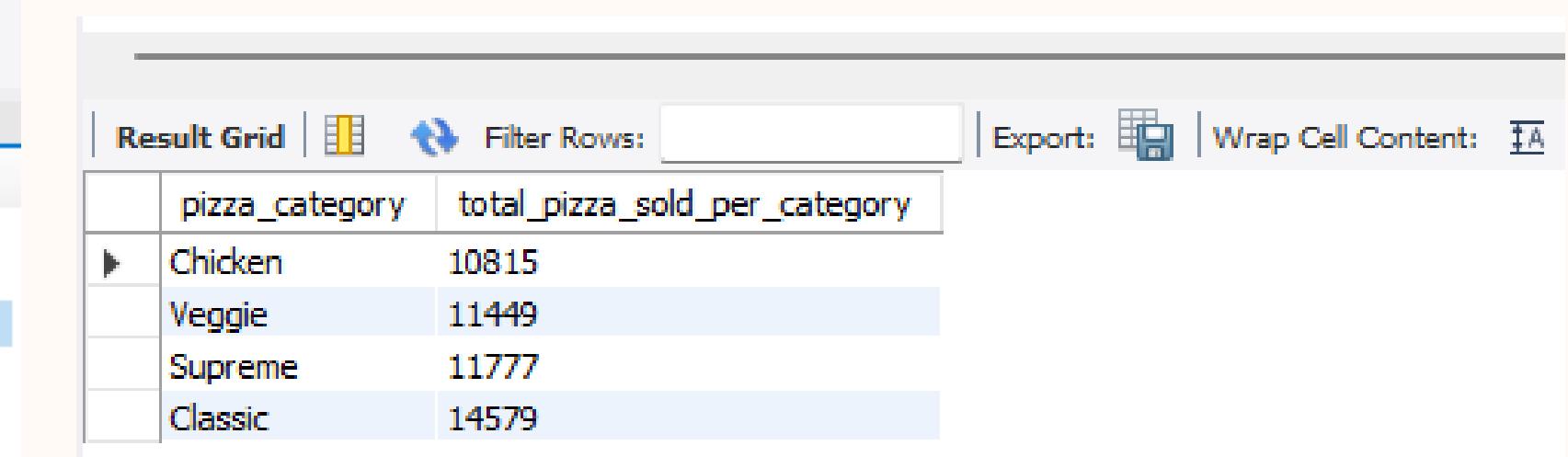
SQL CODE



The screenshot shows the MySQL Workbench interface. The title bar says "MySQL Workbench" and "Local instance MySQL80". The menu bar includes File, Edit, View, Query, Database, Server, Tools, Scripting, Help. The toolbar has various icons for database management. The Navigator pane shows the schema "firstdb" with a table "pizza_sales" selected. The main area is a "Query 1" window containing the following SQL code:

```
1
2
3 • select pizza_category, count(order_id) as total_pizza_sold_per_category
4   from pizza_sales
5   group by pizza_category
6   order by total_pizza_sold_per_category;
```

OUTPUT

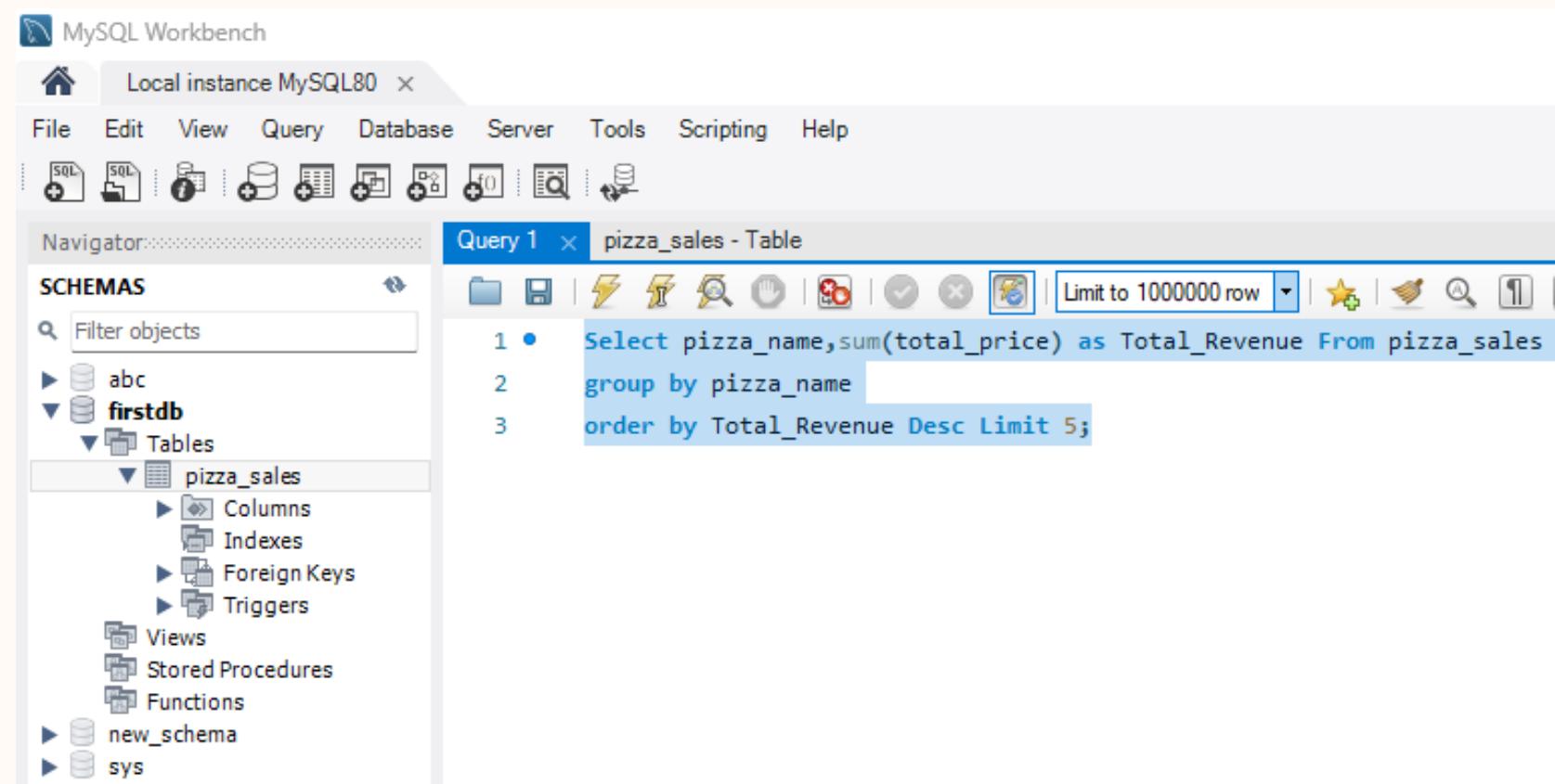


The screenshot shows the "Result Grid" tab in MySQL Workbench. It displays the results of the SQL query. The table has two columns: "pizza_category" and "total_pizza_sold_per_category". The data is as follows:

	pizza_category	total_pizza_sold_per_category
▶	Chicken	10815
▶	Veggie	11449
▶	Supreme	11777
▶	Classic	14579

Q10.What is Top 5 Best Seller Pizza by Revenue at Slice & Spice Pizzeria?

