
PIZZERIA SALES ANALYSIS

PROJECT OVERVIEW

In the competitive food and beverage industry, understanding customer ordering behavior and product performance is vital for profitability. This project aims to analyze pizza sales trends and uncover insights to support data-driven business decisions.

The analysis was conducted using Power BI, where an ETL process transformed raw sales data into actionable insights. The dashboard allows business stakeholders to explore order trends, pizza performance, revenue distribution, and category-level breakdowns across various dimensions.

OBJECTIVES

- Visualize and analyze sales performance over time
 - Identify the most and least popular pizzas by order volume and revenue
 - Track key sales metrics (total revenue, order volume, AOV)
 - Uncover ordering patterns by day, hour, and season
 - Recommend actions based on revenue contribution and performance gaps
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DATA TRANSFORMATION & PREPARATION

STEP 1: DATA CLEANING & STRUCTURING

- Standardized date format for trend analysis
- Split datetime into separate date and hour fields
- Categorized pizza size and category for better segmentation
- Created calculated columns:
 - Average Pizzas per Order
 - Average Order Value (AOV)
 - Total Revenue

- Order Count

STEP 2: MEASURES CREATED

- ✚ **Total Revenue** = SUM(Order Amount)
- ✚ **Total Orders** = COUNT(Order ID)
- ✚ **Total Pizzas Sold** = SUM(Quantity)
- ✚ **Average Order Value (AOV)** = [Total Revenue] / [Total Orders]
- ✚ **Average Pizzas per Order** = [Total Pizzas Sold] / [Total Orders]

DATA VISUALIZATION & INSIGHTS

EXECUTIVE SUMMARY CARDS

- ✚ **Total Revenue:** \$817.86K
- ✚ **Total Pizzas Sold:** 49,574
- ✚ **Total Orders:** 21,350
- ✚ **Avg. Pizzas per Order:** 2.32
- ✚ **Avg. Order Value:** \$38.31

TEMPORAL TRENDS

- ✚ **Monthly Orders:**
 - Peak in **July**

CONSISTENT PERFORMANCE ACROSS ALL MONTHS

- ✚ **Daily Orders:**
 - Busiest day: **Friday**
 - Weekends and Fridays show higher order volumes
- ✚ **Hourly Sales:**
 - Busiest time: **12 PM to 2 PM**
 - Suggests a strong lunchtime crowd

PIZZA SIZE ANALYSIS

- ✚ **Top Size Sold: Large (38.24%)**

Other Sizes:

- Medium (31.54%)
- Small (29.05%)
- XX-Large (0.06%)

CATEGORY PERFORMANCE

TOP CATEGORIES BY SALES VOLUME:

- **Classic**
- **Supreme**

TOP REVENUE GENERATING CATEGORY:

- **Thai Chicken Pizza**
- **Barbecue Chicken**

BOTTOM PERFORMERS:

- **Brie Carre Pizza** (lowest orders and revenue)

PRODUCT-LEVEL INSIGHTS

TOP 5 ORDERED PIZZAS:

1. The Classic Deluxe
2. The Hawaiian Pizza
3. The Pepperoni Pizza
4. The Barbecue Chicken
5. The Thai Chicken

TOP 3 REVENUE GENERATING:

6. The Thai Chicken
7. The Barbecue Chicken
8. The California Chicken

BOTTOM 5 ORDERED:

✚ Chicken Pesto, Calabrese, Spinach Supreme, etc.

CONCLUSION & RECOMMENDATIONS

- ✚ **Lunch Promotions:** Targeted discounts or combos around noon could boost peak hour revenue.
- ✚ **Upsell Larger Sizes:** Promote Large-sized pizzas during peak hours and weekends.
- ✚ **Product Optimization:** Phase out or revamp underperforming pizzas like Brie Carre or Spinach Pesto.
- ✚ **Category-Based Marketing:** Focus on bestsellers (Classic and Thai Chicken) in ad campaigns.
- ✚ **Inventory & Prep Planning:** Fridays and 12–2 PM are critical for resource allocation.

This project provides a comprehensive overview of pizza sales performance and delivers actionable insights to enhance marketing strategies, menu planning, and operational efficiency.