# PIZZA SALES ANALYSIS DASHBOARD REPORT

Project Overview

This report provides a detailed analysis of pizza sales data, offering insights into key performance indicators (KPIs), trends, and opportunities for improvement. The analysis is based on data collected over year 2024 and visualized through an interactive dashboard.

Objectives:

- Analyze pizza sales trends over time.
- Identify top-selling pizza categories and products.
- Evaluate the impact of promotions on sales.
- Provide actionable recommendations to improve sales performance.
- Provide visual insights into key metrics.
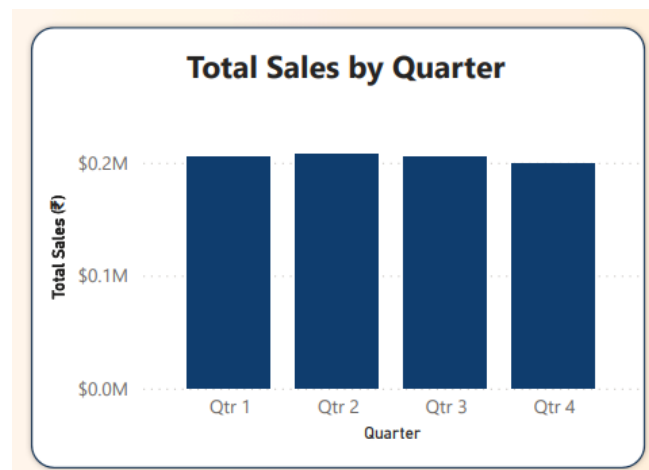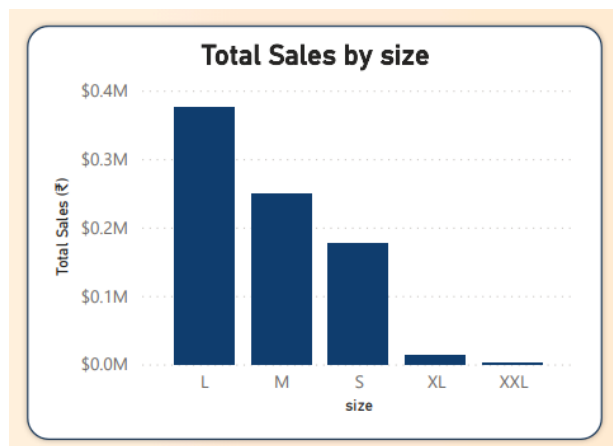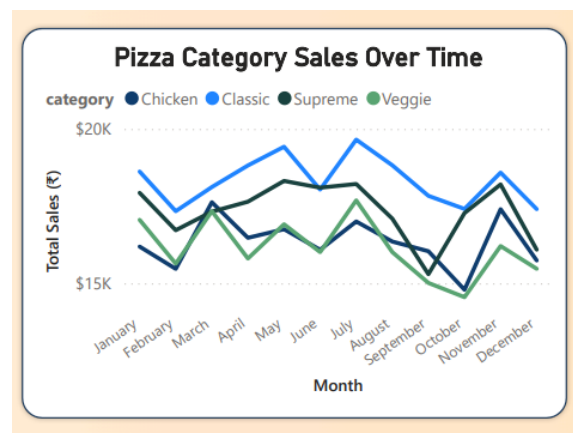
Dashboard Screenshots:

