PIZZA SALES REPORT

Tools Used: Power BI, SQL, Excel

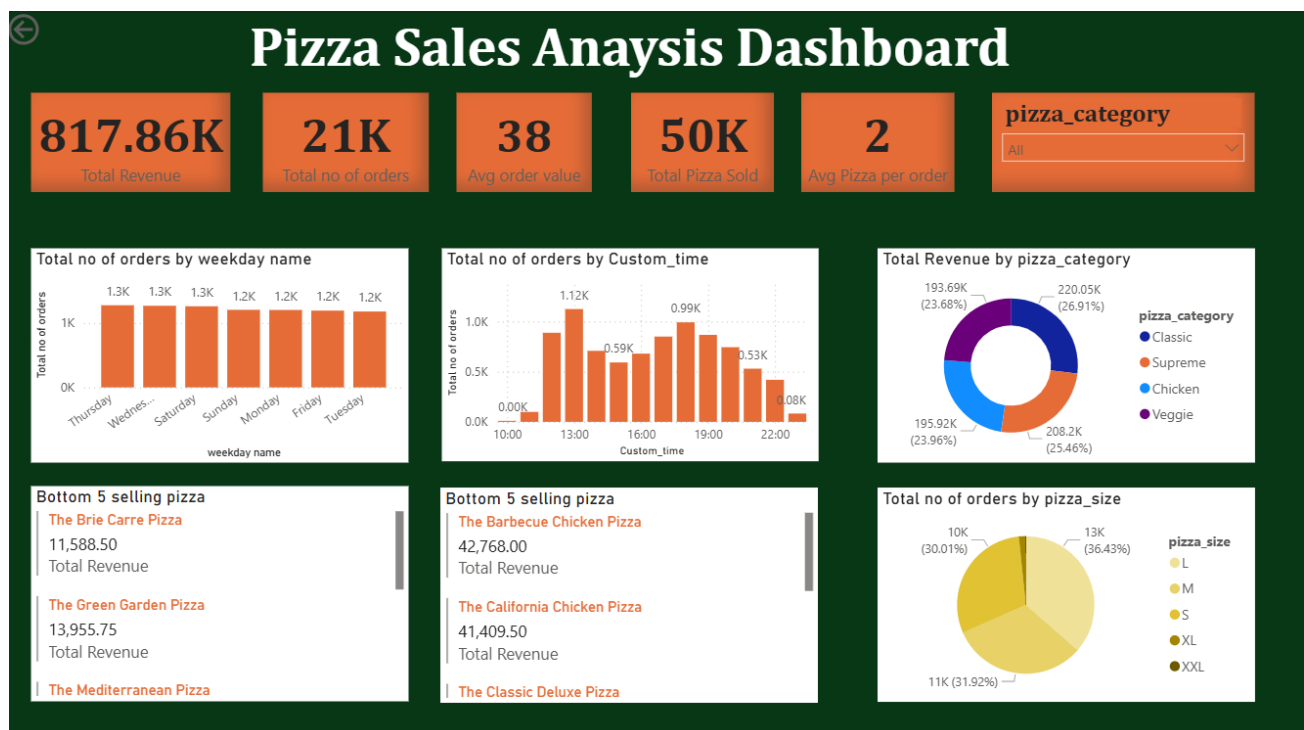**Difficulty Level**: Intermediate

Objective:
The goal of this project is to analyze pizza sales data, identify key trends, and generate insights to optimize sales and operational efficiency for **Plato's Pizza**.
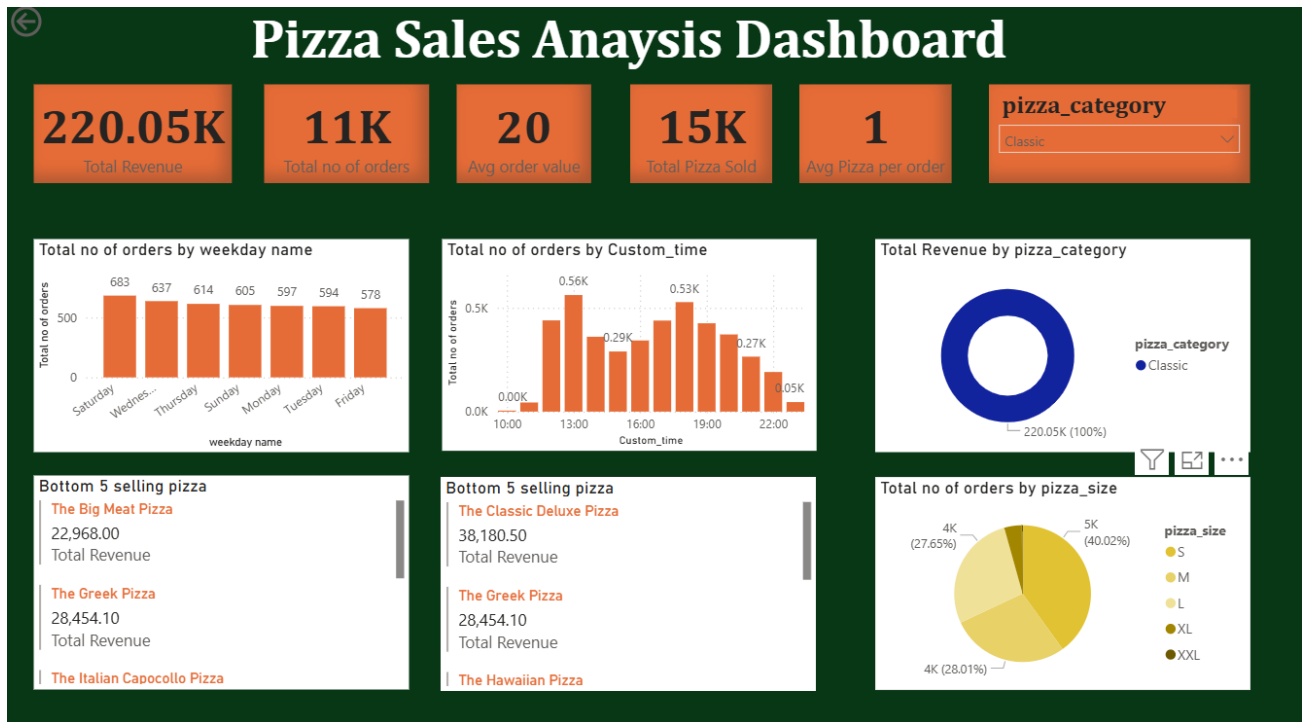
Project Scope & Goals:

