**Data Analytics Case Studies - Pizza Place Sales**

### Background

A year's worth of sales from a fictitious pizza place, including the date and time of each order and the pizzas, served, with additional details on the type, size, quantity, price, and ingredients.

Source: Maven Analytics

**Dataset Link:**

<https://www.kaggle.com/datasets/mysarahmadbhat/pizza-place-sales>

**Overview:**

Its small project of pizza place sales where some analysis of questions done. Revenue, Customer Visits on day basis, pizzas typically in order and peak hours etc.

Recommended Analysis

1. How many customers do we have each day? Are there any peak hours?

In range between 55 to 65 customers visit each day.

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Peak hours between 12 to 1 pm and 5 pm to 7 pm.

1. How many pizzas are typically in an order? Do we have any bestsellers?

By using count and average function answer is 2.28 means we can say 3. Typically, 3 pizzas in an order.

1. How much money did we make this year? Can we identify any seasonality in the sales?

--Total Revenue of the year is 801944.7 USD.

--26 November had maximum sales occurred on the occasion of Thanks Giving day.

1. Are there any pizzas we should take off the menu, or any promotions we could leverage?

The pizzas type- greek\_xxl we should take off the menu for promotions as this is having lowest selling pizza from all.

### Methodology & Project scope Used:

A step-by-step process to how you plan on reaching your project goal.

* Count and average
* Sorting
* VLookup

### Concepts Used

* **Concept 1: Pivot Table**
* **Concept 2: Bar Graph**

### Conclusion

**Pizza place sales record given so from all the details we can conclude some type of pizza like calabrese\_s, ckn\_alfredo\_s, green\_garden\_l, the\_greek\_xxl need to some kind of offer like by one get one or buy one pizza with get free cold drinks etc.**

### Project owner

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Date: June 21st, 2023