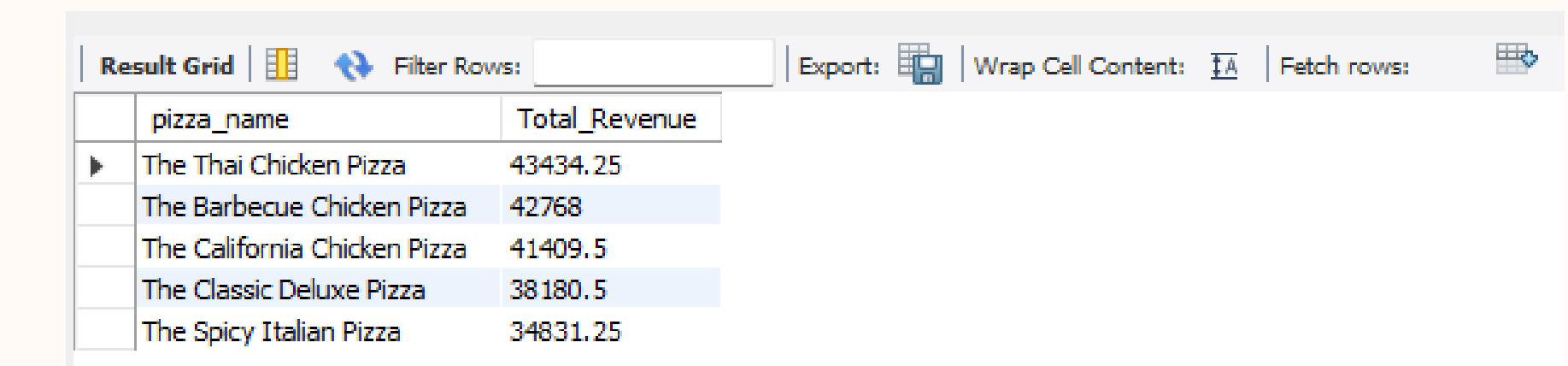
SQL CODE



The screenshot shows the MySQL Workbench interface. The top bar includes the title "MySQL Workbench" and a tab for "Local instance MySQL80". The menu bar contains File, Edit, View, Query, Database, Server, Tools, Scripting, and Help. Below the menu is a toolbar with various icons. The "Navigator" pane on the left lists "SCHEMAS" (abc, firstdb, new_schema, sys) and "Tables" (pizza_sales). The "Query 1" pane displays the following SQL code:

```
1 • Select pizza_name,sum(total_price) as Total_Revenue From pizza_sales
2   group by pizza_name
3   order by Total_Revenue Desc Limit 5;
```

OUTPUT

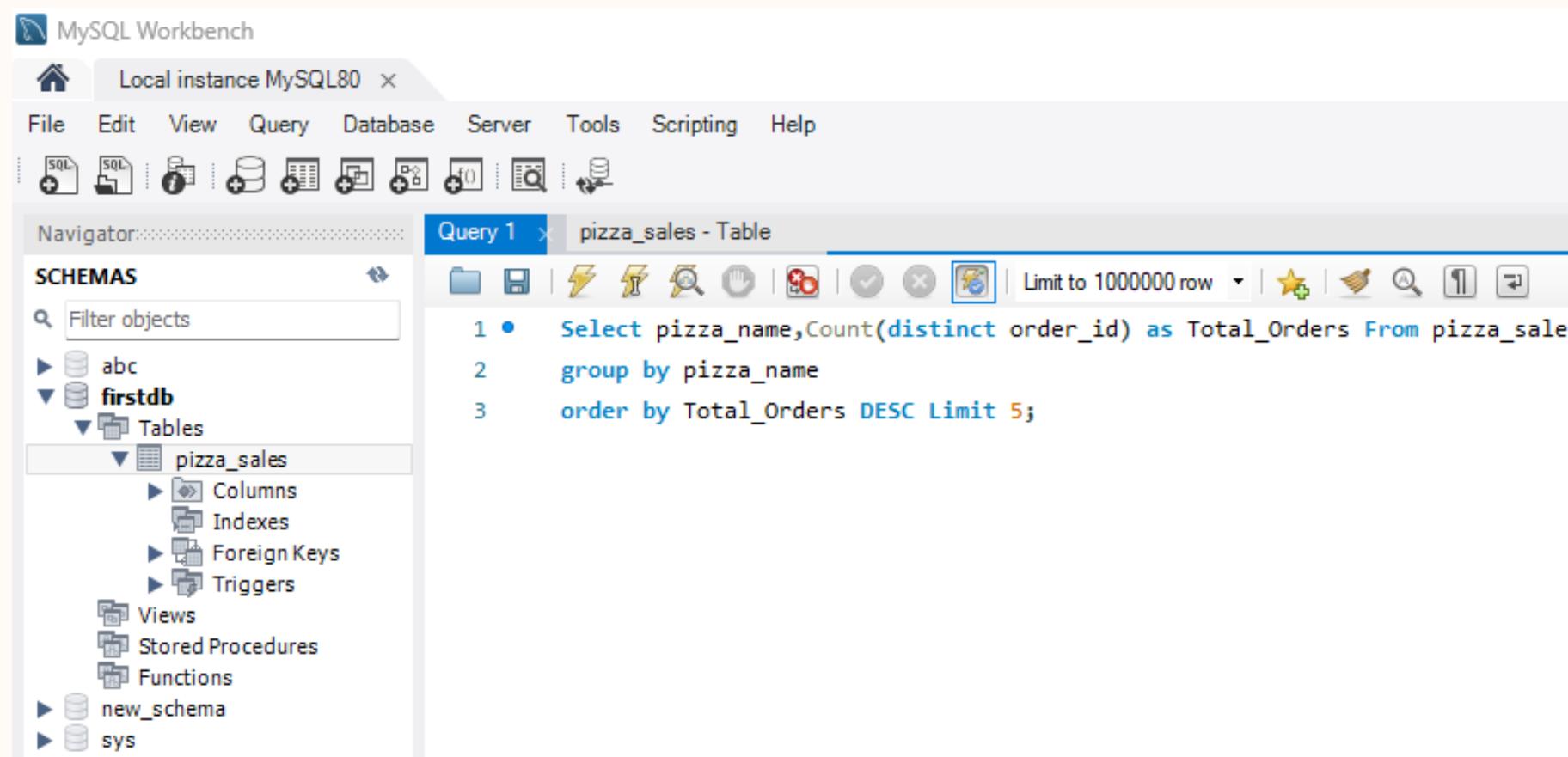


The screenshot shows the "Result Grid" pane from MySQL Workbench. It displays a table with two columns: "pizza_name" and "Total_Revenue". The data is as follows:

	pizza_name	Total_Revenue
1	The Thai Chicken Pizza	43434.25
2	The Barbecue Chicken Pizza	42768
3	The California Chicken Pizza	41409.5
4	The Classic Deluxe Pizza	38180.5
5	The Spicy Italian Pizza	34831.25

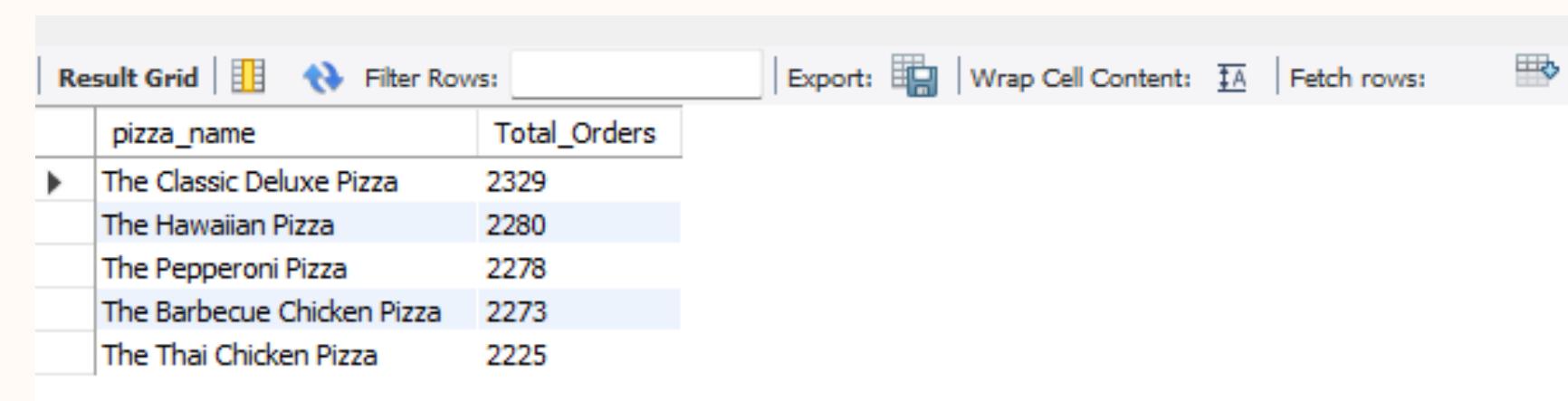
Q11.What is Top 5 Best Seller Pizza by Total Orders at Slice & Spice Pizzeria?