Highest Revenue Pizza

The Thai Chicken Pizza

Most Ordered Pizza

The Classic Deluxe Pizza
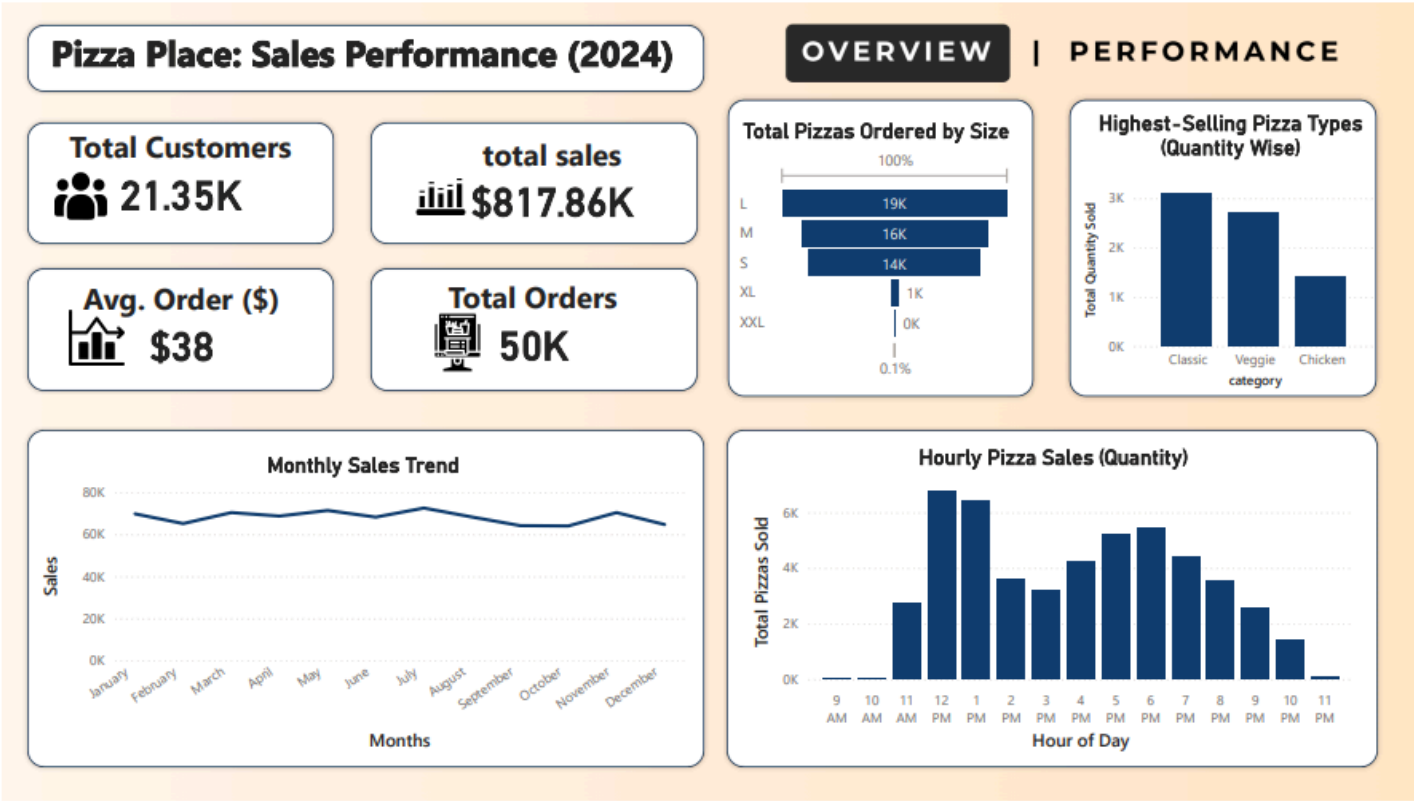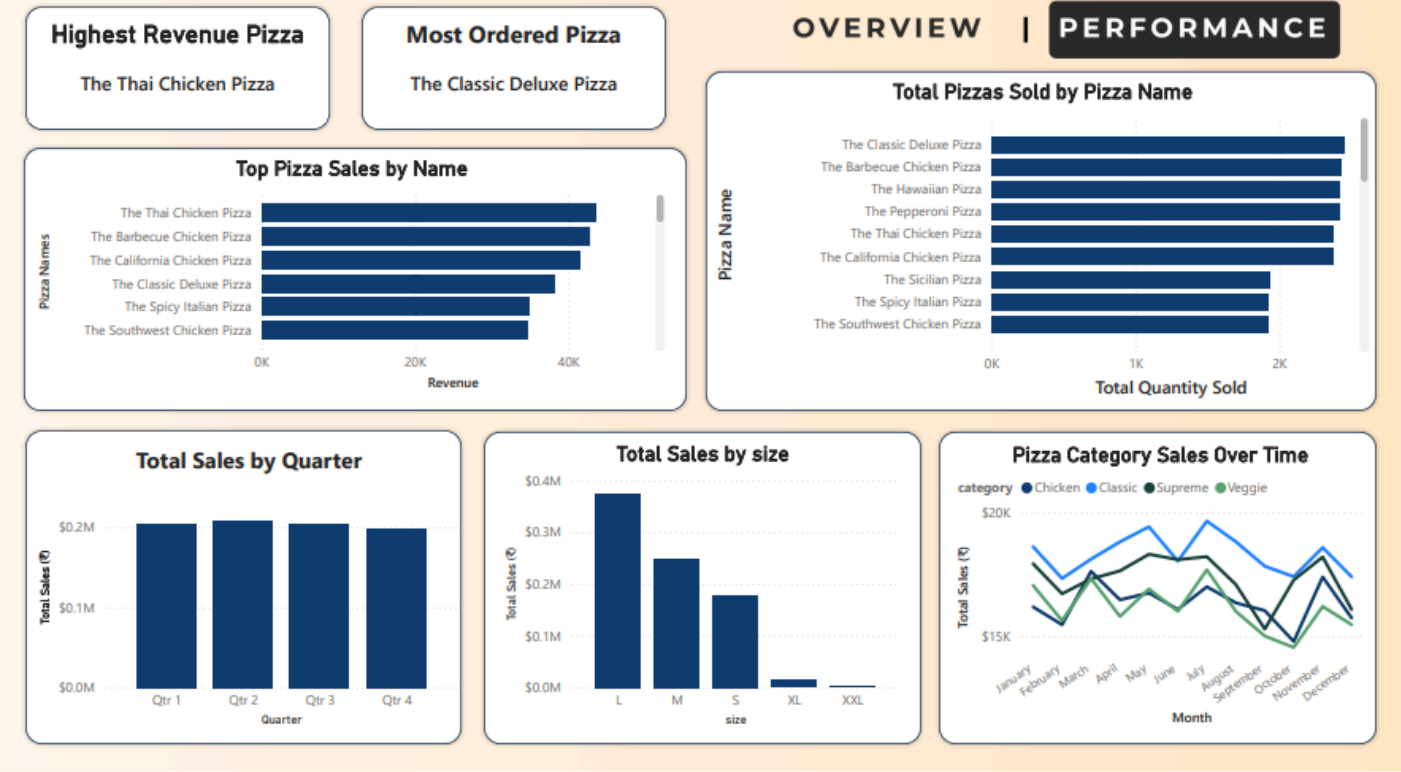
KPI Summary

