Domino's Nigeria – Sales Analytics & Forecast Dashboard

Sales Insights, Performance Evaluation & Forecast Modeling

(Project Create By Md Samrat Akbar)

Domino's Nigeria – Descriptive Analysis Dashboard

Sales Summary by Branch Wise Pizza Type

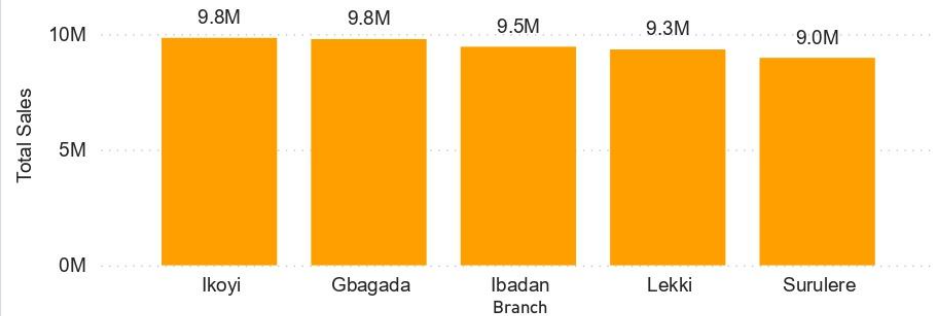| Total Sales	Total Quantity	Avg of Quantity	Total Branch	Ave per Branch
47.4M	15K	3.00	5	9.5M

Branch Wise Total Sales

Branch	Total Sales
Ikoyi	9.8M
Gbagada	9.8M
Ibadan	9.5M
Lekki	9.3M
Surulere	9.0M

Top Pizza Type by Quantity

Pizza Type
- Pepperoni Suya — 1077
- Hot Pepperoni F... — 1073
- Veggie Supreme — 1009
- Italiano — 985
- Beef Suya — 981
- Chicken Suya — 956
- BBQ Philly Steak — 952

Week Day Wise Total Sales

Day Name	Total Sales
Monday	7.3M
Tuesday	6.9M
Wednesday	3.5M
Thursday	7.3M
Friday	7.3M
Saturday	7.7M
Sunday	7.5M

Best Selling Pizza

Pizza Type	Total_Sales
Hot Pepperoni F...	4.3M
Chicken Suya	3.8M
BBQ Philly Steak	3.8M
Hot Veggie	3.8M
Pepperoni Feast	3.6M

Branch
- Gbagada
- Ibadan
- Ikoyi
- Lekki
- Surulere
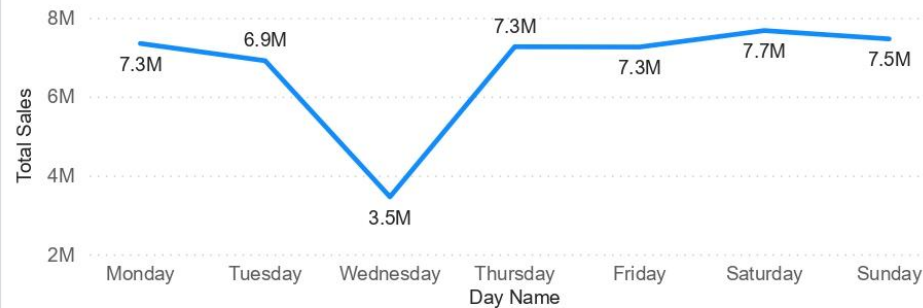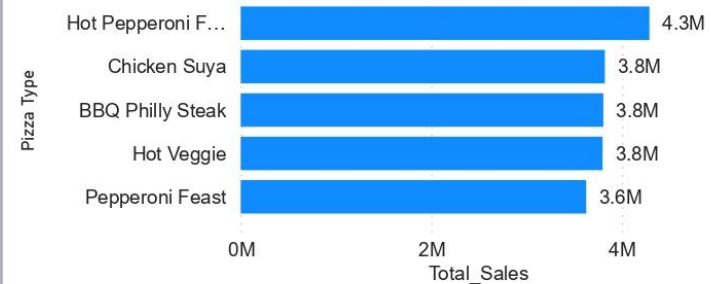
📊 Significant Descriptive Analysis (Short & Insightful)

Domino's Nigeria recorded ₦47.4M in total sales and 15,000 units sold across 5 branches, averaging ₦9.5M per branch. Sales distribution is highly balanced, with Ikoyi and Gbagada leading at ₦9.8M, while Surulere is slightly lower at ₦9.0M.