SQL CODE



```
1 •  Select pizza_name,Count(distinct order_id) as Total_Orders From pizza_sales
2   group by pizza_name
3   order by Total_Orders DESC Limit 5;
```

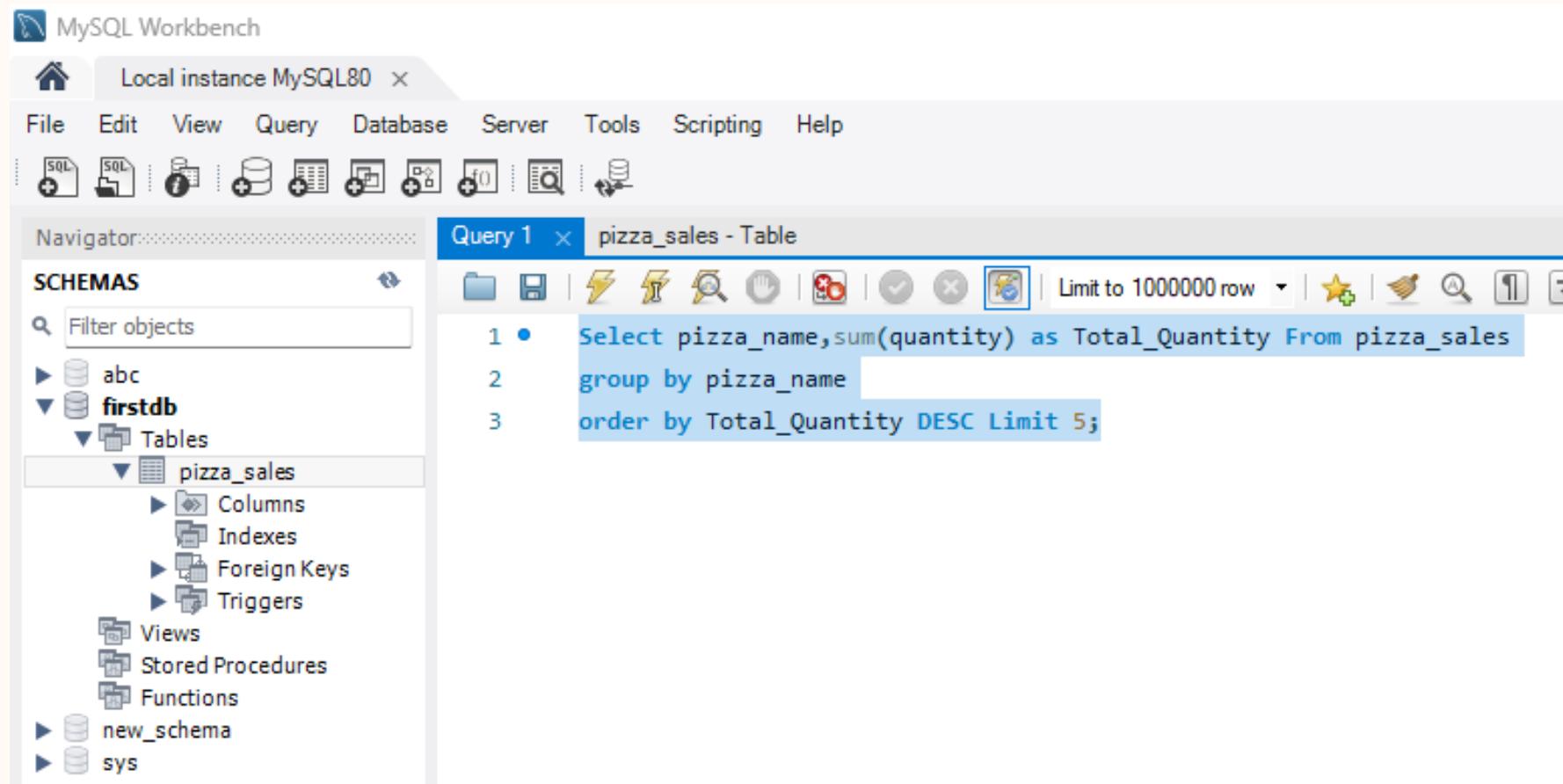
OUTPUT



pizza_name	Total_Orders
The Classic Deluxe Pizza	2329
The Hawaiian Pizza	2280
The Pepperoni Pizza	2278
The Barbecue Chicken Pizza	2273
The Thai Chicken Pizza	2225

Q12.What is Top 5 Best Seller Pizza by Total Quantity at Slice & Spice Pizzeria?

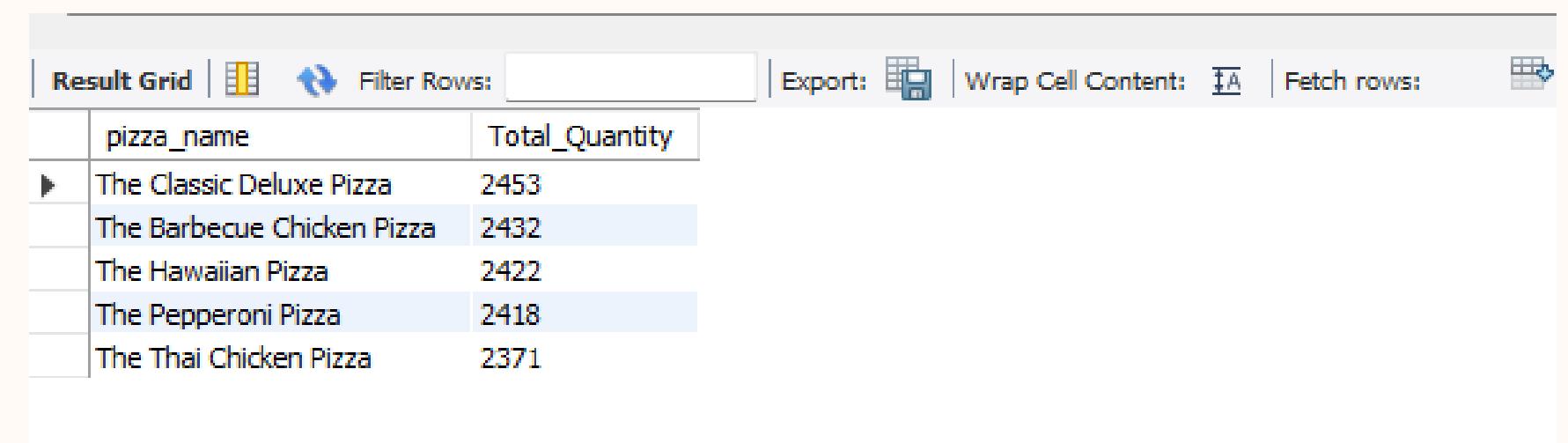
SQL CODE



The screenshot shows the MySQL Workbench interface. The top bar includes tabs for Home, Local instance MySQL80, File, Edit, View, Query, Database, Server, Tools, Scripting, and Help. Below the top bar is a toolbar with various icons. The main area has a 'Query 1' tab and a 'pizza_sales - Table' tab. The Navigator pane on the left lists Schemas (abc, firstdb, new_schema, sys) and Tables (pizza_sales, Views, Stored Procedures, Functions). The SQL editor contains the following query:

```
1 • Select pizza_name,sum(quantity) as Total_Quantity From pizza_sales  
2 group by pizza_name  
3 order by Total_Quantity DESC Limit 5;
```

