

The main objective of  
this project is to  
analyze retail sales  
data to gain  
actionable insights  
that will enhance the  
performance of the  
Pizza Shop.

# Objectives

1. Identify the time at which we are getting high orders and the time at which we are getting the lowest orders.
2. Identify which day of the week we are getting the most orders.
3. Total sales
4. Identify which pizza is ordered the most
5. Identify which pizza is generating more sales
6. Identify at which time of the day, people are ordering more pizzas.  
(morning/evening/afternoon/night)
7. Identify which pizza category is hot-selling.



**Identify the time we are getting high orders and the time we are getting low orders.**

Time we're getting the most orders: 12 P.M.  
(6776 orders)

Time we're getting the least orders: 9 A.M. (4 orders)

**Identify which day of the week we are getting the most orders.**

Most orders: Friday (8242 orders)

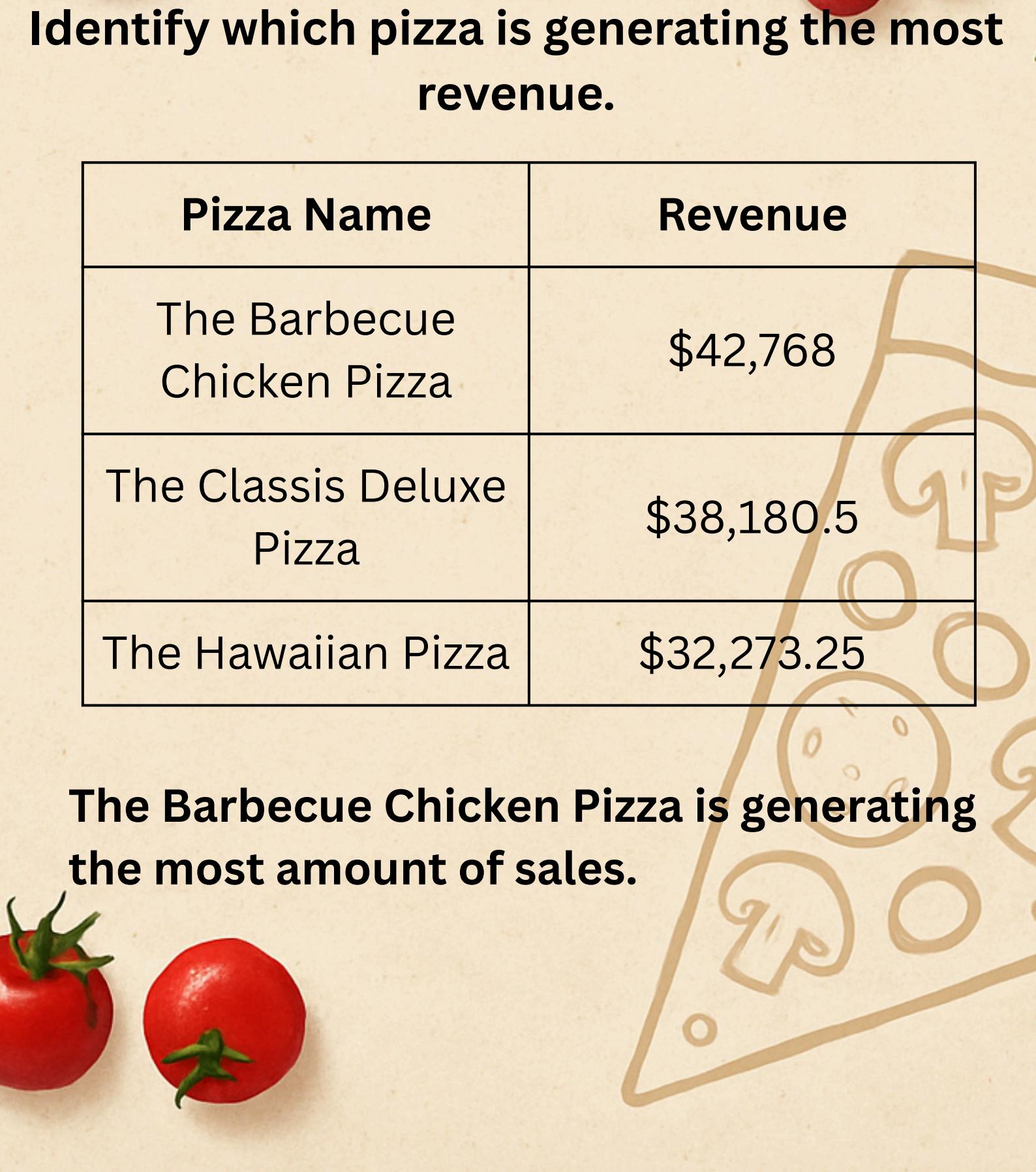
Least Orders: Sunday (6035 orders)