Weekly sales show strong weekend performance, peaking on Saturday (₦7.7M) and dipping sharply on Wednesday (₦3.5M)—indicating a clear mid-week demand gap.

Product performance highlights customer preference for spicy and suya-flavored pizzas, with Pepperoni Suya and Hot Pepperoni Feast leading in quantity. In terms of revenue, Hot Pepperoni Feast is the top seller, followed closely by Chicken Suya, BBQ Philly Steak, and Hot Veggie.

Conclusion:
Sales are consistently strong across branches, weekends drive the highest revenue, and suya/spicy pizzas dominate customer choices. The patterns suggest opportunities for mid-week promotions, premium pizza upselling, and even inventory distribution across outlets.

Diagnostic Analysis of Target Achievement – Domino's Nigeria

Branch & Product Target Achievement Analysis

12/3/2015   12/15/2015

Day Wise Target	Pizza Wise Target	Total Sales	Best Branch	Best Pizza
48.4M	45.2M	47.4M	Ikoyi	Hot Pepperoni Feast

Branch Wise Sales

- Gbagada
- Ibadan
- Ikoyi
- Lekki
- Surulere

Branch Wise Daily Sales Target Overview

Branch	Manager	Total Target	Total Sales	Varience	Achievement %
Ikoyi	Kasumu Joe	10,091,400.00	9835000.0	-256400	0.203
Gbagada	Michael Slate	10,009,400.00	9780000.0	-229400	0.202
Ibadan	Adamu Sule	9,609,300.00	9451000.0	-158300	0.195
Lekki	Ifeoma Joseph	9,496,700.00	9333000.0	-163700	0.193
Surulere	Dupe Ishola	9,204,100.00	8971000.0	-233100	0.185
Total		**48,410,900.00**	**47370000.0**	**-1040900**	**0.978**

Hourly Sales

Time Range	Total Sales	Total_Quantity
Before 9:00am	23702000.0	7477
After 9:00am	23668000.0	7573
Total	**47370000.0**	**15050**

Top Pizza Type Wise Target Overview

Pizza Type	Total Sales	Total Target	Variance	Achievement%
Hot Pepperoni Feast	4292000.0	4,292,000.00	0	1.00
Chicken Suya	3824000.0	3,441,600.00	382400	1.11
BBQ Philly Steak	3808000.0	3,808,000.00	0	1.00
Hot Veggie	3800000.0	3,040,000.00	760000	1.25
Pepperoni Feast	3628000.0	3,265,200.00	362800	1.11
Total	**19352000.0**	**17,846,800.00**	**1505200**	**1.08**

Total Sales, Day Wise Target & Pizza Type Target by Branch

● Total Sales ● Day Wise Target ● Pizza Type Target
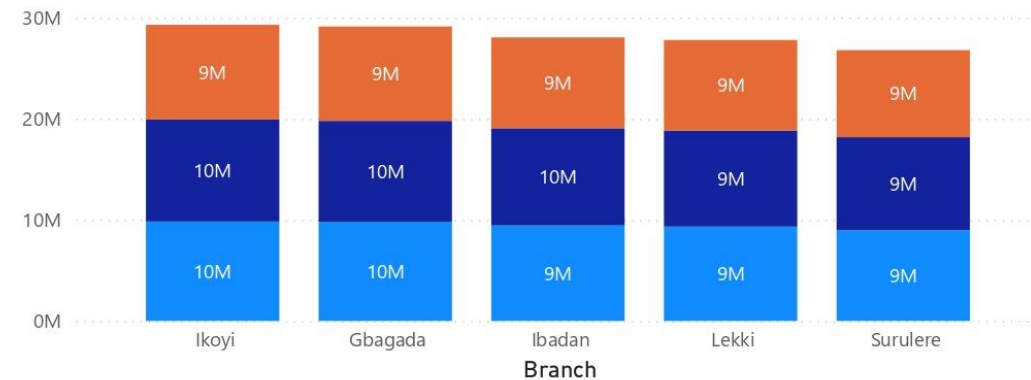
📌 Diagnostic Analysis Summary – Domino's Nigeria