OUTPUT

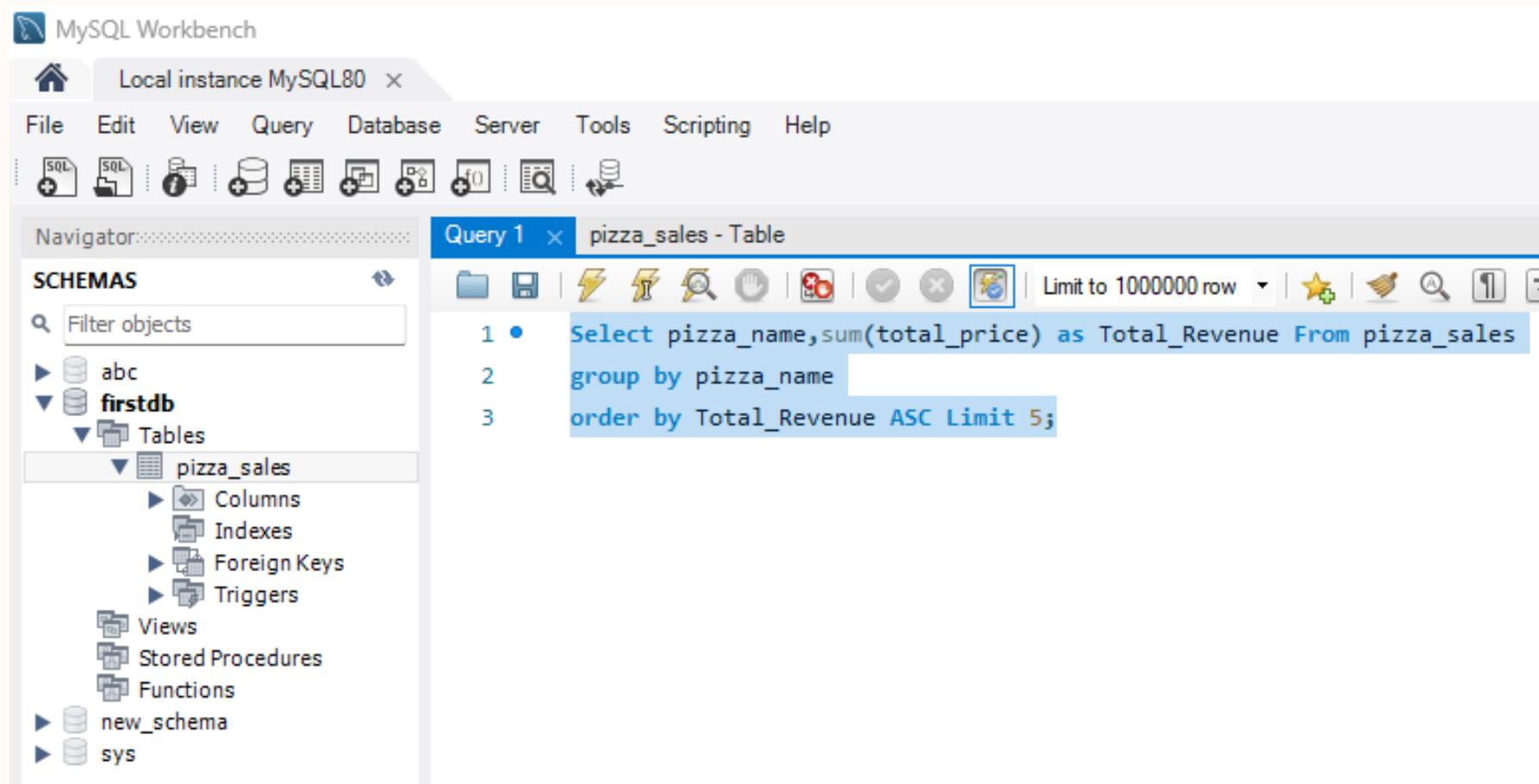


The screenshot shows the Result Grid pane in MySQL Workbench. It displays the results of the executed SQL query. The grid has two columns: 'pizza_name' and 'Total_Quantity'. The data is as follows:

pizza_name	Total_Quantity
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371

Q13.What is Bottom 5 Best Seller (5 Worst Sellers) Pizza by Revenue at Slice & Spice Pizzeria?

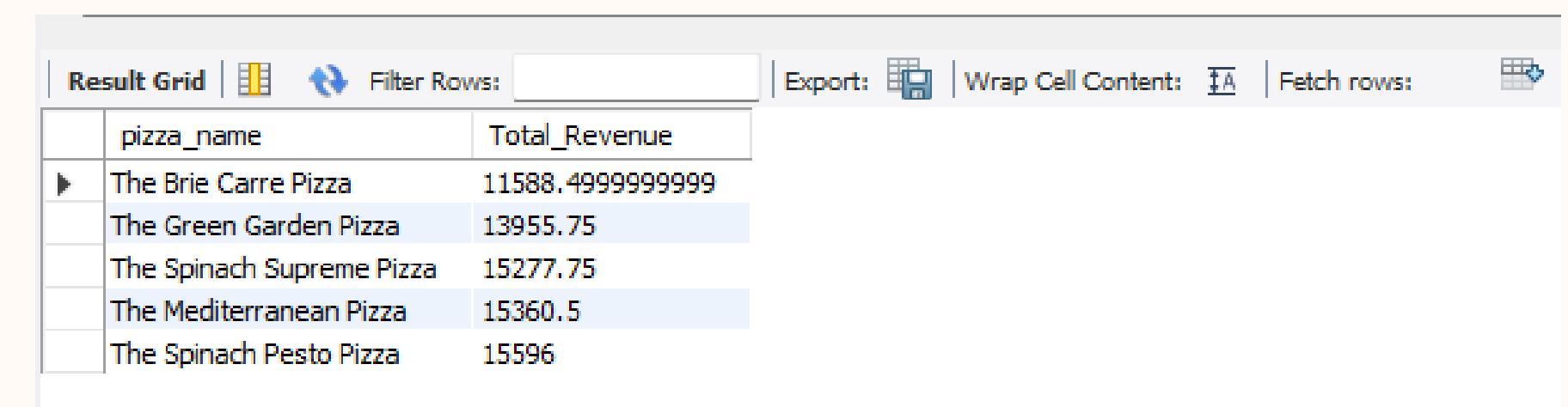
SQL CODE



The screenshot shows the MySQL Workbench interface. The Navigator panel on the left lists databases (abc, firstdb), tables (pizza_sales), and other schema objects. The Query Editor panel contains the following SQL code:

```
1 • Select pizza_name,sum(total_price) as Total_Revenue From pizza_sales
2 group by pizza_name
3 order by Total_Revenue ASC Limit 5;
```

