

Project Objective:

The goal of this analysis is to analyze pizza sales performance through important business metrics and visual insights. The dashboards assist decision makers in comprehending customer likes, peak times, product profitability, and sales trends, allowing them to make improved marketing, staffing, and stock planning decisions.

Summary of Key Metrics (KPIs):

Calculation of these KPIs can be done either through MS Excel or MySQL

Metric	Value
Total Revenue	₹817,860.05
Total Orders	21,350
Average Order Value	₹38.31
Total Pizzas Sold	49,574
Avg Pizzas per Order	2.322

These KPIs reflect the overall business size, customer ordering patterns and performance.

Overview of Sales & Time Trends:

1 Trend of Hourly Revenue

Pattern: Revenue rises sharply from 11 AM, reaches a peak between 12–1 PM, and again at 5–7 PM.

Action: Plan promotions, staff, and stock in these peak hours.

2 Peak Hours for Orders

Observation: Peak order volumes between 12–1 PM and 4–7 PM.

Actionable Insight: Allocate delivery and kitchen capacity during these high-traffic hours.

3 Weekly Order Trends

Insight: Trends in orders change from week to week, potentially due to weekends or seasonal promotions.

Action: Utilize this to schedule week-by-week promotional exercises or investigate dips for

enhancement.

4 % Sales of Pizza by Size

Leading Size: Large (L)
Other Sizes: Medium (M), Small (S); XL and XXL have negligible sales.

Recommendation: Target more inventory for Large sizes, consider adding higher sizes.

5 Sales Performance (Category Level)

Leading Category: Classic pizzas generate maximum revenue and volume.
Action: Promote Classic pizzas in specials and combos.

6 Peak Hours (Text Insight)

Observation: Lunch and dinner peak hours (12–1 PM, 4–7 PM).
Action: Utilize them for special promotions or combos.

Best/Worst Sellers Breakdown:

Top Performing Pizzas

Metric	Top Pizzas
Revenue	1. Thai Chicken Pizza 2. Barbecue Chicken 3. California Chicken
Units Sold	1. Classic Deluxe 2. Barbecue Chicken 3. Hawaiian Pizza
Orders	1. Classic Deluxe

2. Hawaiian Pizza
3. Pepperoni Pizza

Insight: Thai Chicken generates most revenue despite lower order count it suggests premium pricing. Classic Deluxe dominates by volume.

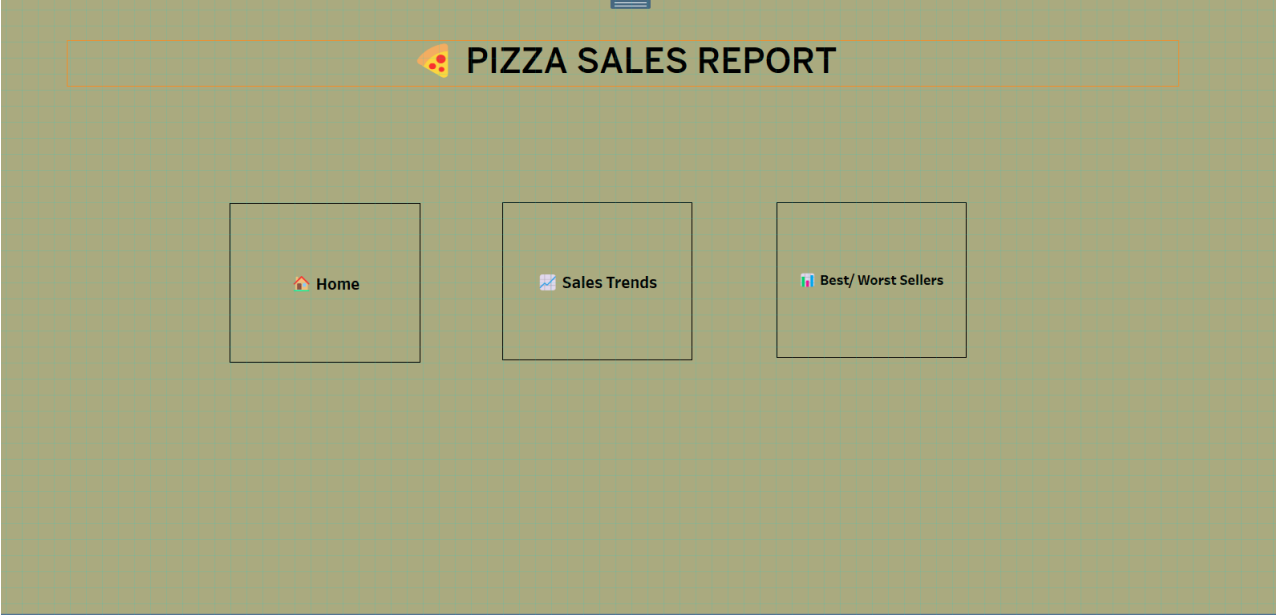
Least Performing Pizzas

Metric	Bottom Pizzas
Revenue	<ol style="list-style-type: none">1. Brie Carre Pizza2. Green Garden3. Spinach Supreme
Units Sold	<ol style="list-style-type: none">1. Brie Carre2. Calabrese3. Mediterranean
Orders	<ol style="list-style-type: none">1. Brie Carre2. Mediterranean3. Calabrese

