Pizza Sales

PROBLEM STATEMENT

KPI's REQUIREMENT
We need to analyze key indicators for our pizza sales data to gain insights into our bussiness performance. Specifically, we want to calculate the following metrics:

1. **Total Revenue**: The sum of the total price of all pizza orders.
2. **Average Order Value**: The average amount spent per order, calculated by dividing the total revenue by the total number of 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**: The average number of pizzas sold per order, calculated by dividing the total number of pizzas sold by the total number of orders.

Software used : Power BI Desktop

Pizza Sales

CHARTS REQUIREMENT

We would like to visualize various aspects of our pizza sales data to gain insights and understand key trends. We have identified the following requirements for creating charts:

1. **Daily Trend for Total Orders**:

   Create a bar chart that displays the daily trend of total orders over a specific time period. This chart will help us identify any patterns or fluctuations in order volumes on a daily basis.

2. **Monthly Trend for Total Orders**:

   Create a line chart that illustrates the monthly trend of total orders throughout the year. This will allow us to identify peak month or periods of high order activity.

3. **Percentage of Sales by Pizza Category**:

   Create a pie chart that shows the distribution of sales across different pizza categories. This chart will provide insights into the popularity of various pizza categories and their contribution to overall sales.

Pizza Sales

CHARTS REQUIREMENT

4.Percentage of Sales by Pizza Size:
   Generate a pie chart that represents the percentage of sales attributed to different pizza sizes. This chart will help us understand customer preferences for pizza sizes and their impact on sales.

5.Total Pizzas Sold by Pizza Category:
   Create a funnel chart that presents the total number of pizzas sold for each pizza category. This chart will allow us to compare the sales performance of different pizza categories.

6.Top 5 Best Sellers by Revenue, Total Quantity and Total Orders:
   Create a bar chart highlighting the top 5 best-selling pizzas based on the Revenue, Total Quantity, Total Orders. This chart will help us identify the most popular pizza options.

7. Bottom 5 Best Sellers by Revenue, Total Quantity and Total Orders:
   Create a bar chart showcasing the bottom 5 worst-selling pizzas based on the Revenue, Total Quantity, Total Orders. This chart will enable us to identify underperforming or less popular pizza options.

🍕 PIZZA SALES REPORT 🍕

Pizza Category
All

01-01-2015 31-12-2015

Home

Best/Worst Seller

817.86K Total Revenue	**38.31** Avg Order Value	**49574** Total Pizza Sold	**21350** Total Orders	**2.32** Avg Pizza Per Orders

BUSIEST DAYS & TIMES

DAYS
Orders are highest on weekends Friday/Saturday Evening.

Monthly
There are maximum orders from month of July and January

SALES PERFORMANCE

CATEGORY
Classic Category contributes to the maximum sales and order

SIZE
Large pizza size contribute to the maximum sales

Monthly Trend for Total Orders

1845 — 1685 — 1840 — 1799 — 1853 — 1773 — 1935 — 1841 — 1661 — 1646 — 1792 — 1680

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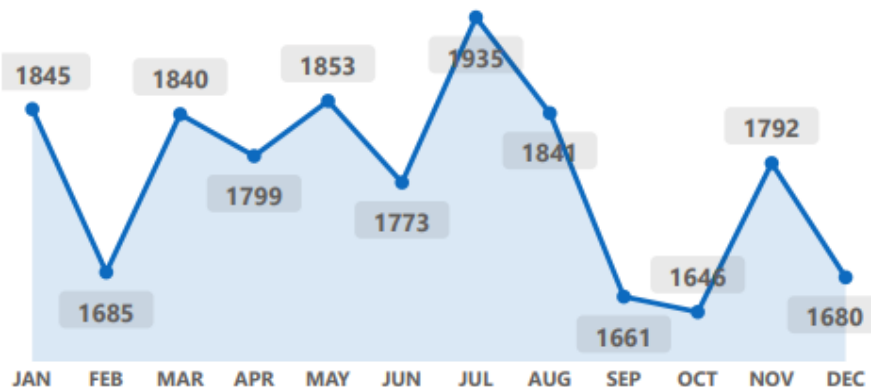
Daily Trends for Total Orders

2.6K (SUN) 2.8K (MON) 3.0K (TUE) 3.0K (WED) 3.2K (THU) 3.5K (FRI) 3.2K (SAT)