OUTPUT

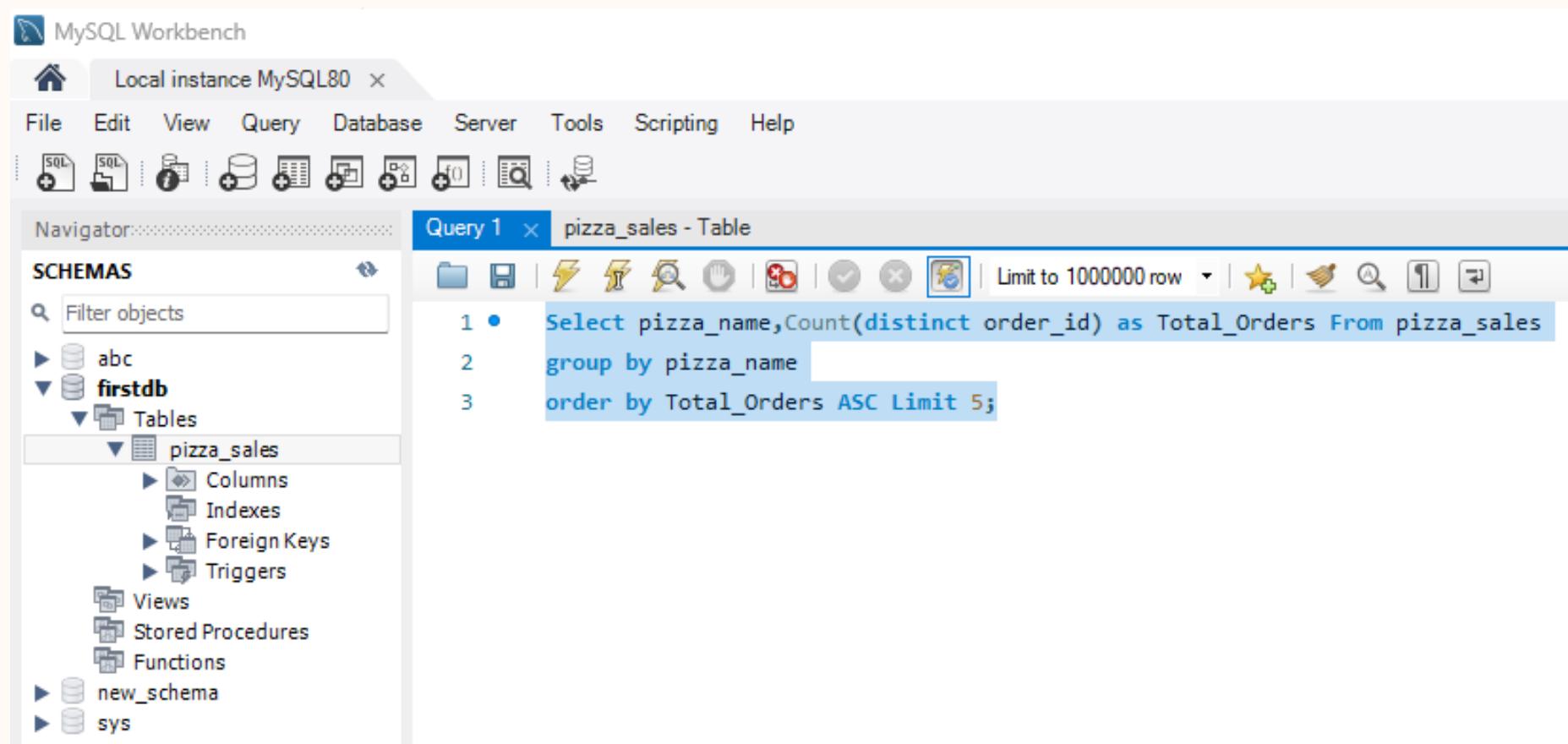


The screenshot shows the Result Grid pane in MySQL Workbench displaying the results of the SQL query. The grid has two columns: pizza_name and Total_Revenue. The data is as follows:

	pizza_name	Total_Revenue
▶	The Brie Carre Pizza	11588.4999999999
▶	The Green Garden Pizza	13955.75
▶	The Spinach Supreme Pizza	15277.75
▶	The Mediterranean Pizza	15360.5
▶	The Spinach Pesto Pizza	15596

Q15.What is Bottom 5 Best Seller (5 Worst Sellers) Pizza by Total Orders at Slice & Spice Pizzeria?

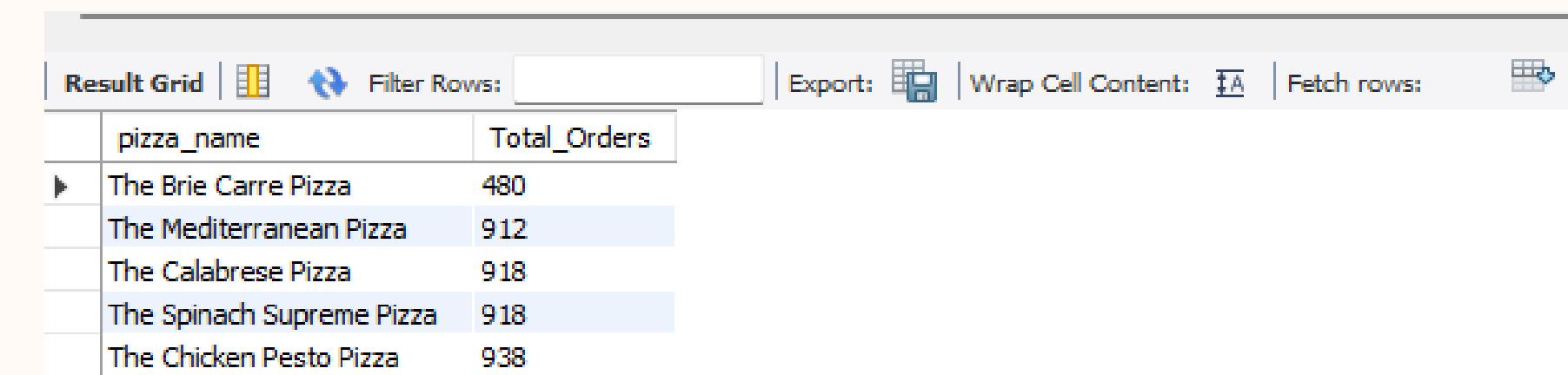
SQL CODE



The screenshot shows the MySQL Workbench interface. The top bar includes tabs for Home, Local instance MySQL80, File, Edit, View, Query, Database, Server, Tools, Scripting, and Help. Below the menu is a toolbar with various icons. The Navigator pane on the left lists SCHEMAS (abc, firstdb, new_schema, sys), TABLES (pizza_sales), and other database objects like Views, Stored Procedures, Functions. The central Query Editor pane contains the following SQL code:

```
1 • Select pizza_name,Count(distinct order_id) as Total_Orders From pizza_sales
2   group by pizza_name
3   order by Total_Orders ASC Limit 5;
```

