Pizza Sales Analysis Report

# 1. Problem Statement

We need to analyze and visualize key performance indicators (KPIs) for our pizza sales data to gain actionable insights into business performance. The objective is to identify sales trends, customer preferences, and top/bottom-performing pizza categories.

# 2. KPI Requirements

1. Total Revenue: The sum of the total price of all pizza orders.
2. Average Order Value (AOV): The average amount spent per order. Formula: Total Revenue / Total Orders.
3. Total Pizzas Sold: The sum of the quantities of all pizzas sold.
4. Total Orders: The total number of orders placed.
5. Average Pizzas per Order: Total Pizzas Sold / Total Orders.

# 3. Charts Requirement

## Order Trends

1. Daily Trend for Total Orders: Bar chart to identify patterns or fluctuations in daily orders.
2. Monthly Trend for Total Orders: Line chart to identify seasonal or peak month patterns.

## Sales by Category/Size

1. Percentage of Sales by Pizza Category: Pie chart showing distribution of sales across categories.
2. Percentage of Sales by Pizza Size: Pie chart to analyze customer preferences for pizza sizes.

## Performance by Category

1. Total Pizzas Sold by Pizza Category: Funnel chart to compare category performance.
2. Top 5 Best Sellers by Revenue, Quantity, and Orders: Bar chart to identify most popular pizzas.
3. Bottom 5 Worst Sellers by Revenue, Quantity, and Orders: Bar chart to identify underperforming pizzas.

# 4. Expected Insights

- Customer Behavior: Identify most preferred pizza categories and sizes.  
- Revenue Drivers: Determine which pizzas contribute most to sales and profits.  
- Operational Efficiency: Understand order trends (daily/monthly) to plan staffing and supply chain.  
- Growth Opportunities: Spot low-performing pizzas and explore strategies to improve or replace them.