1. **Analyze Total Orders by Customer Time:**
   ◦ Determine the distribution of orders based on customer time slots.
2. **Total Number of Orders by Weekday Time:**
   ◦ Identify order trends by different weekdays.
3. **Total Revenue by Pizza Category:**
   ◦ Analyze revenue contribution from different pizza categories.
4. **Total Number of Orders by Pizza Size:**
   ◦ Compare the popularity of different pizza sizes.
5. **Best & Worst-Selling Pizzas:**
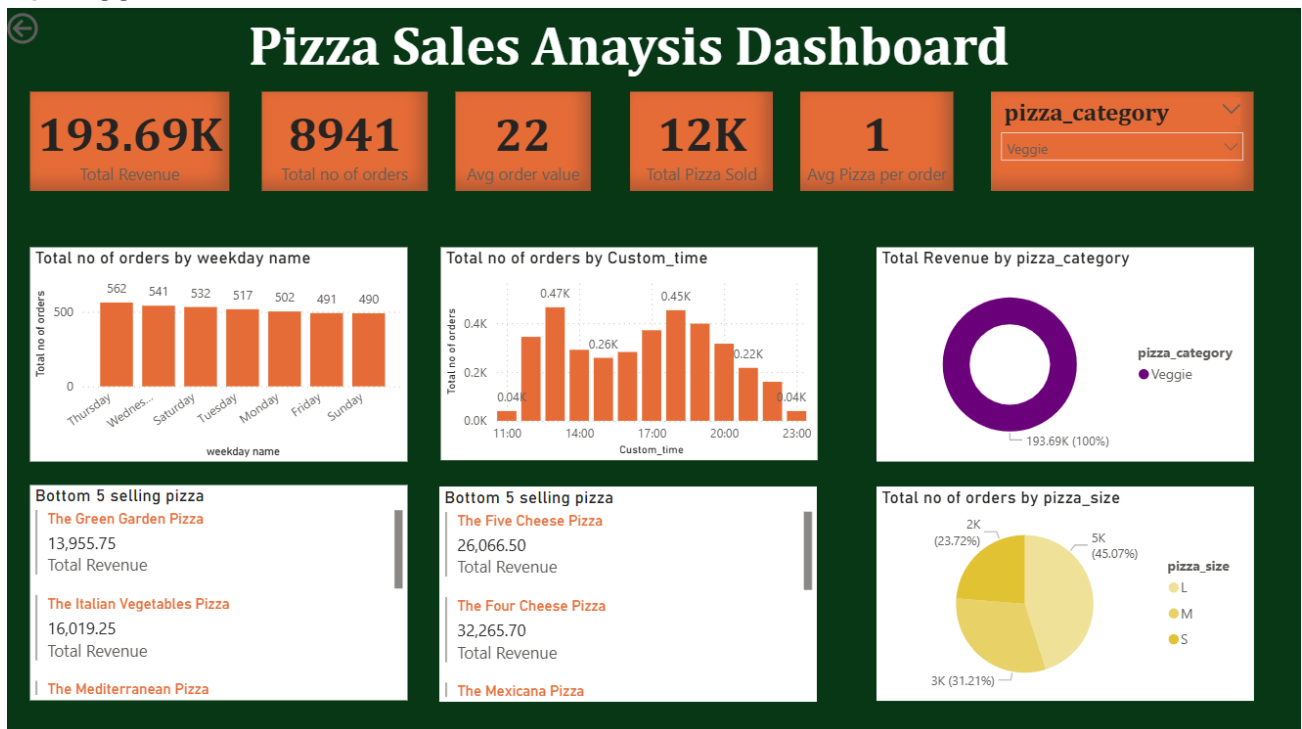   ◦ Identify the top-selling and least-selling pizzas.
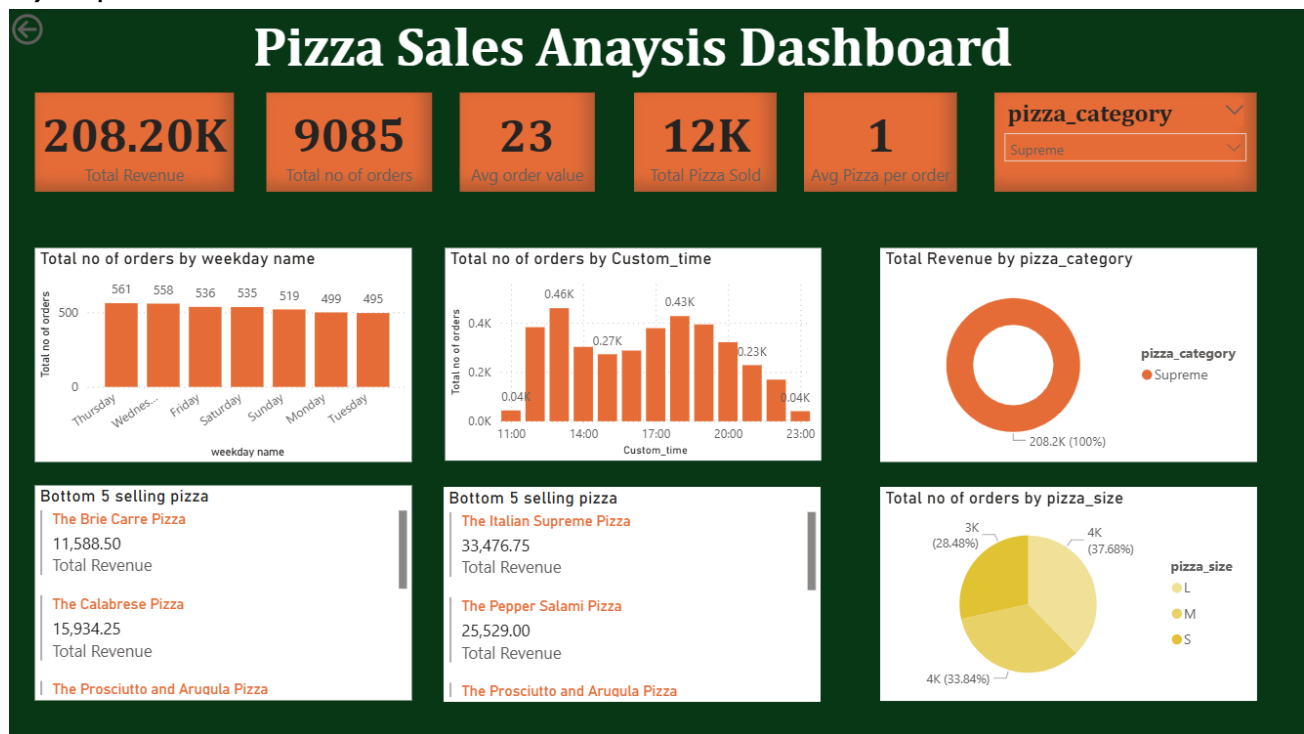
DASHBOARD: A) All Category

