



MS EXCEL DATA ANALYSIS PROJECT



Objectives

1. Identify Top-Selling Pizza Categories
2. Analyze Revenue by Pizza Size
3. Determine Peak Order Times
4. Examine Time-Based Sales Patterns
5. Evaluate Customer Preferences for Pizza Types
6. Calculate Average Price per Pizza Category
7. Track Monthly Sales Revenue Trends

Steps Involved

- **Data Cleaning**
- **Data Consolidation and Lookup**
- **Pivot Table**
- **Visualization**
- **Dashboarding**

Data Cleaning Steps

- **Remove Duplicates**
- **Trim Extra Spaces**
- **Data Formatting**
- **Correcting Errors & Misspellings**
- **Remove Blank Records**
- **New Calculated Columns**

Data Summarization_Pivot Tables

Category ▾	Quantity Sold
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050
Grand Total	49574

Size ▾	Total Sales
L	375319
M	249382
S	178076
XL	14076
XXL	1007
Grand Total	817860

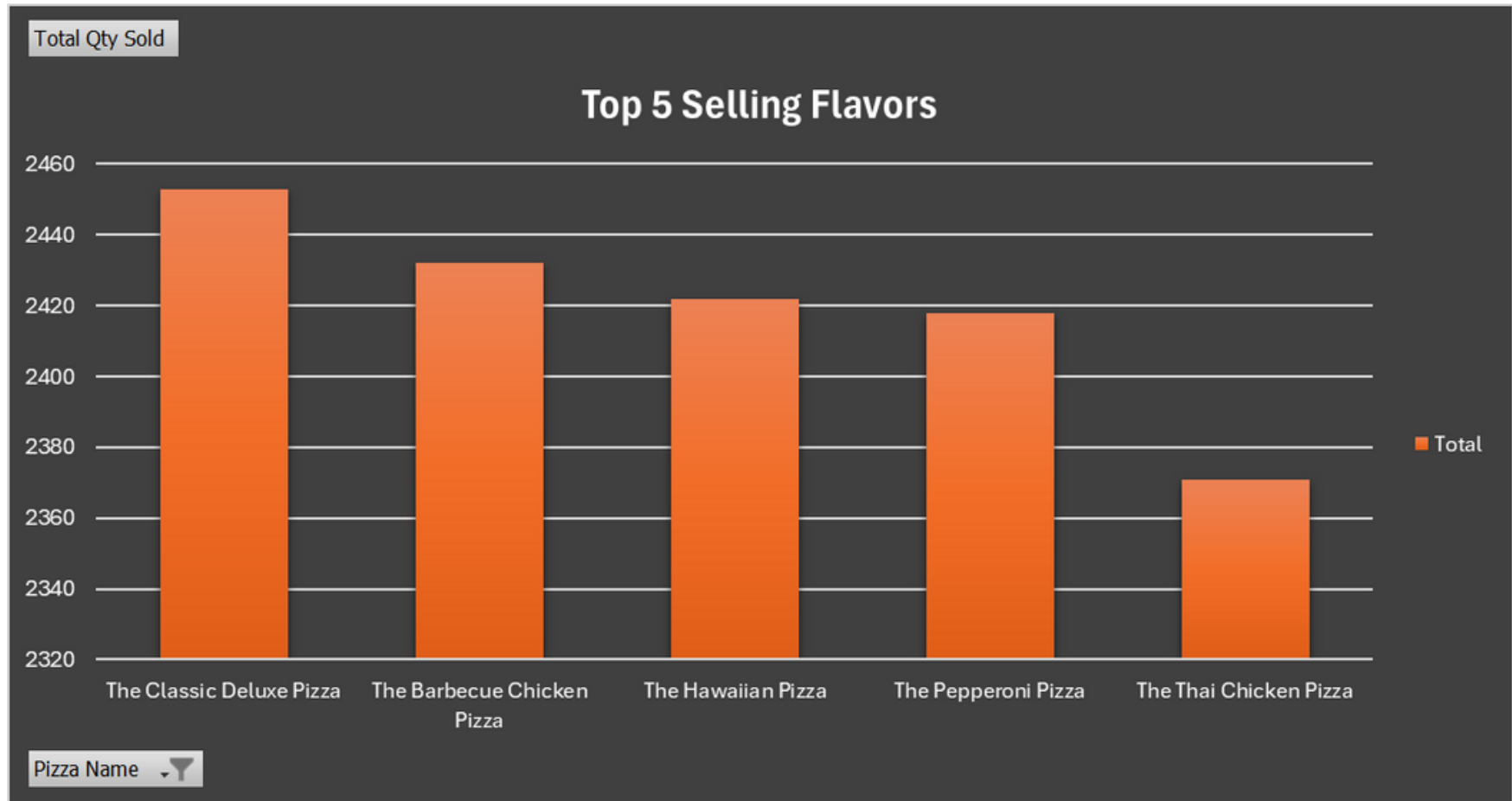
Size ▾	Total Qty Sold
The Classic I	2453
The Barbecu	2432
The Hawaiia	2422
The Pepper	2418
The Thai Chic	2371
Grand Total	12096