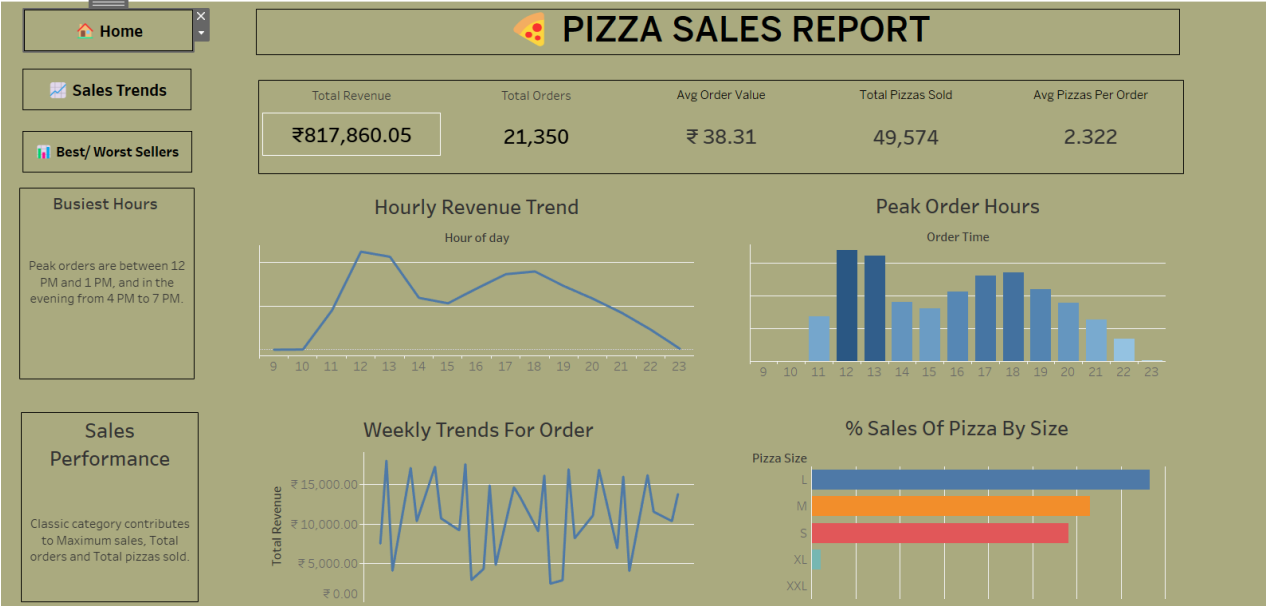
Observation: Brie Carre Pizza consistently underperforms in every metric. These products may need replacement, repositioning, or recipe improvement.

Tableau Dashboards:

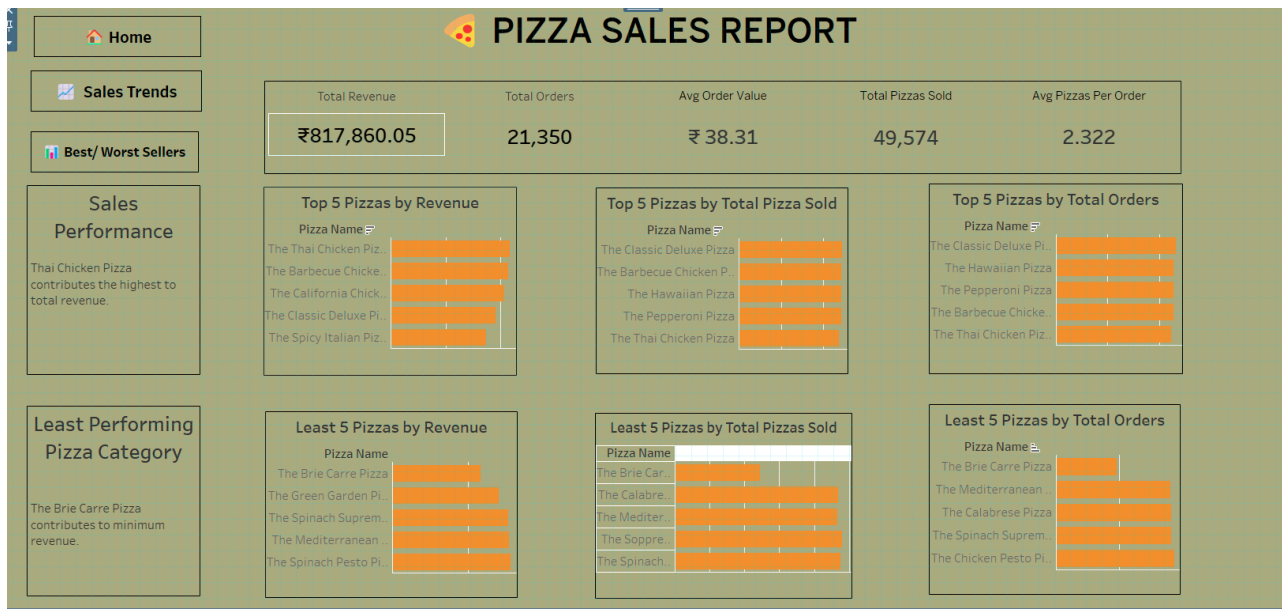
Home Page:



Sales Trends:



Most and Least Sold:



[Presentation Link](#)

Key Business Insights & Recommendations:

High-Impact Pizzas: Prioritize Thai Chicken and Classic Deluxe for profit and volume growth.

Optimize Sizes: L size generates most of the sales—adjust offers accordingly.

Improve Underperformers: Investigate going back to price or topping of bottom 5 pizzas.

Manage Peaks Efficiently: Increase staffing, kitchen capacity and delivery slots during 12–1 PM & 4–7 PM.

Drive Consistent Revenue: Utilize insights of weekly dips to promote loyalty programs or discount schemes.

Conclusion:

This report provides a fact-based understanding of pizza sales performance by products, times, and sizes. With transparent trends and actionable recommendations, it acts as a strategic operations guide, marketing guide, and product development guide.