A) Classic:

Pizza Sales Anaysis Dashboard

220.05K	11K	20	15K	1	pizza_category
Total Revenue	Total no of orders	Avg order value	Total Pizza Sold	Avg Pizza per order	Classic

Total no of orders by weekday name

683 637 614 605 597 594 578
Saturday Wednes... Thursday Sunday Monday Tuesday Friday

Total no of orders by Custom_time

0.56K 0.53K 0.29K 0.27K 0.00K 0.05K
10:00 13:00 16:00 19:00 22:00

Total Revenue by pizza_category

pizza_category
● Classic
220.05K (100%)

Bottom 5 selling pizza

The Big Meat Pizza
22,968.00
Total Revenue

The Greek Pizza
28,454.10
Total Revenue

The Italian Capocollo Pizza

Bottom 5 selling pizza

The Classic Deluxe Pizza
38,180.50
Total Revenue

The Greek Pizza
28,454.10
Total Revenue

The Hawaiian Pizza

Total no of orders by pizza_size

4K (27.65%) 5K (40.02%)
pizza_size
● S
● M
● L
● XL
● XXL
4K (28.01%)

C) Veggie:

Pizza Sales Anaysis Dashboard

193.69K	8941	22	12K	1	pizza_category
Total Revenue	Total no of orders	Avg order value	Total Pizza Sold	Avg Pizza per order	Veggie

Total no of orders by weekday name

562 541 532 517 502 491 490
Thursday Wednes... Saturday Tuesday Monday Friday Sunday

Total no of orders by Custom_time

0.47K 0.45K 0.26K 0.22K 0.04K 0.04K
11:00 14:00 17:00 20:00 23:00

Total Revenue by pizza_category

pizza_category
● Veggie
193.69K (100%)

Bottom 5 selling pizza

The Green Garden Pizza
13,955.75
Total Revenue

The Italian Vegetables Pizza
16,019.25
Total Revenue

The Mediterranean Pizza

Bottom 5 selling pizza

The Five Cheese Pizza
26,066.50
Total Revenue

The Four Cheese Pizza
32,265.70
Total Revenue

The Mexicana Pizza

Total no of orders by pizza_size

2K (23.72%) 5K (45.07%)
pizza_size
● L
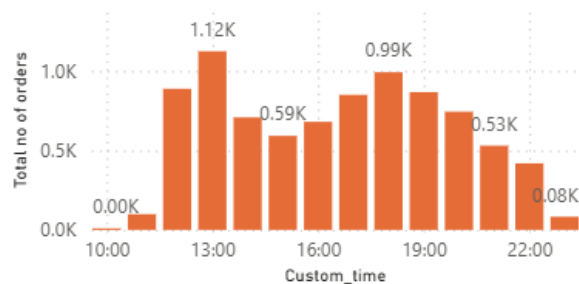● M
● S
3K (31.21%)

D) Supreme:

Key Insights:

1. **Peak Ordering Time:**
   ○ Most orders occur between **1PM to 3PM** indicating a high demand during lunch hours.
   ○ Evening hours also contribute significantly to sales.