Category ▾	Avg Price
Chicken	17.71
Classic	14.80
Supreme	17.36
Veggie	16.61

Month ▾	Total Sales
Jan	69793
Feb	65160
Mar	70397
Apr	68737
May	71403
Jun	68230
Jul	72558
Aug	68278
Sep	64180
Oct	64028
Nov	70395
Dec	64701
Grand Total	817860

Analysis

Top Selling Flavor : Classic Deluxe



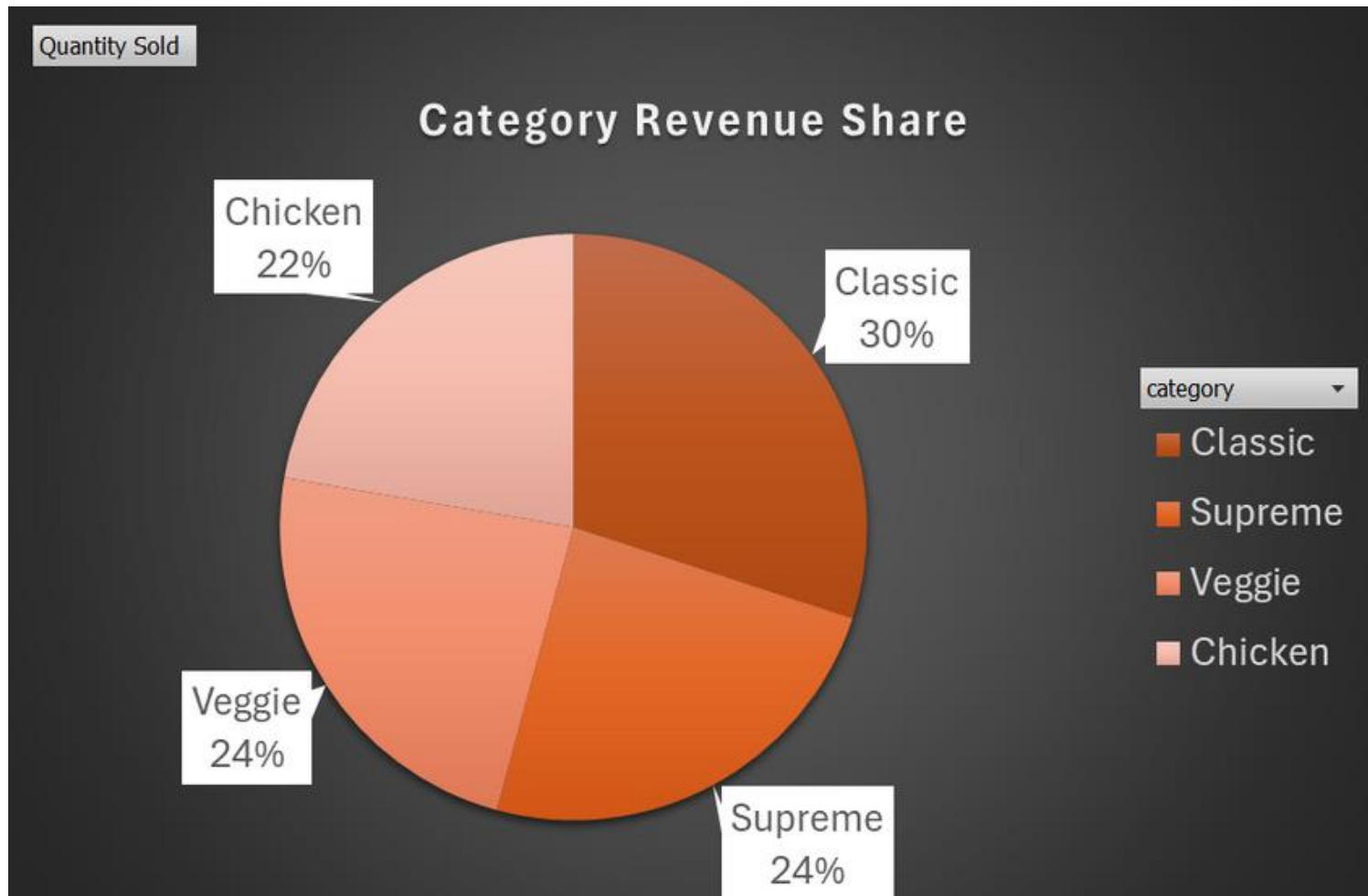
Analysis

Highest Monthly Sales : July



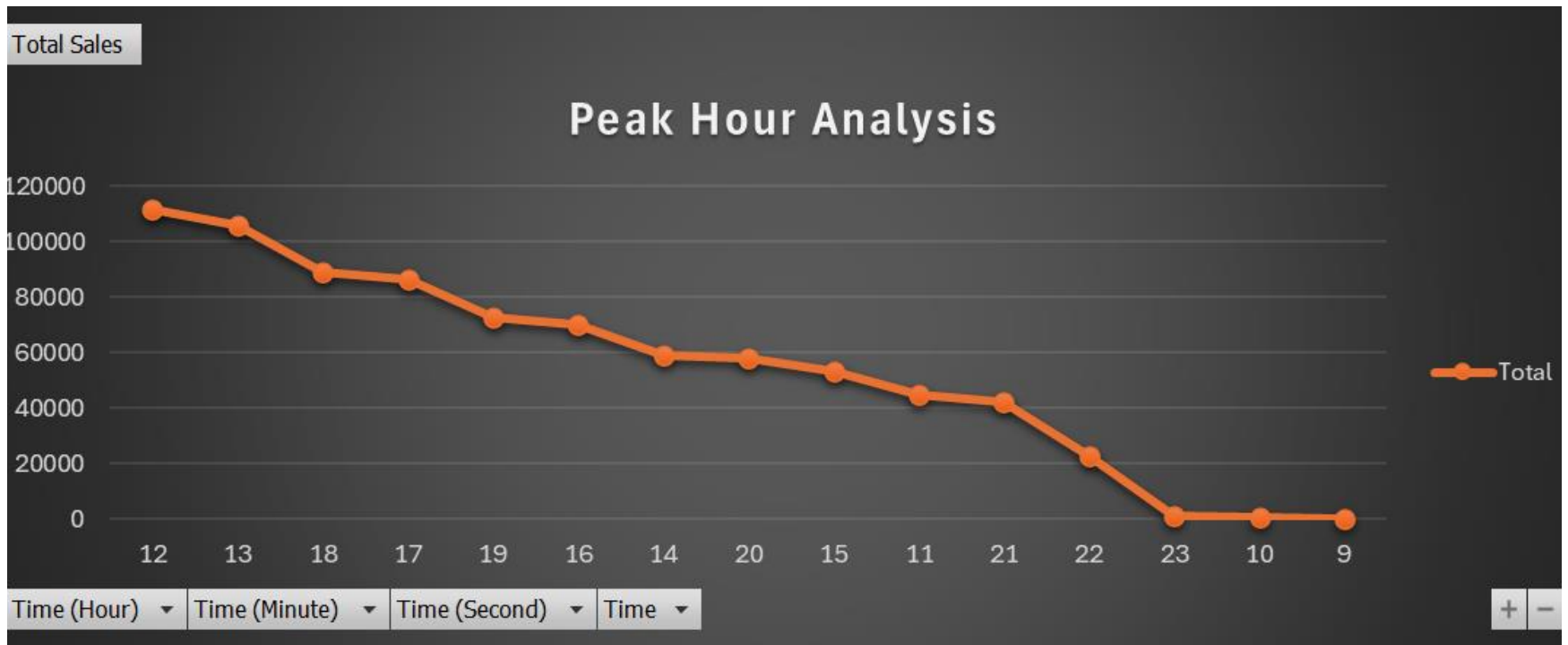
Analysis

