



# DATA ANALYTICS PIZZA SALES CASE STUDY

AMALAN FADIL GAIB



# Dataset

The data used is pizza sales data for 1 year where there are 4 different tables recorded, namely orders, order details, pizza, pizza types

Tools Used : Microsoft Power BI

- Data Cleaning in Power Query

**49574**

Total Pizza Ordered

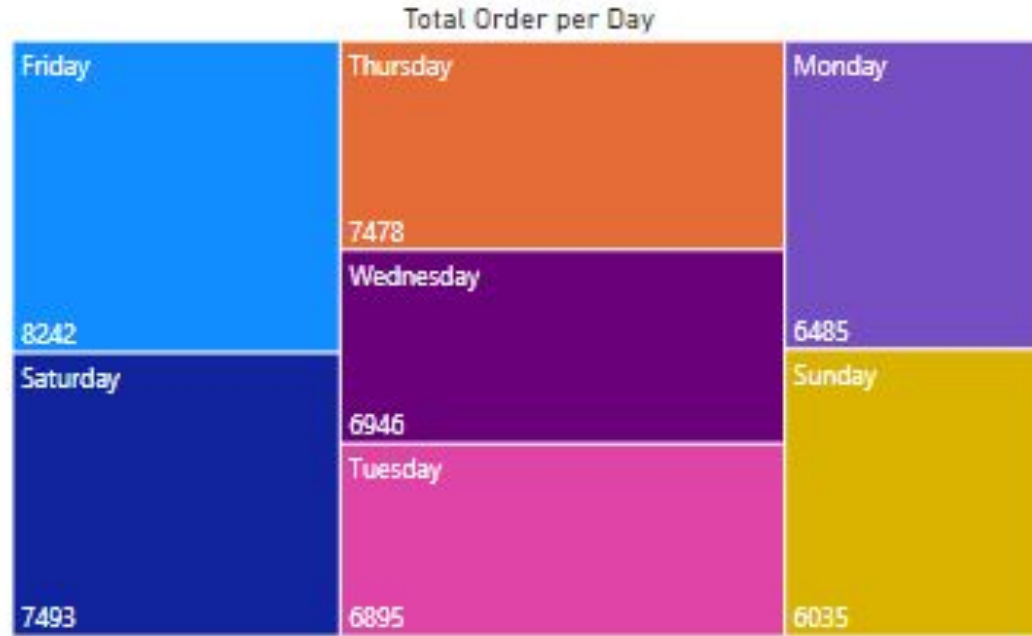
**48620**

Total Order

In this dataset it is shown that in 2015 there were 48620 orders and a total of 49574 pizzas ordered.

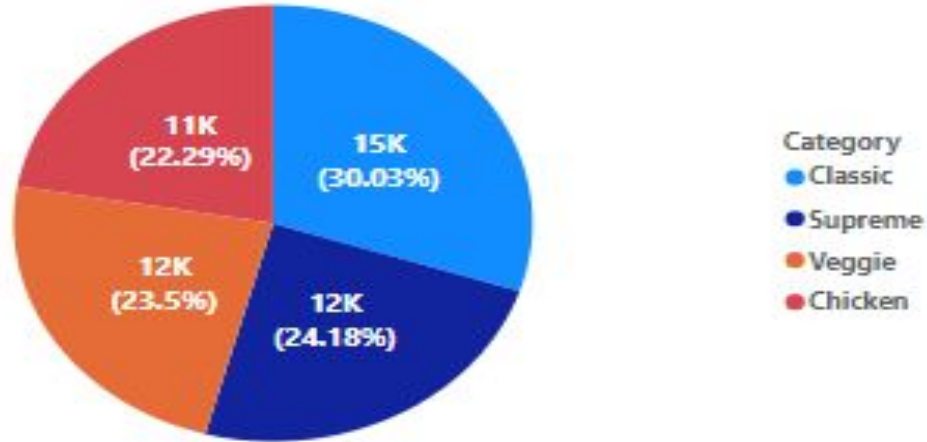


From the chart above it is shown that the highest orders were in July with a total of 4392 orders and the lowest was in October with 3883 orders



From the chart above it can be seen that the highest orders were on Friday July with a total of 8242 orders and the lowest on Sunday with 6035 orders