🔍 Key Findings

❏ Overall Underperformance:
Total sales (₦47.3M) fell short of target (₦48.4M) by ₦1.05M.
❏ Branch-Level Weakness:
All branches missed their targets with small, consistent variances — indicating lower customer traffic, not branch failure.
❏ Strong Morning Demand:
Before 9 AM sales slightly higher than later hours, showing strong early-day ordering behavior (possibly office/bulk orders).
❏ Product Success:
Most pizzas exceeded their targets (up to 125%), proving menu performance is strong.
Issue is volume, not product appeal.
❏ Best Performers:
  • Branch: Ikoyi
  • Pizza: Hot Pepperoni Feast

🧠 Insight
Targets appear too aggressive compared to actual customer turnout. Demand patterns show mornings are a strong window, but total daily traffic is not high enough to reach branch targets.

✔️ Conclusion
Domino's Nigeria delivers strong product performance and high morning demand, but overall customer volume remains insufficient to meet set targets. Adjusting targets and strengthening mid-day/evening traffic could significantly improve target achievement.
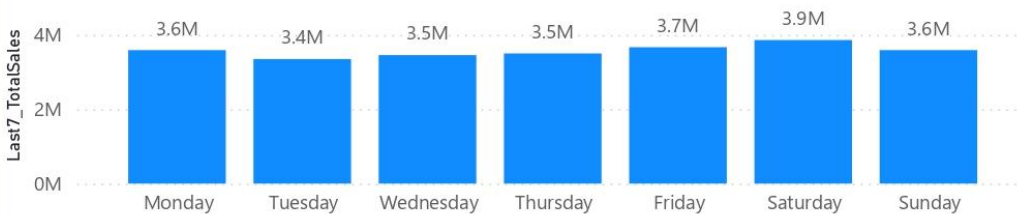
⭐ Predictive Analysis Summary

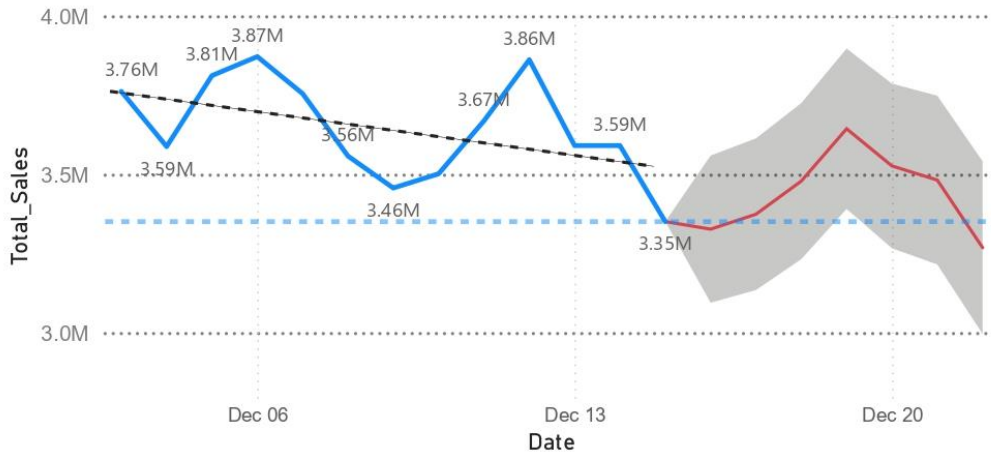## 🍕 Forecasting Future Sales & Pizza Demand