2. **Best-Selling Pizzas:**
   ○ **BBQ Chicken and California chicken** are the most ordered pizzas, indicating customer preferences for classic flavors

TOP 5 selling pizza

The Barbecue Chicken Pizza
42,768.00
Total Revenue

The California Chicken Pizza
41,409.50
Total Revenue

| The Classic Deluxe Pizza

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3. **Worst-Selling Pizzas:**
   ◦ **Brie Carre** has the lowest sales, suggesting a potential need for better marketing or promotions.

Bottom 5 selling pizza

The Brie Carre Pizza
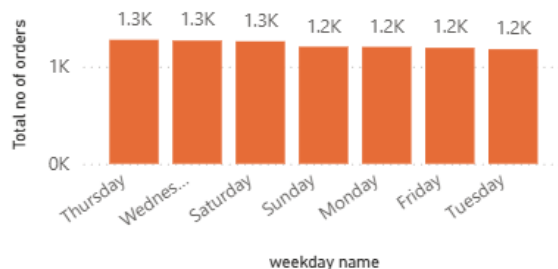11,588.50
Total Revenue

The Green Garden Pizza
13,955.75
Total Revenue

| The Mediterranean Pizza

4. **Weekday Sales Trends:**
   ◦ Sales are highest on **Thursday and Wednesday**, And all other days the volume is likely the same.
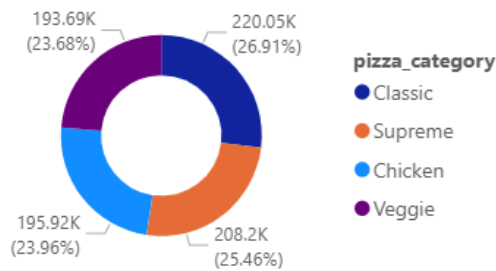
Total no of orders by weekday name

5. **Revenue Contribution by Category:**
   ◦ Classic and Supreme pizzas contribute the highest revenue, highlighting customer preference for bigger size.
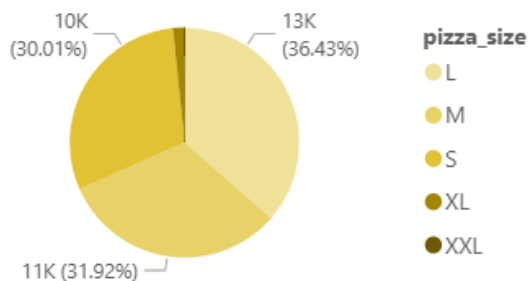
Total Revenue by pizza_category

6. **Popular Pizza Sizes:**
    ○ Medium and Large sizes dominate sales, suggesting that pricing strategies should be optimized for these sizes.\

Total no of orders by pizza_size

Strategic Recommendations:

1. **Optimize Staff Scheduling:**
    ○ Increase staff availability during peak hours (1 PM – 3 PM) to improve service efficiency.
2. **Introduce Promotions on Low-Selling Items:**
    ○ Offer discounts or bundle deals on low-performing pizzas.
3. **Adjust Pricing Strategies:**
    ○ Consider slight price increases on supreme and classic pizzas to maximize revenue.
4. **Enhance Online Ordering & Delivery Services:**
    ○ Encourage online and takeaway orders to manage high in-store traffic during peak hours.
5. **Targeted Marketing Campaigns:**

◦ Launch marketing campaigns on social media focusing on best-selling items and weekend offers.
6. **Improve Seating Utilization:**
    ◦ Consider adding more tables or optimizing seating arrangements to accommodate high weekend demand.

Conclusion:

By implementing this Pizza Sales Analysis Dashboard in Power BI, Plato's Pizza can leverage data-driven insights to optimize sales, enhance customer experience, and streamline operations. The findings will support strategic decision-making and revenue growth.