**Total sales: \$817.68K**



**Identify which pizza is generating the most revenue.**

Pizza Name	Revenue
The Barbecue Chicken Pizza	\$42,768
The Classis Deluxe Pizza	\$38,180.5
The Hawaiian Pizza	\$32,273.25

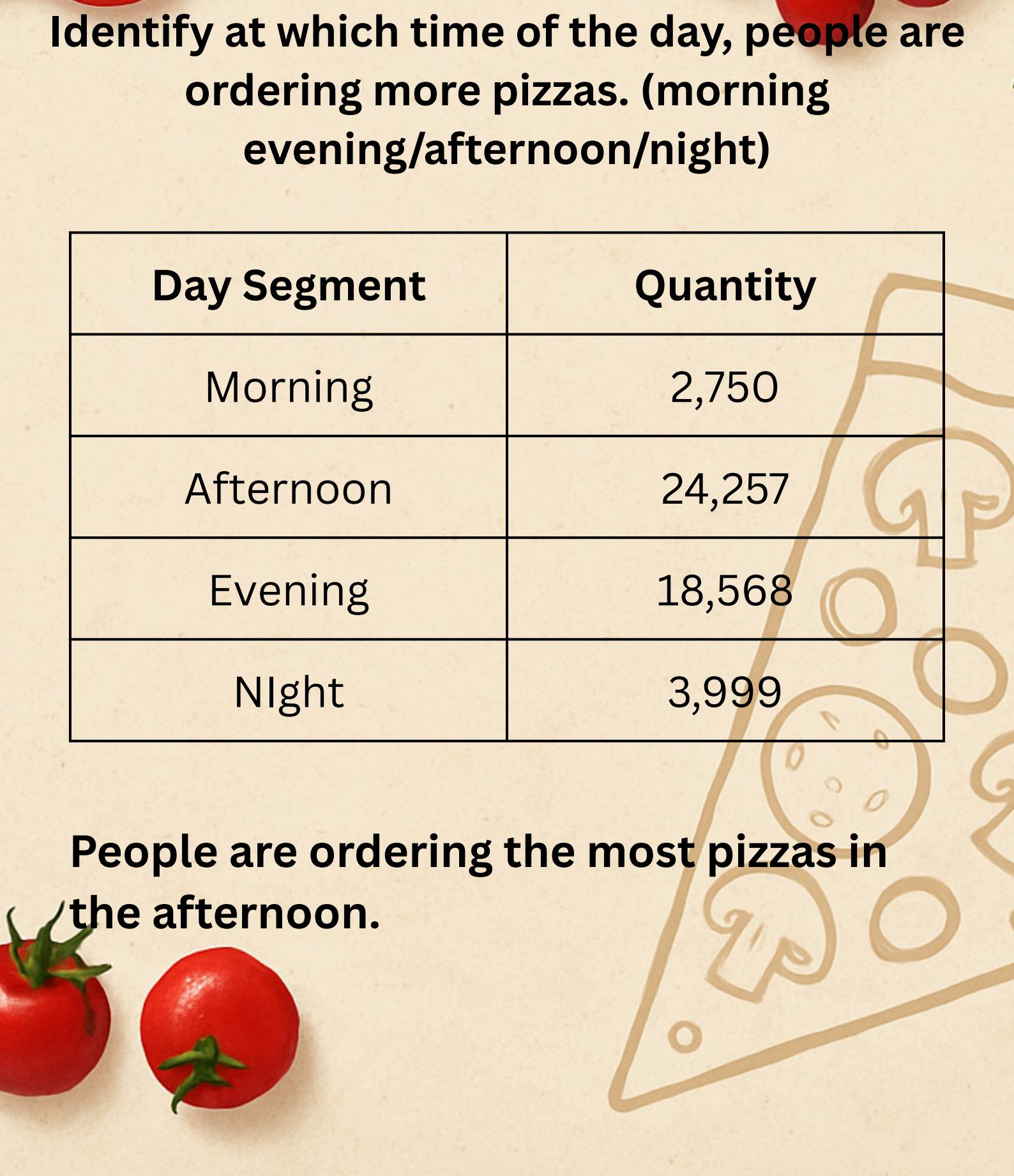


**The Barbecue Chicken Pizza is generating the most amount of sales.**



**Identify at which time of the day, people are ordering more pizzas. (morning/evening/afternoon/night)**

Day Segment	Quantity
Morning	2,750
Afternoon	24,257
Evening	18,568
Night	3,999

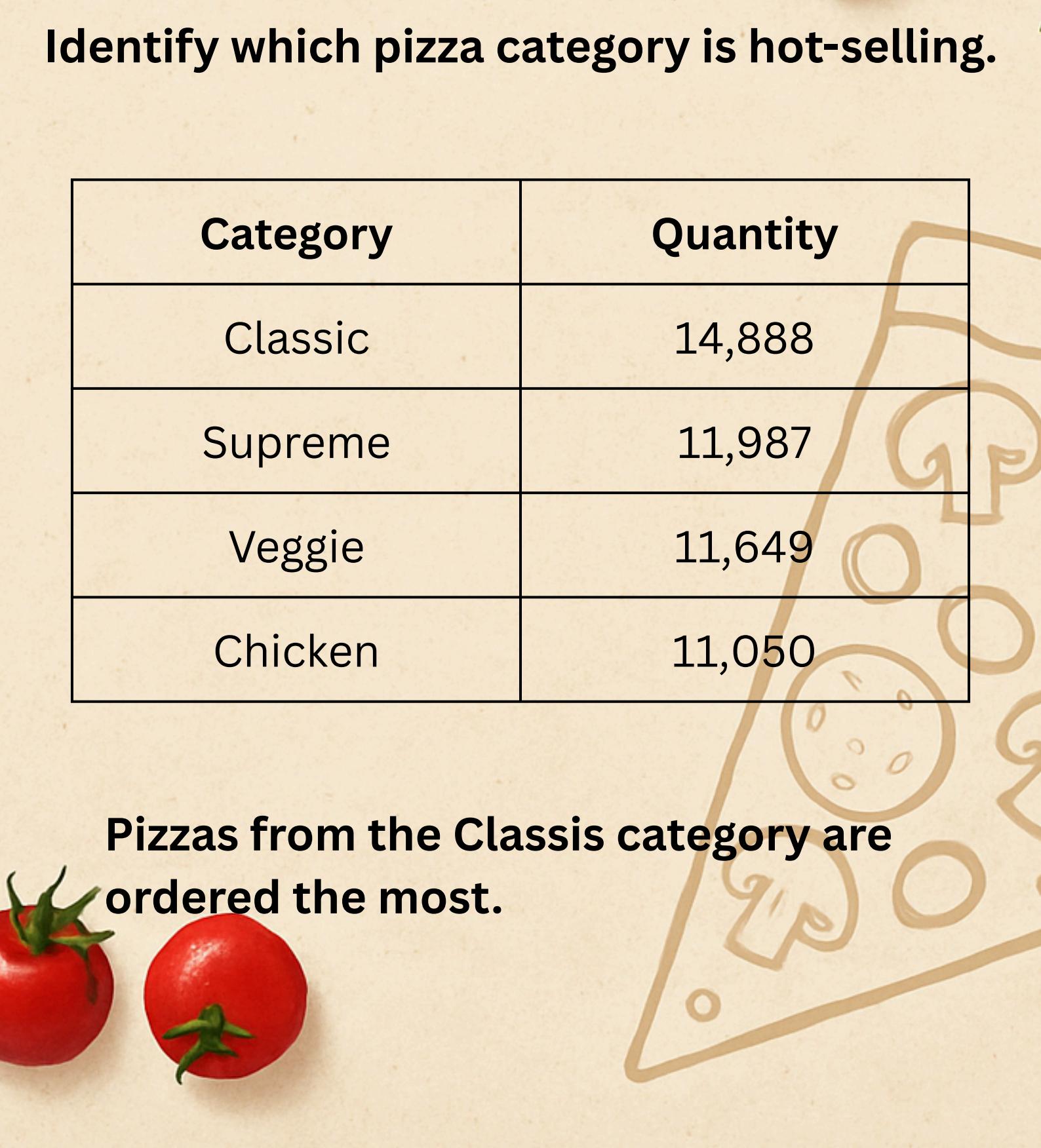


**People are ordering the most pizzas in the afternoon.**



**Identify which pizza category is hot-selling.**

Category	Quantity
Classic	14,888
Supreme	11,987
Veggie	11,649
Chicken	11,050



**Pizzas from the Classis category are ordered the most.**

## Final Insights:

- The pizzas from Classis category are hot-selling and so, they should continue being a core part of the menu.
- Sales show a sharp peak in the afternoon.
- The Barbecue Chicken pizza seems to ne a customer favorite as it generates the most revenue.

## Further Steps:

- Introduce early-bird discounts to increase morning sales.
- Introduce combo deals to promote sales of lesser selling pizzas.
- Remove lowest selling pizzas from the menu to save on cost and inventory.
- Leverage ordering patterns to create repeat customer incentives like, free topping after 5 orders of the same pizza.



# Thank You