Metric	Value	Description
Total Revenue	$817.86k	Overall revenue generated from pizza sales.
Total Orders	50k	Number of pizza orders placed.
Average Order Value	$38	Average revenue per order.
Total Customers	21.35k	Number of individual pizzas sold.

Visual Analytics

Monthly Sales Trend

Pizza Category Sales Over Time

Total Sales by size

Total Sales by Quarter
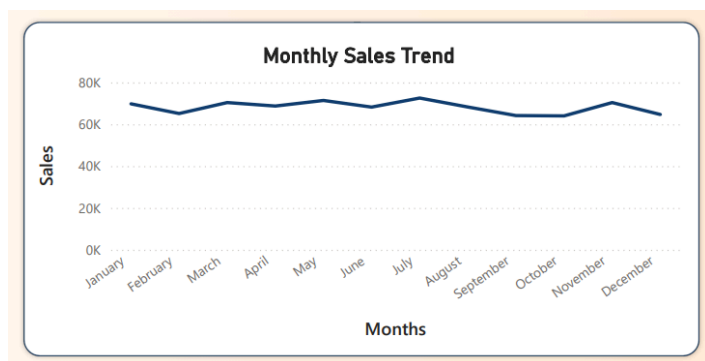
Key Insights

- Total revenue reached ~$817.86K from 50K orders, with an average order value of $38.
- Large (L) size pizzas generated the highest revenue, significantly more than M and S formats.
- Thai Chicken Pizza is the top revenue contributor, while Classic Deluxe is the most ordered.
- Evening hours (6–9 PM) drive the highest demand, indicating peak business windows.
- Seasonal dips around June/July and spikes near holidays → potential promotional opportunity.

Business Recommendations

- Introduce evening-specific combo offers to leverage peak demand hours.

- Promote Thai Chicken Pizza as premium item via ads or featured placement.
- Offer bundle deals for Medium pizzas to improve mid-segment revenue.
- Seasonal slump months can use discount push or limited-edition flavors.
- Use customer segmentation to target repeated buyers with loyalty programs.

Conclusion & Contact

This analysis successfully highlights key factors influencing pizza sales, including product performance, customer demand patterns, and revenue drivers. By utilizing insights extracted from the dataset, businesses can make informed decisions to optimize sales, improve product strategy, and target customers more effectively. Implementing the recommended actions can contribute to higher revenue, increased customer satisfaction, and smarter marketing campaigns.

Contact:

Shreyas S Raut

https://github.com/Shreyas2006-25

www.linkedin.com/in/shreyas-raut-5a453a365