OUTPUT

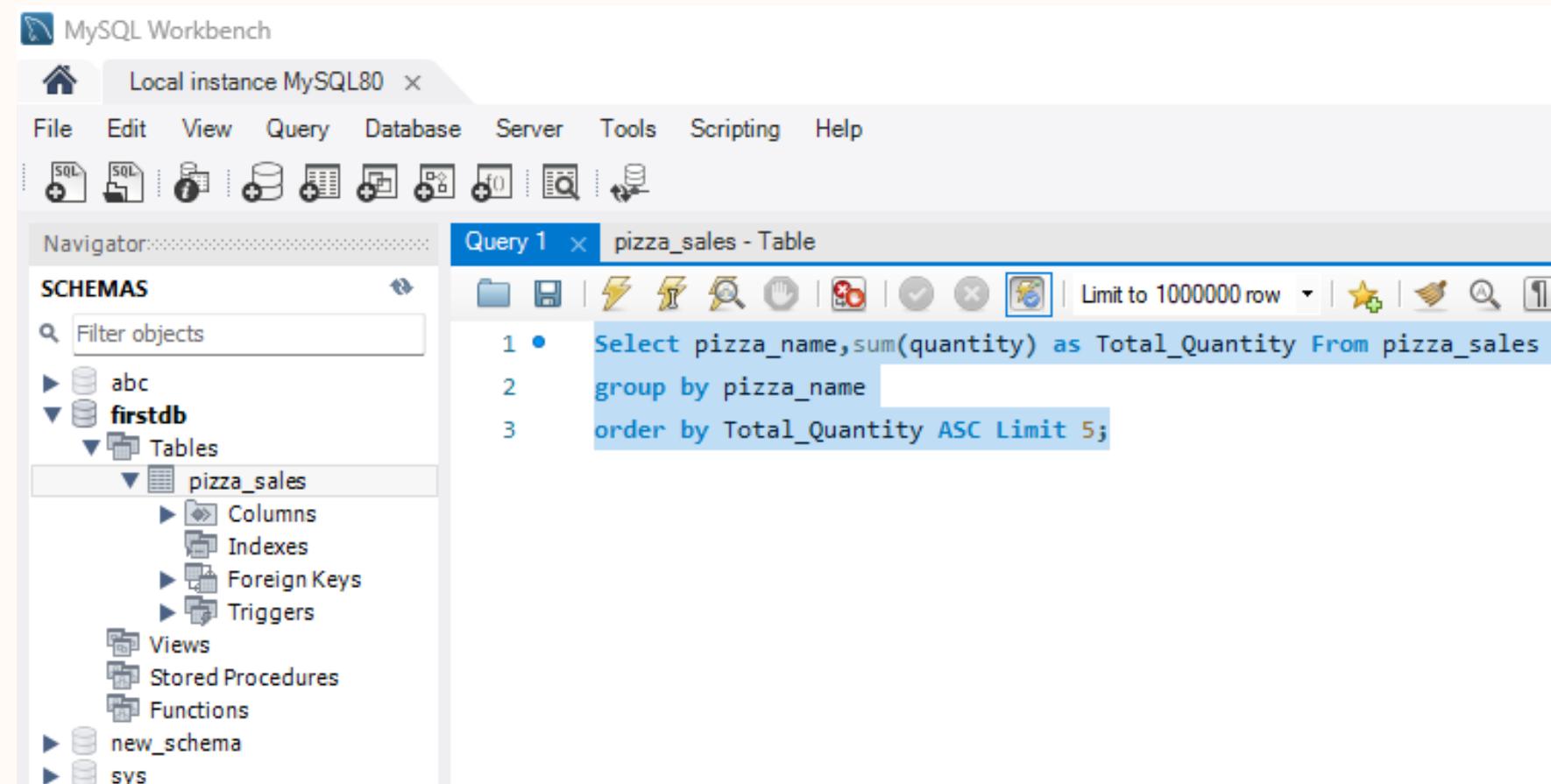


The screenshot shows the MySQL Workbench interface with the Result Grid pane active. The results of the query are displayed in a table:

	pizza_name	Total_Orders
▶	The Brie Carre Pizza	480
▶	The Mediterranean Pizza	912
▶	The Calabrese Pizza	918
▶	The Spinach Supreme Pizza	918
▶	The Chicken Pesto Pizza	938

Q14.What is Bottom 5 Best Seller (5 Worst Sellers) Pizza by Total Quantity at Slice & Spice Pizzeria?

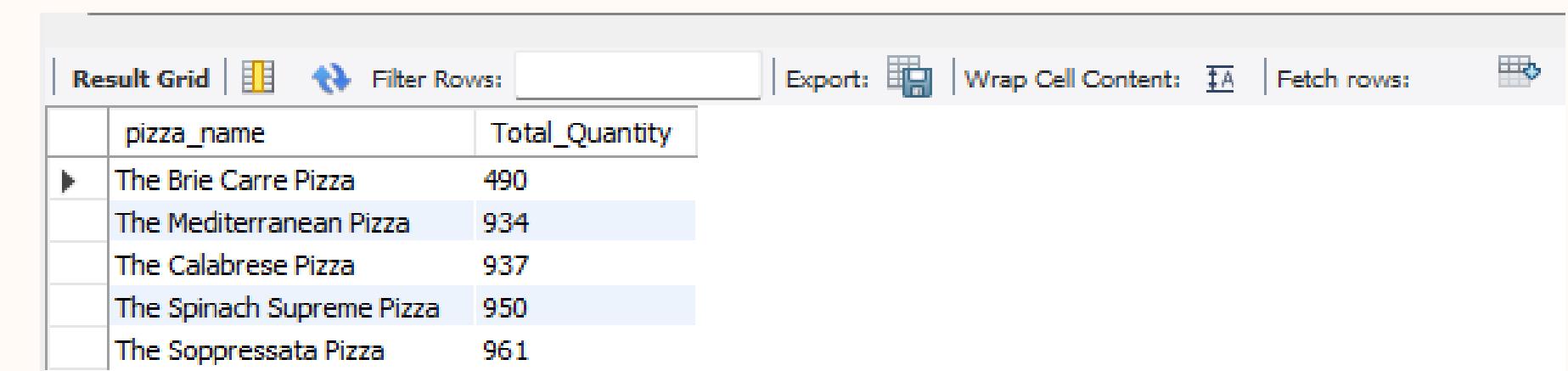
SQL CODE



The screenshot shows the MySQL Workbench interface. The Navigator pane on the left lists databases (abc, firstdb, new_schema, sys) and their tables (pizza_sales). The Query 1 pane contains the following SQL code:

```
1 • Select pizza_name,sum(quantity) as Total_Quantity From pizza_sales
2   group by pizza_name
3   order by Total_Quantity ASC Limit 5;
```