Classic Category sells the most



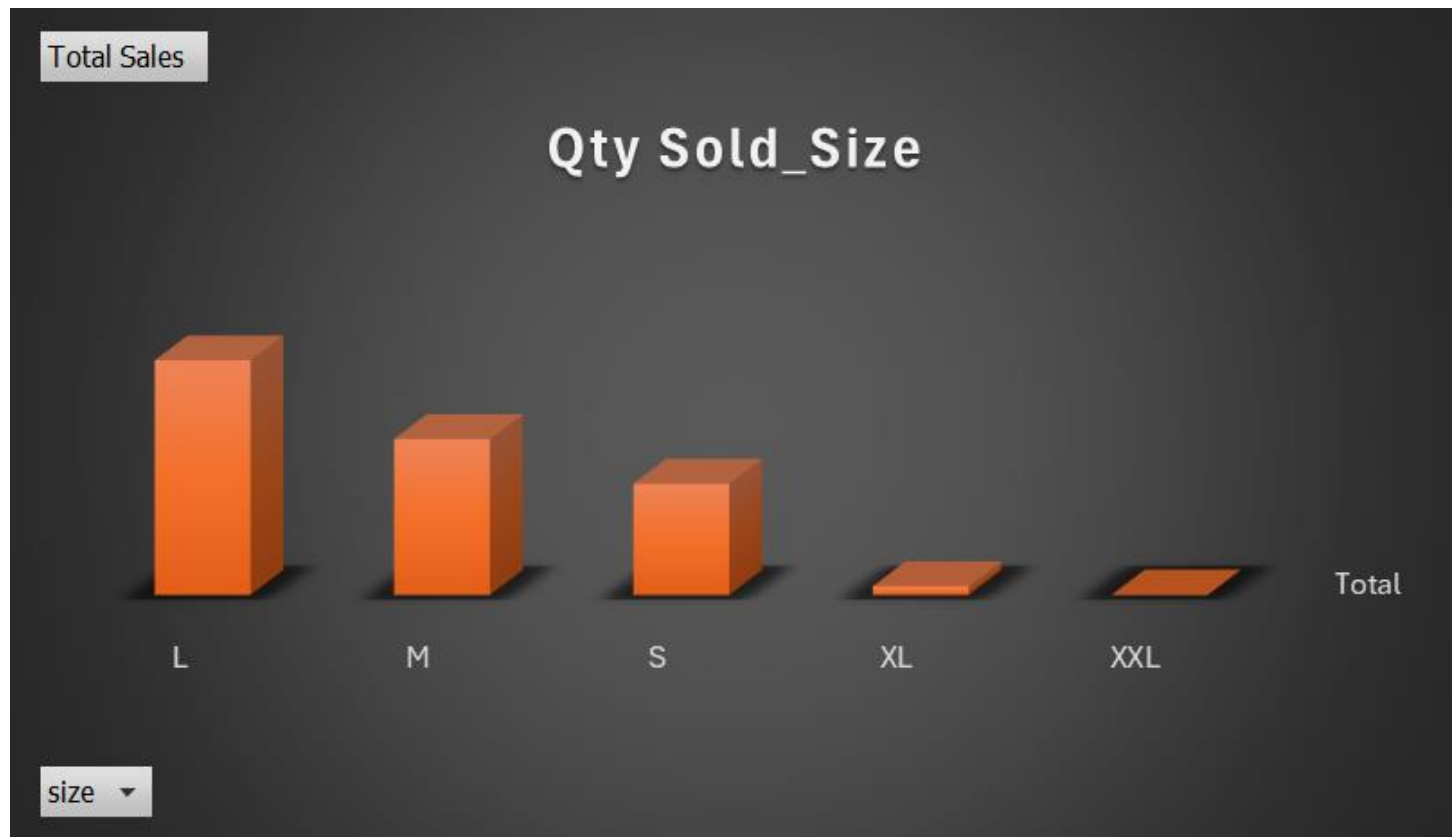
Analysis

Highest sales are at midnight 12:00 hours



Analysis

Large size pizzas sells the most



Actionable Insights

Classic category with the lowest avg selling price sells the most

- **Launch more flavors in this category**
- **Focus on standardization of ingredients for consistent taste, ultimately that will increase customer retention rate**
