

PROBLEM STATEMENT

There is a Pizza Store named 'Pizza Kitchen' in NY, USA. The manager of the store wants to analyze key indicators for pizza sales data to gain insights into the business performance. And also wants us to suggest solutions to boost the sales and overall business performance.

The pizza sales data is from January, 2015 to December, 2015.

Key Performance Indicators/KPIs

- 1. Total Revenue:** The sum of the total price of all pizza orders.
- 2. Total Orders:** The total number of orders placed.
- 3. Average Order Value:** The average amount spent per order, calculated by dividing the total revenue by the total number of orders.
- 4. Total Pizzas Sold:** The sum of the quantities of all pizzas sold.
- 5. Average Pizzas Per Order:** The average number of pizzas sold per order, calculated by dividing the total number of pizzas sold by the total number of orders.

Charts

- 1. Hourly Trend for Total Orders:** Create a line chart that illustrates the hourly trend of total orders throughout the day. This chart will allow us to identify peak hours of business.
- 2. Daily Trend for Total Orders:** Create a bar chart that displays the daily trend of total orders (Sunday to Saturday). This chart will help us to identify any patterns or fluctuations in order volumes on a daily basis.
- 3. Monthly Trend for Total Orders:** Create an area chart that illustrates the monthly trend of total orders. This chart will allow us to identify The months of highest and lowest sales.
- 4. Percentage of Sales by Pizza Category:** Create a pie chart that shows the distribution of sales across different pizza categories. This chart will provide insights into the popularity of various pizza categories and their contribution to overall sales.
- 5. Total Pizzas Sold by Pizza Category:** Create a funnel chart that presents the total number of pizzas sold for each pizza category. This chart will allow us to compare the sales performance of different pizza categories.
- 6. Percentage of Sales by Pizza Size:** Generate a pie chart that represents the percentage of sales attributed to different pizza sizes. This chart will help us to understand the customer preferences for pizza sizes and their impact on sales.
- 7. Total Pizzas Sold by Pizza Size:** Create a funnel chart that presents the total number of pizzas sold for each pizza size. This chart will allow us to compare the sales performance of different pizza sizes.
- 8. Top 5 Best Sellers by Revenue, Total Quantity, and Total Orders:** Create a bar chart highlighting the top 5 best-selling pizzas based on the Revenue, Total Quantity, and Total Orders. This chart will help us to identify the most popular pizza options.

9. Top 5 Worst Sellers by Revenue, Total Quantity, and Total Orders: Create a bar chart showcasing the bottom top 5 worst-selling pizzas/5 best-selling pizzas based on the Revenue, Total Quantity, and Total Orders. This chart will enable us to identify underperforming or less popular pizza options.