# PROBLEM STATEMENT – Slice & Stats by Ayaan Shaikh.

**KPI's REQUIREMENT**

To track and analyze pizza sales performance, the following Key Performance Indicators (KPIs) are required:

1. **Total Revenue**  
   The sum of the total price of all pizza orders placed.

Total Revenue = SUM(pizza\_sales [total\_price])

1. **Average Order Value**  
   Calculated by dividing total revenue by the total number of orders—shows how much customers spend per order.

Average Order Value = DIVIDE([total revenue], [total orders])

1. **Total Pizzas Sold**  
   The aggregate quantity of all pizzas sold.

Total Pizzas Sold = SUM(pizza\_sales [Quantity])

1. **Total Orders**  
   Represents the total count of all completed pizza orders.

Total Orders = DISTINCTCOUNT(pizza\_sales [order\_id])

1. **Average Pizzas Per Order**  
   Calculated by dividing the total number of pizzas sold by the total number of orders—shows how many pizzas are typically included in each order.

Average Pizzas Per Order = DIVIDE([Total Pizzas Sold], [Total Orders])

**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 hourly trend of total orders throughout the day. This chart will allow us to identify peak hours 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.

4. **Percentage of Sales by Pizza Size**  
 Generate a pie chart that represents the proportion of sales attributed to each pizza size. This helps visualize customer preferences and their sales impact.

1. **Total Pizzas Sold by Pizza Category**  
   Create a funnel chart showing the quantity of pizzas sold across each category. This chart makes it easy to compare sales performance between categories.
2. **Top 5 Best Sellers by Revenue, Total Quantity, and Total Orders**  
   Use a bar chart to highlight the top 5 pizzas based on multiple factors—revenue, quantity sold, and order count. This identifies the most successful products.
3. **Bottom 5 Best Sellers by Revenue, Total Quantity, and Total Orders**  
   Similarly, a bar chart that displays the bottom 5 pizzas in terms of the same metrics. Helps pinpoint underperforming menu items.