Total Pizza Ordered per Category



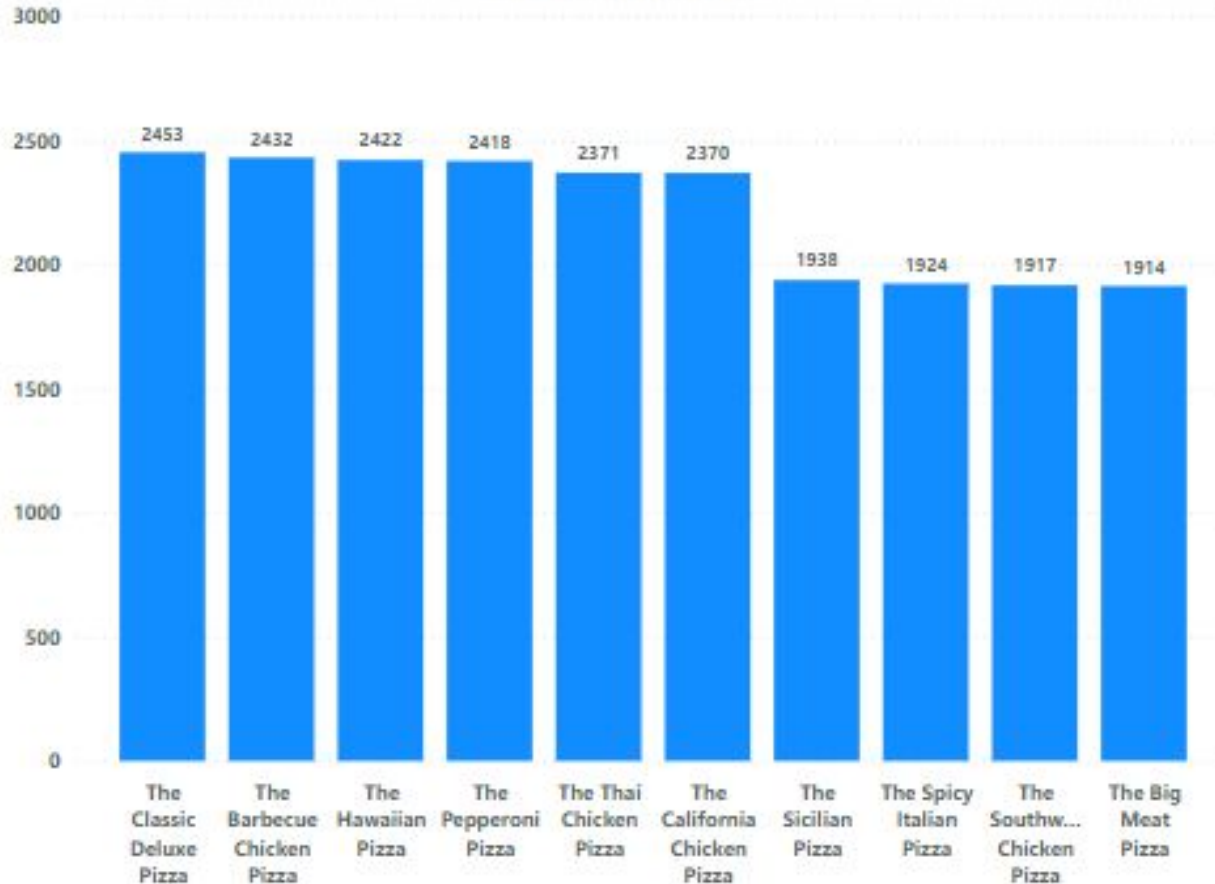
From the graph above, it can be seen that the most popular pizza category is classic with a total around 15,000 orders or around 30,03% of total orders.

Total Order per Pizza Size



From the graph above, it can be seen that the most popular pizza size is Large with a total of 18956 orders

Top 10 Ordered Pizza



From the graph below, it can be seen that the most popular pizza is The Classic Deluxe Pizza with a total of 2453 orders. Although the difference in total orders between pizzas is not too big.



# CONCLUSION/INSIGHT

After some analysis, I suggest to the pizza owner to:

- Create a new campaign such as a promo by bundling several types & categories of pizza
- Promo on days where pizza orders are low, especially on Sundays which are holidays in order to attract lots of customers to come and increase profits.