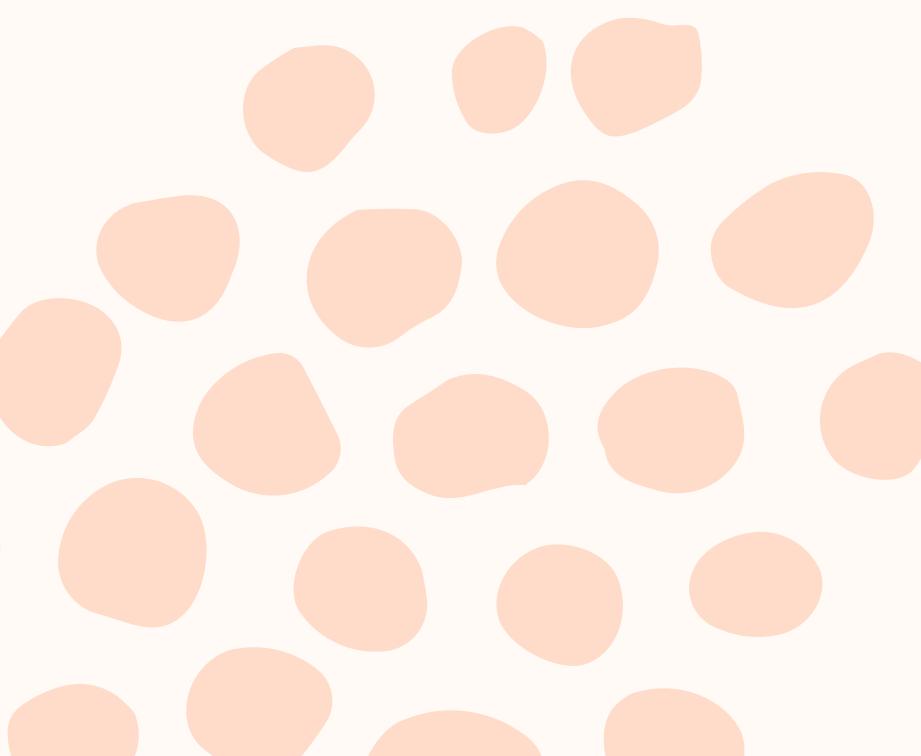
OUTPUT



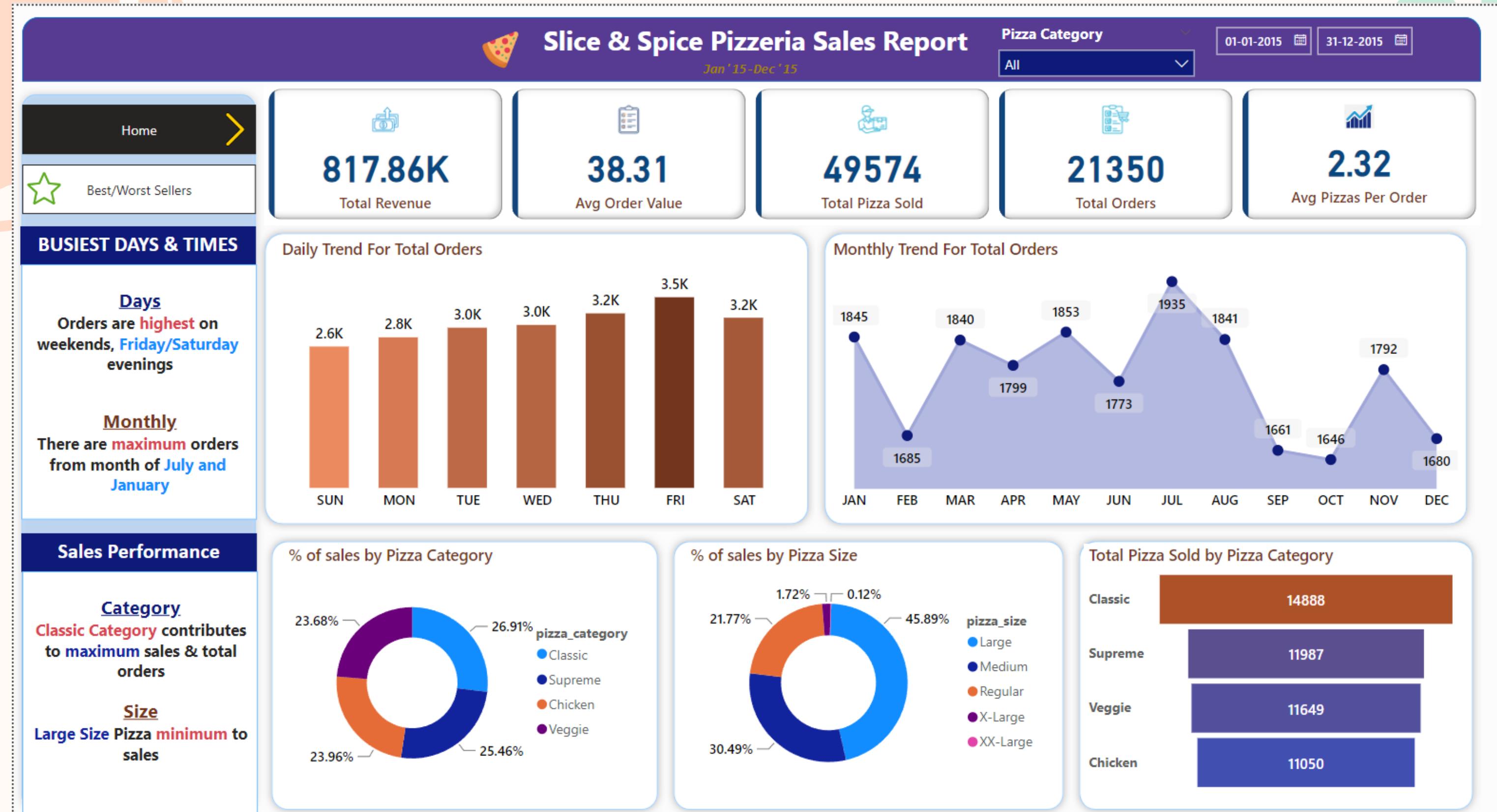
The Result Grid displays the output of the SQL query. It has two columns: pizza_name and Total_Quantity. The data is as follows:

	pizza_name	Total_Quantity
▶	The Brie Carre Pizza	490
▶	The Mediterranean Pizza	934
▶	The Calabrese Pizza	937
▶	The Spinach Supreme Pizza	950
▶	The Soppressata Pizza	961

PowerBI Dashboard



PowerBI Dashboard Part -1



PowerBI Dashboard Part - 2

Slice & Spice Pizzeria Sales Report
Pizza Category
01-01-2015
31-12-2015



817.86K

Total Revenue



38.31

Avg Order Value



49574

Total Pizza Sold



21350

Total Orders



2.32

Avg Pizzas Per Order

BEST SELLERS

Revenue
The Thai Chicken Pizza contributes to maximum revenue

Quantity
The Classic Deluxe Pizza contributes to maximum quantity

Total Orders
The Classic Deluxe Pizza contributes to maximum Total orders

Worst Sellers

Revenue
The Brie Carré Pizza contributes to minimum revenue

Quantity
The Brie Carré Pizza contributes to minimum quantity

Total Orders
The Brie Carré Pizza contributes to minimum Total orders

Top 5 Pizza By Revenue

Pizza Name	Revenue
The Thai Chic...	43K
The Barbecu...	43K
The Californi...	41K
The Classic D...	38K
The Spicy Ital...	35K

Top 5 Pizza By Quantity

Pizza Name	Quantity
The Classic D...	2.5K
The Barbecu...	2.4K
The Thai Chic...	2.4K
The Californi...	2.4K
The Spicy Ital...	1.9K

Top 5 Pizza By Total Orders

Pizza Name	Total Orders
The Classic D...	2.3K
The Hawaiia...	2.3K
The Peppero...	2.3K
The Barbecu...	2.3K
The Thai Chic...	2.2K

Bottom 5 Pizza By Revenue

Pizza Name	Revenue
The Spinach ...	16K
The Mediterr...	15K
The Spinach ...	15K
The Green G...	14K
The Brie Carr...	12K

Bottom 5 Pizza By Quantity

Pizza Name	Quantity
The Green G...	997
The Spinach ...	970
The Spinach ...	950
The Mediterr...	934
The Brie Carr...	490

Bottom 5 Pizza By Total Orders

Pizza Name	Total Orders
The Chicken ...	938
The Calabres...	918
The Spinach ...	918
The Mediterr...	912
The Brie Carr...	480

The background features abstract, rounded organic shapes in various colors: a large dark teal shape on the left, several orange shapes of different sizes and orientations, and a small green shape at the bottom left.

Business Insights & Proposals

Business Insights

DAILY TREND

It is seen that busiest days at Slice & Spice, Pizzeria are Saturday, Thursday, Friday and least is Sunday.

% OF SALES BY PIZZA CATEGORY

We conclude that classic has max % of sales and veggie has the least % of sales by pizza category.

MONTHLY TREND

It is seen that busiest months at Slice & Spice, Pizzeria are January, May, July and least is October.

% OF SALES BY PIZZA SIZE

We conclude that large pizza size has max % of sales whereas XXL pizza size has the least % of sales.

Business Insights

TOTAL PIZZA SOLD BY EACH PIZZA CATEGORY

It can easily be seen that classic pizza category has most sale and chicken pizza category has least sale.