% of Sales by Pizza Category

26.91% — 25.46% — 23.96% — 23.68%

pizza_category
- Classic
- Supreme
- Chicken
- Veggie

% of Sales by Pizza Size

45.89% — 30.49% — 21.77% — 1.72% — 0.12%
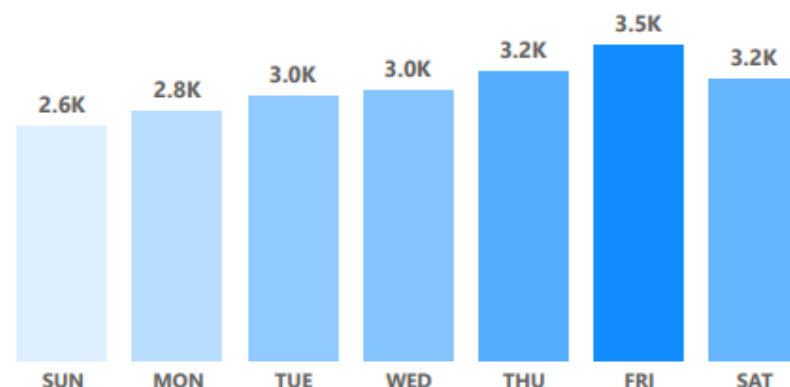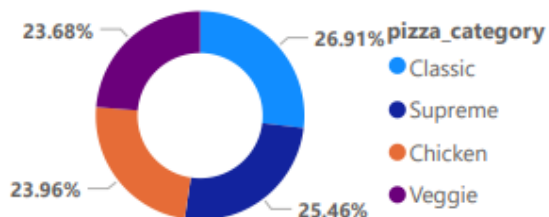
pizza_size
- Large
- Medium
- Regular
- X-Large
- XX-Large
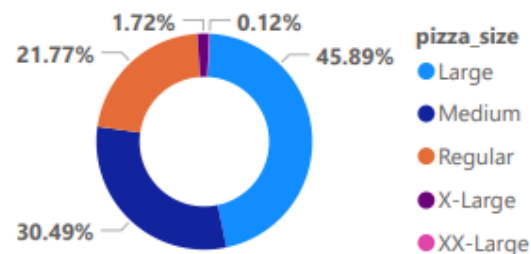
Total Pizza Sold by pizza_category
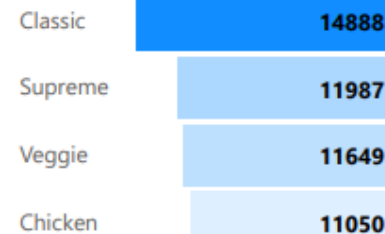
Category	
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

🍕 PIZZA SALES REPORT 🍕

Pizza Category
All

01-01-2015   31-12-2015

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⭐ Best/Worst Seller ▶

817.86K	38.31	49574	21350	2.32
Total Revenue	**Avg Order Value**	**Total Pizza Sold**	**Total Orders**	**Avg Pizza Per Orders**

BEST SELLERS

REVENUE
The Thai Chicken Pizza Contributes **maximum** Revenue.
QUANTITY
The Classic Deluxe Pizza Contributes to **maximum** Total Quantities.
TOTAL ORDERS
The Classic Deluxe Pizza Contribute to **maximum** Total Orders

WORST SELLERS

REVENUE
The Brie Carre Pizza Contributes **minimum** Revenue.
QUANTITY
**The Brie Carre Pizza** Contributes to **minimum** Total Quantities.
TOTAL ORDERS
The Brie Carre Pizza Contribute to **minimum** Total Orders

Top 5 Pizza by Revenue

Pizza	Revenue
The Thai Ch...	43K
The Barbec...	43K
The Califor...	41K
The Classic ...	38K
The Spicy It...	35K

Top 5 Pizza by Quantity

Pizza	Quantity
The Classic ...	2.5K
The Barbec...	2.4K
The Hawaii...	2.4K
The Pepper...	2.4K
The Thai Ch...	2.4K

Top 5 Pizza by Orders

Pizza	Orders
The Classic ...	2.3K
The Hawaii...	2.3K
The Pepper...	2.3K
The Barbec...	2.3K
The Thai Ch...	2.2K
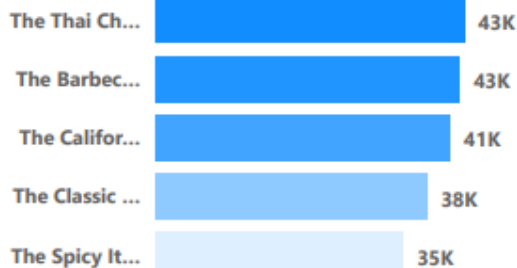
Bottom 5 Pizza by Revenue

Pizza	Revenue
The Spinac...	16K
The Medite...	15K
The Spinac...	15K
The Green ...	14K
The Brie Ca...	12K

Bottom 5 Pizza by Quantity

Pizza	Quantity
The Soppre...	961
The Spinac...	950
The Calabre...	937
The Medite...	934
The Brie Ca...	490

Bottom 5 Pizza by Orders

Pizza	Orders
The Chicke...	938
The Calabre...	918
The Spinac...	918
The Medite...	912
The Brie Ca...	480