**Plato’s Pizza Problem Statements**

1. *What days and times do we tend to be busiest?*
2. *How many pizzas are we making during peak periods?*
3. *What are our best and worst selling pizzas?*
4. *What's our average order value?*

**KPIs**

1. Total Revenue: The sum of the total price of all pizza orders.
2. Average Order Value: The average amount spent per order, calculated by dividing the total revenue by the total number of orders.
3. Total Pizza Sold: The sum of the quantities of all pizza sold.
4. Total Orders: The total number of orders placed.
5. Average Pizza Per Order: The average numbers of pizza sold per order, calculated by dividing the total numbers of pizza sold by the total number of orders.

**Chart Requirement**

1. Hourly Trend for Total Orders: Create a stacked bar chart that displays the hourly trend of total orders over a specific time. This chart will help us identify any patterns or fluctuations in order volumes on an hourly basis.
2. Weekly Trend for Total Orders: Create a line chart that illustrates the weekly trend of total orders throughout the year. This chart will allow us to identify peak weeks 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 percentage of sales attributes to different pizza sizes. This chart will help us understand customer preferences for pizza sizes and their impact on sales.
5. Total Pizza Sold by Category: Create a funnel chart that presents the total number of pizzas sold for each pizza category. This chart will allow us to compare the sales performance of different pizza categories.
6. Top 5 Best Sellers by Revenue, Total Quantity, and Total Orders: Create a bar chart highlighting the Top 5 best-selling pizzas based on the Revenue, Total Quantity, and Total Orders. This chart will help us identify the most popular pizza options.
7. Bottom 5 Sellers by Revenue, Total Quantity, and Orders: Create a bar chart showcasing the bottom 5 worst-selling pizza based on the Revenue, Total Quantity, and Total Orders. This chart will enable us to identify underperforming or less popular pizza options.

Software Used:

PostgreSQL

Tableau Public