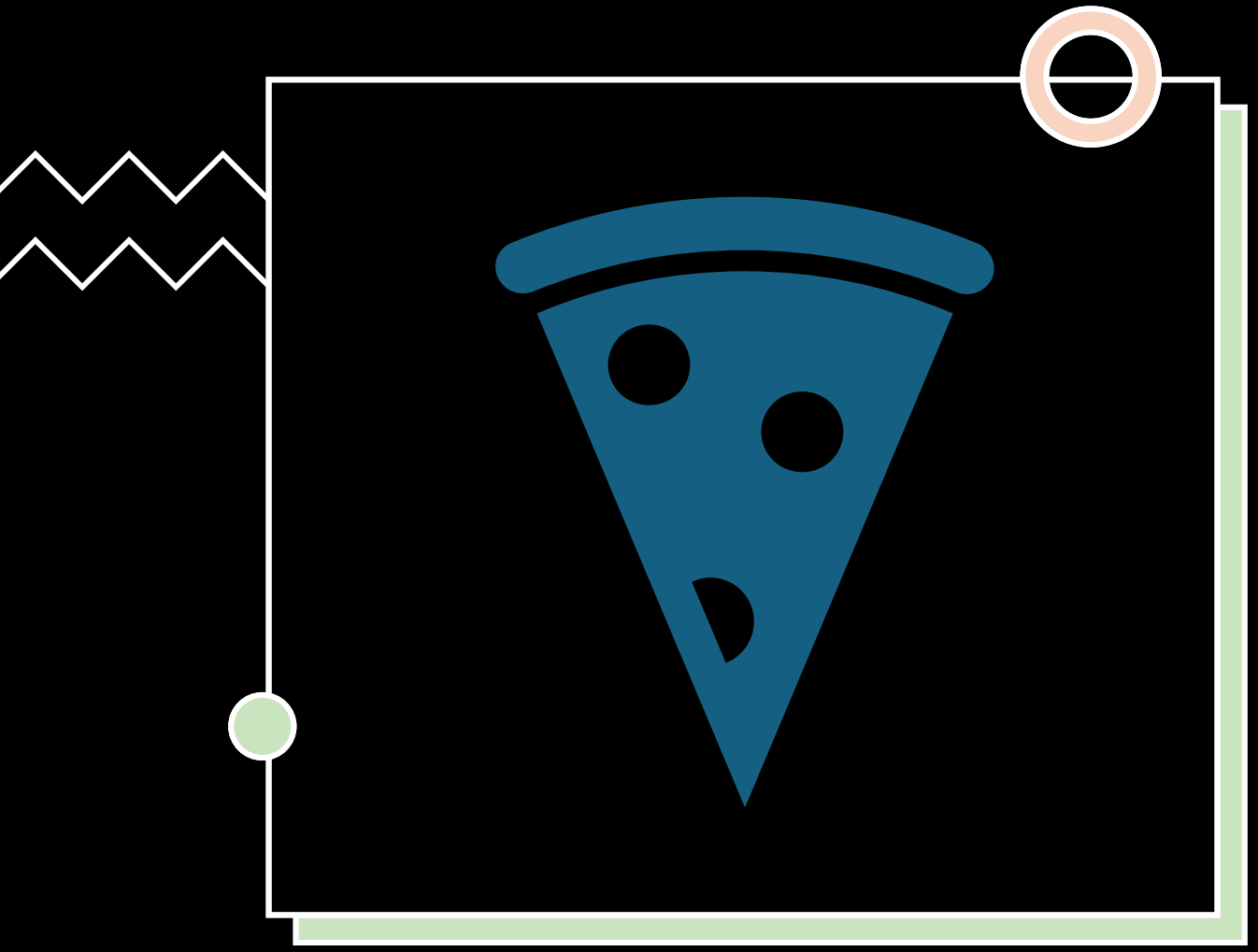


Project:
Pizza Sales Report

Sapna Devi

Problem Statement

KPI Requirement:

Need to analyze key indicators for our pizza sales data to gain insights into our business performance. Specifically, we want to calculate the following metrics:

1. **Total Revenue:** The sum of the total price of all pizza orders.
2. **Average Order Value:** The average amount spent per order, calculated by dividing the total revenue by the total number of orders.
3. **Total Pizzas Sold:** The sum of the quantities of all pizzas sold.
4. **Total Orders:** The total number of orders placed.
5. **Average Pizzas Per Order:** The average no. of pizzas sold per order, calculated by dividing the total no. of pizzas sold by the total no. of orders.