TOP 5 BEST SELLER PIZZA BY TOTAL ORDERS

- Classic Deluxe Pizza
- Hawaiian Pizza
- Pepperoni Pizza
- Barbecue Chicken Pizza
- Thai Chicken Pizza

TOP 5 BEST SELLER PIZZA BY REVENUE

- Thai Chicken Pizza
- Barbecue Chicken Pizza
- California Chicken Pizza
- Classic Deluxe Pizza
- Spicy Italian Pizza

TOP 5 BEST SELLER PIZZA BY TOTAL QUANTITY

- Classic Deluxe Pizza
- Barbecue Chicken Pizza
- Hawaiian Pizza
- Pepperoni Pizza
- Thai Chicken Pizza

Business Insights

BOTTOM 5 BEST SELLER PIZZA BY REVENUE

- Brie Carre Pizza
- Green Garden Pizza
- Spinach Supreme Pizza
- Mediterranean Pizza
- Spinach Pesto Pizza

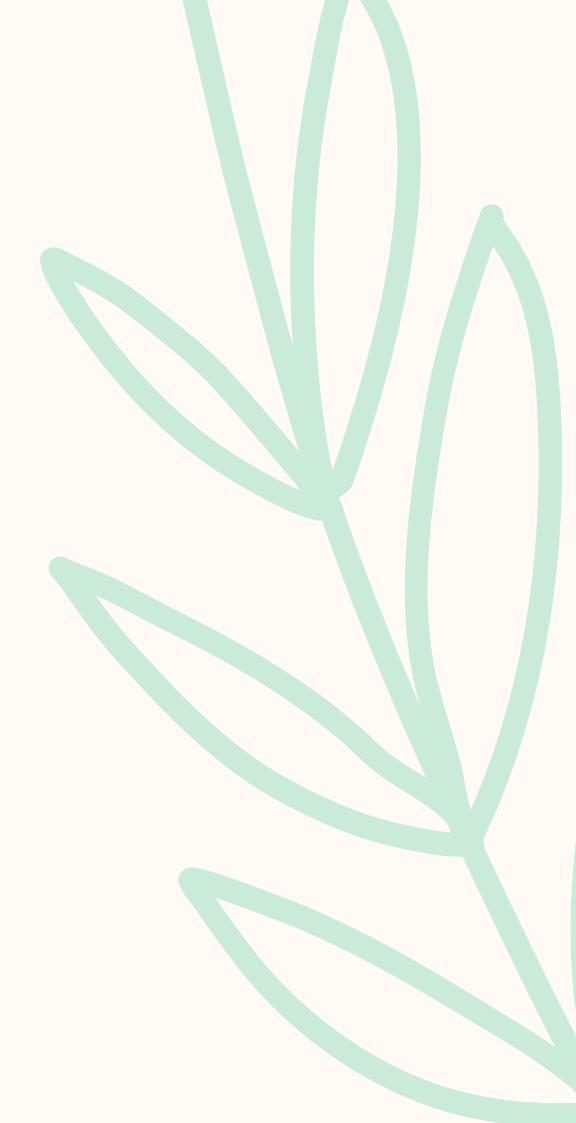
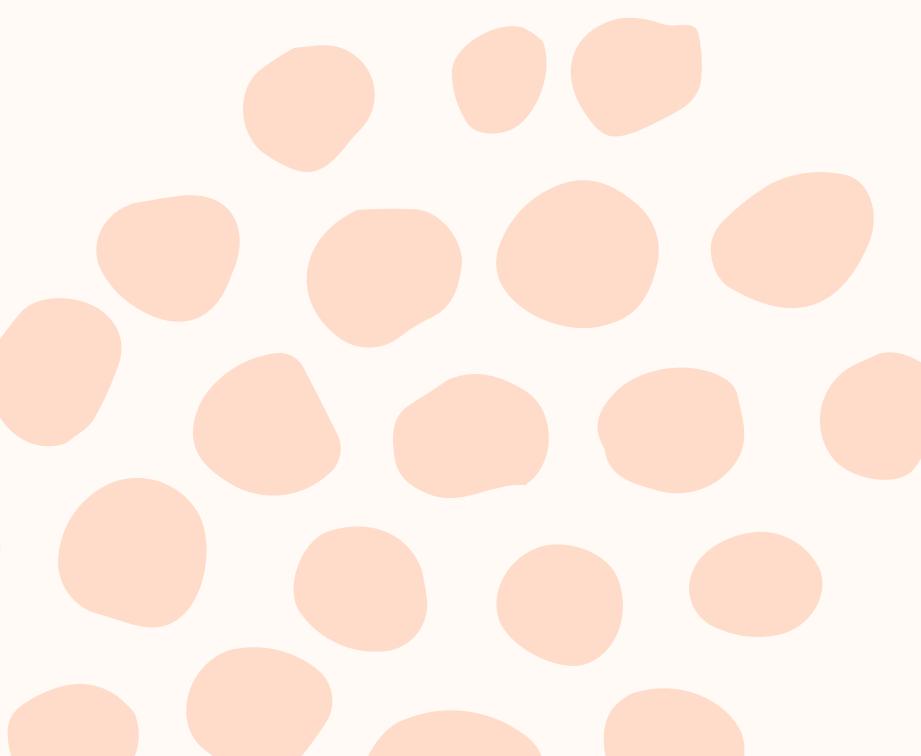
BOTTOM 5 BEST SELLER PIZZA BY TOTAL ORDERS

- Brie Carre Pizza
- Mediterranean Pizza
- Calabrese Pizza
- Spinach Supreme Pizza
- Chicken Pesto Pizza

BOTTOM 5 BEST SELLER PIZZA BY TOTAL QUANTITY

- Brie Carre Pizza
- Mediterranean Pizza
- Calabrese Pizza
- Spinach Supreme Pizza
- Soppressata Pizza

Business Proposals



Business Proposals...

1. PROMOTIONAL OFFERS ON SLOW DAYS

Since Sundays is the least busy day of week, introduce special promotions or discounts on Sundays to boost customer traffic on the least busy day. Consider buy-one-get-one-free deals or family packages to attract more visitors.

2. SEASONAL MARKETING CAMPAIGNS

Focus marketing efforts on slower months, such as October, through seasonal campaigns, limited-time menu items, or discounts to increase sales during these periods.

Business Proposals...

3. PROMOTION OF CLASSIC PIZZAS

Highlight classic pizzas in marketing campaigns and create combo deals that include these popular options. Use both online and offline channels to promote the classic pizza category.

4. UPSELL LARGER PIZZA SIZES

Since large pizza sizes have the highest percentage of sales, focus on upselling larger sizes. Hence, encourage upselling of larger pizza sizes by offering bundle deals that showcase the value of upgrading to a larger pizza. Emphasize the satisfaction and cost-effectiveness of larger sizes.

Business Proposals...

5. REVAMP CHICKEN PIZZA CATEGORY

Given that chicken pizza is the least sold category, consider revamping your chicken pizza offerings. Introduce new and innovative chicken pizza options, run promotional campaigns, and gather customer feedback to understand preferences and improve the chicken pizza category.

6. SPECIAL FEATURING TOP SELLERS

Create special promotions or events around the top 5 best-selling pizzas by revenue to further boost their sales.

Consider themed nights or loyalty programs for these popular choices.

Business Proposals...

7. BUNDLE DEALS FOR TOP 5 BY ORDER

Introduce bundle deals that include the top 5 best-selling pizzas by total orders. This encourages customers to try a variety of pizzas and increases the average order value. Promote these bundle deals both online and in-store.

8. QUALITY ASSURANCE FOR BEST SELLERS

Focus on maintaining and improving the quality of the top 5 best-selling pizzas by total quality. Conduct regular quality checks, seek customer feedback, and ensure consistency in ingredients and preparation to enhance customer satisfaction and loyalty.

Business Proposals...

9. PROMOTE LOW SELLERS WITH SPECIALS

Create promotional campaigns for the bottom 5 best-selling pizzas by revenue, offering special discounts or promotions. This can help generate interest in these less popular pizzas and potentially increase their sales.

10. MARKET ANALYSIS FOR BOTTOM 5 BY ORDERS

Conduct market research to understand why the bottom 5 pizzas by total orders are not performing well. Consider redesigning these pizzas based on customer preferences, and promote them with targeted marketing campaigns.



Business Proposals...

11. MENU ADJUSTMENTS FOR BOTTOM 5 BY QUALITY

Evaluate the ingredients and flavors of the bottom 5 pizzas by total quantity. Consider adjusting the menu, refining recipes, or introducing new marketing strategies to increase the appeal of these pizzas and encourage more orders.





Thank
you

-Rohit Sharma-