- **Offer discounts on other categories to lift up their sales by means of reduction in pricing**

Actionable Insights

Most sales are @ 12:00 hours and midnight

- **Implement a proper order tracking system to make sure orders do not face delays in these hours**
- **Hire an additional pizza chef and delivery riders during night shift to ensure seamless order completion without any unusual delays**
- **Launch promotional lunch deals for increasing day orders**
- **Offer loyalty cards with special discounts on lunch**

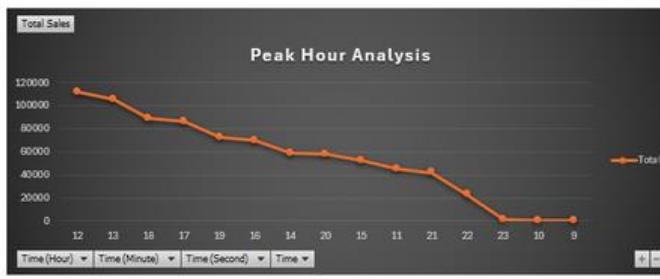
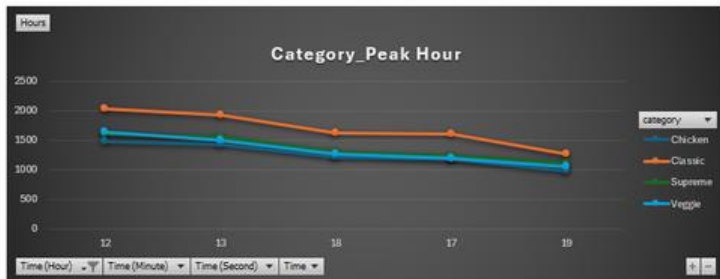
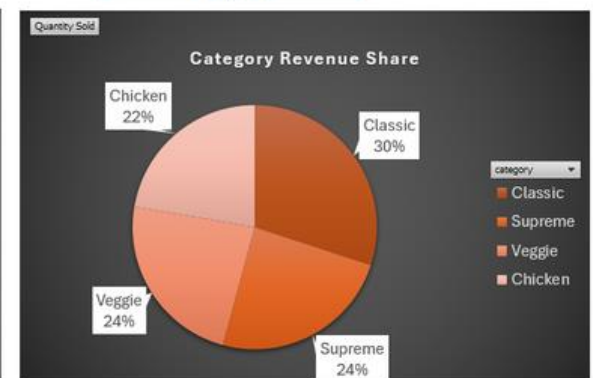
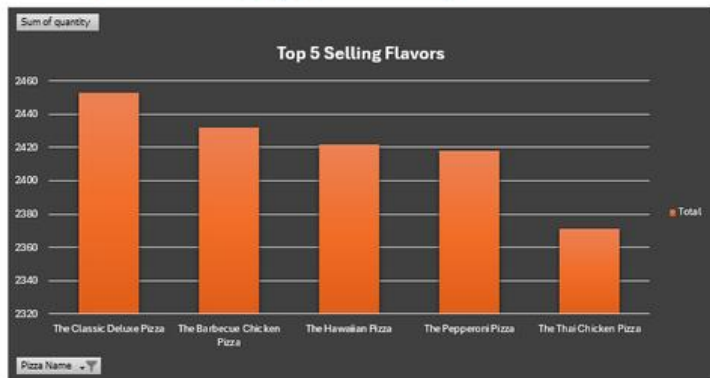
Dashboard

PIZZA SALES ANALYSIS DASHBOARD

Total revenue
817,860

Total Orders
21,350

Avg Order Value
49,500





THANKYOU!