**📊 Case Study: Data-Driven Insights for a Pizza Retail Business**

**Background**

A mid-sized pizza chain wanted to understand customer preferences, sales trends, and revenue drivers. Their challenge was identifying which products and time periods brought maximum value, and how to optimize operations based on data rather than intuition.

**Approach**

Using **Power BI dashboards**, the business data was transformed into actionable insights. Key steps included:

* Aggregating sales data across orders, categories, and time periods.
* Identifying top- and bottom-performing products.
* Analyzing customer behavior through revenue by time of day and day of week.
* Adding a predictive analytics layer to estimate future sales growth.

**Key Insights**

* **Revenue Performance:** The business achieved **₹817.86K revenue from 21.35K orders** with ~50K pizzas sold.
* **Product Insights:**
  + Top sellers included *Thai Chicken*, *Pepperoni*, and *Hawaiian*.
  + Bottom performers included *Brie Carre* and *Calabrese*.
* **Category Analysis:** Classic, Supreme, Chicken, and Veggie pizzas contributed nearly equally, each around 23–27% of revenue.
* **Customer Behavior:**
  + Highest revenue was generated during evenings (peak around 7–9 PM).
  + Weekends outperformed weekdays significantly.
* **Predictive Growth:** Forecasts suggested a **7.51% sales growth trend**, helping in planning inventory and staffing.

**Business Impact**

With these insights, the pizza chain was able to:

* Focus marketing on high-performing products.
* Reconsider low-performing SKUs to reduce waste.
* Optimize staffing and inventory around peak times.
* Build data-backed strategies for seasonal and monthly growth.

**Outcome**

By leveraging **data-driven consulting**, the client moved from guesswork to precision decision-making, leading to improved efficiency, higher profitability, and stronger customer targeting.