



PIZZA SALES ANALYSIS

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INTRODUCTION



Problem : Pizza restaurant has recently seen a decline in sales and plans to increase them by looking at customer and order data. To do this, the management plans to perform a thorough analysis of order data and consumer behaviour in order to spot important trends and areas for improvement.

Background : An overview of pizza sales data from January 2015 to December 2015 is given in this report. To find trends and patterns in pizza sales, data was gathered from pizza joints across the United States and analyzed.

GOALS AND KPI'S

GOALS :

- ❖ Increase pizza sales by 10% within 6 months
- ❖ Identify and address the root cause of decline in the sales
- ❖ Improve customer satisfaction and loyalty
- ❖ Gain a deeper understanding of customer behaviour and preferences

KEY PERFORMANCE INDICATORS(KPI'S) :

- ❖ Total pizza sales revenue
- ❖ Number of pizzas sold
- ❖ Average order value
- ❖ Average pizza per order



RECOMMENDED ANALYSIS



❖ Identify the highest priced pizza?

Ans) The highest priced pizza is The Greek Pizza with price of 35.95.

❖ Identify the most common pizza size ordered?

Ans) The most common pizza size ordered is L with number of orders = 12736 and Total quantity = 18956.

❖ What are the top 5 best selling pizzas?

Ans) The top 5 best selling pizzas are :

- 1) The Thai Chicken Pizza
- 2) The Barbeque Chicken Pizza
- 3) The California Chicken Pizza
- 4) The Classic Deluxe Pizza
- 5) The Spicy Italian Pizza



❖ **Are there any peak hours?**

Ans) There are two peak hours from 12pm to 1pm and from 5pm to 6pm.

❖ **Identify the day in which customers visit the ordered the highest?**

Ans) The day on which customers ordered the highest is Monday.

❖ **Identify the pizza category which has the highest sales?**

Ans) The pizza category which has the highest sales is Classic.

❖ **What are the bottom 5 worst selling pizzas?**

Ans) The bottom 5 worst selling pizzas are :

- 1)The Brie Carre Pizza
- 2)The Green Garden Pizza
- 3)The Spinach Supreme Pizza
- 4)The Mediterranean Pizza
- 5)The Spinach Pesto Pizza

CONCLUSION



The given dataset is a useful tool for examining the year's worth of sales at a fictitious pizza restaurant. It can be used to investigate a number of suggested analysis inquiries about pizza orders and sales. The dataset provides a thorough overview of the sales and ordering trends for pizza, which may be utilized to develop insights and make sensible decisions.

Thank You!

Do you have any questions?



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