Sales Data Visualization Requirement

1. **Daily Orders Trend:**
   Bar chart showing daily order volumes to spot fluctuations and patterns.
2. **Hourly Orders Trend:**
   Line chart showing order activity throughout the day to identify peak hours.
3. **Sales by Pizza Category:**
   Pie chart showing category-wise sales distribution for popularity insights.
4. **Sales by Pizza Size:**
   Pie chart showing sales share by pizza size to understand customer preferences.
5. **Category Performance:**
   Funnel chart comparing total pizzas sold across categories.
6. **Top 5 Best Sellers:**
   Bar chart highlighting top pizzas by revenue, quantity, and orders.
7. **Bottom 5 Worst Sellers:**
   Bar chart showing least-performing pizzas by revenue, quantity, and orders.

DASHBOARD

01-01-2015 | 31-12-2015

PIZZA SALES REPORT

Jan/15-Dec/15

PIZZA_CATEGORY: All

BUSIEST DAYS & TIMES

DAYS

Orders are highest on weekends Friday/Saturday evenings.

MONTHLY

There are maximum orders from month of July and Jan.

SALES PERFORMANCE

CATEGORY

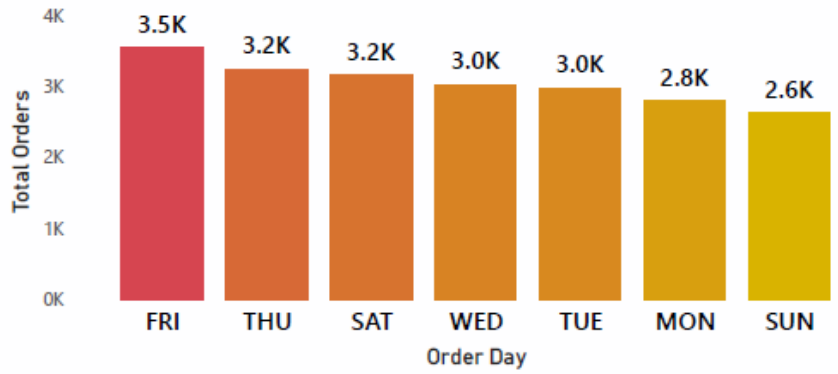
Classic category contributes to maximum sales and total orders.

SIZE

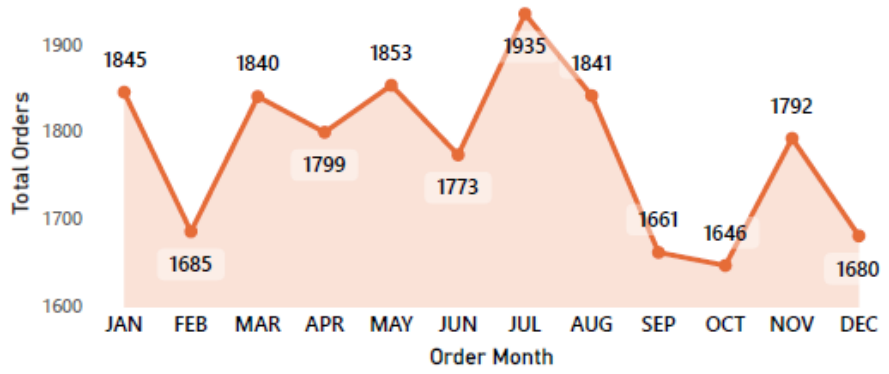
Large size pizza contributes to maximum sales.

817.86K	38.31	21350	49574	2.32
Total Revenue	Avg Order Value	Total Orders	Total Pizzas Sold	Avg Pizzas Per Order

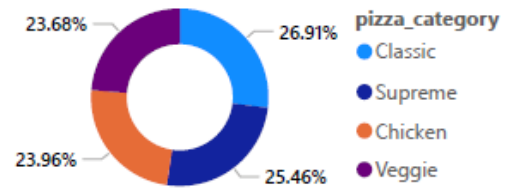
Daily Trend for Total Orders



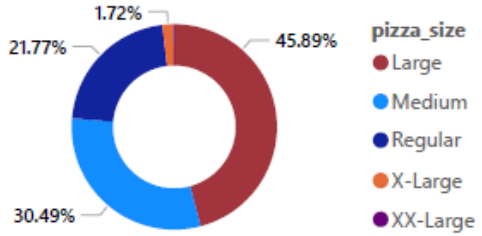
Monthly Trend for Total Orders



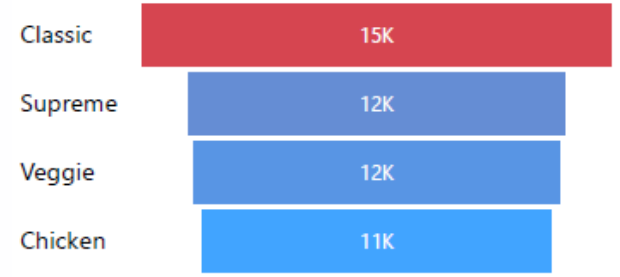
% of sales by Pizza Category



% of sales by Pizza Size



Total Pizzas Sold by pizza_category



Thank You