### **PIZZA SALES REPORT**

### **Problem & background**

The dataset contains sales data for a pizza place, including the date, time of each order, and details about the pizzas served. Each entry includes information about the type, size, quantity, price, and ingredients of the pizzas.

### **Solution**

* **Customer Behaviour:**

Peak hours: 12PM to 1PM & 5PM to 6PM.

Average daily customers: 60

* **Pizza Preferences:**

Average pizzas per order: 3.

Bestsellers: Big\_Meat\_S.

* **Revenue:**

Total revenue for the year: $ 801944.7

Seasonal trend: Spring season.

* **Menu Optimization and Promotions:**

Pizzas with low sales: **The\_Greek\_Xxl**

Promotional strategy: Introduce combo deals during peak hours and give a discount in season.

### **Goals & KPIs**

* 1. How many customers do we have each day, and are there any peak hours?
* 2. What is the average number of pizzas in an order, and are there any bestsellers?
* 3. What is the total revenue generated over the year, and can we identify any seasonality in the sales?
* 4. Are there any pizzas that should be removed from the menu, or any promotions that could be leveraged?

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### **Concepts Used**

* **Concept 1:**  Xlookup, min, Average, count
* **Concept 2:**  pivot tables, filter
* **Concept 3:**  charts, graphs etc.

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### **Conclusion**

This analysis of the pizza place's sales data provides valuable insights into customer behaviour, pizza preferences, and revenue trends. The identified peak hours, bestselling pizzas, and seasonal revenue patterns can aid in optimizing operations and increasing profitability. The recommendations for menu adjustments and promotions offer actionable strategies to enhance the business's success.

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### **Project owner**

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