**Pizza Sales Report Analysis**

A pizza restaurant is experiencing a decline in sales and plans to use customer and order data to identify trends and areas for improvement. This report provides an overview of pizza sales from January to December 2015.

**Solution & Analysis**

The proposed solution involves data analysis to uncover insights and address declining sales. This includes using Excel to store and analyze sales data, as well as create dashboards to visualize trends. The analysis will also identify factors driving the sales decline and help develop targeted strategies. For example, if data shows sales are down on weekdays, the pizzeria could offer weekday promotions.

Key areas of analysis include:

* **Product:** Identifying the most popular pizza toppings, combinations, and sizes to potentially offer new or limited-edition items.
* **Price:** Analyzing competitor pricing, offering discounts, and implementing a dynamic pricing strategy based on demand.
* **Promotion:** Developing targeted marketing campaigns using social media and email, and running contests or giveaways.
* **Place:** Ensuring the restaurant is conveniently located, offering online ordering and delivery, and creating a welcoming atmosphere.
* **People:** Training staff for excellent customer service, creating a loyalty program, and conducting customer surveys.

**Methodology**

The data for this analysis comes from four Excel tables provided by the pizza shop. The methodology involves:

1. **Data Wrangling:** Identifying, formatting, and checking the data for outliers or empty cells before combining the four tables into a single spreadsheet.
2. **Data Analysis:** Using pivot tables and various Excel functions to analyze the dataset, looking for patterns and correlations.
3. **Data Visualization:** Creating pivot charts and a dashboard to provide a clear, visual overview of the analysis for decision-making.

**Goals & KPIs**

The project has several key goals:

* Increase pizza sales by 10% within six months.
* Identify and address the root cause of the sales decline.
* Improve customer satisfaction and loyalty.
* Better understand customer behavior and preferences.

Key Performance Indicators (KPIs) include:

* **Total revenue:** $801,944.7.
* **Average order value:** $37.56.
* **Total pizzas sold:** 49,574.
* **Total orders placed:** 21,350.
* **Average pizzas per order:** 2.27.

**Key Insights & Recommendations**

The analysis revealed several key insights:

* The pizzeria averages 60 customers a day, with peak hours from 12-1 p.m. and 5-6 p.m..
* The average number of pizzas per order is 2, and the best-selling pizza is the "big\_meat\_s".
* Total revenue for the year was $801,944.70, with summer and spring being the highest-selling seasons.
* The

**Brie Carre Pizza** is the lowest-ordered pizza and could be taken off the menu.

* Seasonal discounts could be leveraged during the fall since it had the lowest sales.
* The

**Classic** category of pizzas contributes the most to sales, total orders, and total pizzas sold.

* **Large** pizzas contribute the most to total sales.
* The

**Thai Chicken Pizza** contributes the most to revenue.

* The

**Classic Deluxe Pizza** contributes the most to total quantities and total orders.

**Project Owner**

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