<u>Conclusion</u>: In conclusion, the analysis of our pizza sales and orders data has provided valuable insights into our business performance. The top 5 ordered pizzas and their corresponding sales have been identified, shedding light on customer preferences. The distribution of sales and orders has been examined to understand patterns and areas of opportunity.

Key Insights:

- **1. Popular Pizzas:** The top 5 ordered pizzas, dominate our sales, highlighting their popularity among customers.
- **2. Sales Patterns:** Understanding the distribution of sales and orders has revealed peak hours and months, allowing for strategic planning and resource allocation.
- **3. Size Matters:** Sales and order analysis based on pizza sizes indicate that, influencing our inventory and marketing strategies.
- **4. Hourly Dynamics:** Examining order counts based on hours has uncovered peak ordering times, guiding staffing decisions and ensuring efficient operations during high-demand periods.
- **5. Seasonal Variations:** Sales distribution across months suggests seasonal trends, enabling us to tailor promotions and offerings to capitalize on peak months.

Solution and Recommendations:

- **1. Sales Increament Strategy:** To add various savouries like Brownies, Lava cakes, Garlic breadsticks, etc with Pizzas to boost our sales and per person order.
- **2. Introducing Offers:** Applying new offers such as Buy 2 get one free, Combos of Pizzas with savouries, etc at the dinner time to increase orders and sales.
- **3. Welcoming Sunday Specials:** Adding some Sunday special to the Pizza menu to uptick sales on Sunday as well.
- **4. Optimize Inventory:** With a clear understanding of popular pizzas and sizes, we can optimize our inventory to meet customer demand and reduce waste.
- **5. Marketing Strategy:** Leverage insights from sales distribution to tailor marketing efforts, focusing on peak months and promoting popular pizzas.
- **6. Operational Efficiency:** Utilize knowledge of hourly order counts to streamline operations during peak hours, ensuring timely deliveries and customer satisfaction.
- **7. Diversification:** Consider introducing new pizzas or variations to the menu based on customer preferences, expanding our offerings and attracting a broader audience.
- **8. Data-Driven Decisions:** Encourage a culture of data-driven decision-making, fostering continuous analysis to adapt to changing customer preferences and market dynamics.

By implementing these recommendations, we can enhance our business performance, improve customer satisfaction, and stay ahead in the competitive pizza market.