Last7 D Total Sales	Last7 Avg PerDay	Last7 D T Quantity
25M	3.57M	8K

Week Day Wise Last7 Day Total Sales

Day Wise Total Sales Vs Forecast 7 Days Performance

Last 7 Day Vs Forecast 7 Day Performance

Branch	Total Sales	Avg Per Day	Avg Daily Change	F Total Sales	F Growth%
Lekki	5336000	762,285.71	-17,666.67	5,212,333.33	-2.31759%
Gbagada	5196000	742,285.71	-17,666.67	5,072,333.33	-2.38004%
Ikoyi	4975000	710,714.29	-17,666.67	4,851,333.33	-2.48576%
Ibadan	4916000	702,285.71	-17,666.67	4,792,333.33	-2.51560%
Surulere	4600000	657,142.86	-17,666.67	4,476,333.33	-2.68841%
Total	25023000	3,574,714.29	-17,666.67	24,899,333.33	-0.49421%

Last 7 Day Vs Forecast 7 Day Performance

Pizza Type	Total Sales	Avg Per D	Avg D Change	F Total Sales	F Growth%
Hot Pepperoni Feast	2232000	318,857.14	-17,666.67	2,108,333.33	-5.54062%
BBQ Philly Steak	2040000	291,428.57	-17,666.67	1,916,333.33	-6.06209%
Chicken Suya	2020000	288,571.43	-17,666.67	1,896,333.33	-6.12211%
Hot Veggie	2016000	288,000.00	-17,666.67	1,892,333.33	-6.13426%
Pepperoni Feast	1992000	284,571.43	-17,666.67	1,868,333.33	-6.20817%
BBQ Chicken	1916000	273,714.29	-17,666.67	1,792,333.33	-6.45442%
Margarita	1828000	261,142.86	-17,666.67	1,704,333.33	-6.76513%
Pepperoni Suya	1614000	230,571.43	-17,666.67	1,490,333.33	-7.66212%
Veggie Supreme	1593000	227,571.43	-17,666.67	1,469,333.33	-7.76313%
Italiano	1548000	221,142.86	-17,666.67	1,424,333.33	-7.98880%
Beef Suya	1542000	220,285.71	-17,666.67	1,418,333.33	-8.01989%
Chicken Legend	1004000	143,428.57	-17,666.67	880,333.33	-12.31740%
Chicken Bali	982000	140,285.71	-17,666.67	858,333.33	-12.59335%
Extravaganza	934000	133,428.57	-17,666.67	810,333.33	-13.24054%
Meatzaa	914000	130,571.43	-17,666.67	790,333.33	-13.53027%
Chicken Feast	848000	121,142.86	-17,666.67	724,333.33	-14.58333%
Total	25023000	3,574,714.29	-17,666.67	24,899,333.33	-0.49421%

⭐ Predictive Analysis Summary –

Summary:

The last 7 days show a slight downward trend in sales, with a consistent daily drop of –17,666 NGN. As a result, the next 7-day forecast predicts a small **–0.49% decline**, from 25.02M to 24.89M NGN.
All branches and pizza types follow the same negative pattern, indicating a market-wide slowdown rather than branch or product-specific issues.

Key Points:

- ❏ Last 7 Days Sales: 25.02M
- ❏ Forecast (Next 7 Days): 24.89M
- ❏ Growth: –0.49%
- ❏ All 5 branches show similar decline (–2.3% to –2.6%)
- ❏ All pizza types forecast negative growth (–5% to –14%)
- ❏ Top sellers like Hot Pepperoni Feast and Chicken Suya also trending down

Conclusion:

Domino's Nigeria is likely to face a slight short-term sales dip.
Focused promotions, targeted offers, and pushing top-performing pizzas can help stabilize the decline.