Pizza Place Sales Report

Problem & background

In this project, based on a pizza restaurant sales data 2015 analyzation. This restaurant is the popular in United State. I have analyzed the sales trends, revenue, customer visit, season wise sales etc.

Solution

- ✓ Yearly revenue **$8,01,944.70**.

- ✓ Total pizza sold **48620**. (Vaggie – 11449, Supreme – 11777, Classic – 14579, Chicken – 10815).

- ✓ In an average **131** customers visit per day and Peak hours at **12 p.m. to 8.00 p.m**.

- ✓ In this year the **summer season**, we were sold the maximum pizzas. This is the best pizzas sales season.

- ✓ Top profitable months in this year are **July (34%), March (33%), May (33%)**.

- ✓ **3 pizzas** are typically in an order.

- ✓ Bestsellers pizzas are **big_meat_s** (1811), **thai_ckn_l** (1365), **five_cheese_l** (1359), **four_cheese_l** (1273), **classic_dlx_m** (1159).

- ✓ We will begin promoting our bestsellers pizzas that generate maximum revenue in this year.

- ✓ Lowest saleing pizzas are t**he_greek_xxl** (28), **green_garden_l** (94), **ckn_alfredo_s** (96), **calabrese_s** (99), **mexicana_s** (160)

- ✓ We will be removing "**The Greek XXL**" from our menu due to low demand, as only **28** portions were sold this year.

Goals & KPIs

Goal 1: Analyze the yearly revenue.

Goal 2: Analyze the category wise pizzas are seal and which category of pizza customers want.

Goal 3: Analyze the highest sealing and lowest sealing pizza.

Goal 4: Analyze the profitable season, peak hours, and average customers par day.

Concepts Used & Formula's

V-lookup, X-lookup, Large, Small, Pivot table, Average, Conditional formatting, Normal sum, Charts.

Conclusion

In conclusion, this project involved a comprehensive analysis of a popular pizza restaurant's sales data for the year 2015 in the United States. Various aspects of the restaurant's performance were examined, and several key insights were derived to inform future strategies.

First and foremost, the yearly revenue amounted to an impressive $8,01,944.70, indicating a strong financial performance. The analysis also revealed that a total of 48,620 pizzas were sold, with specific breakdowns for different pizza varieties, including Veggie, Supreme, Classic, and Chicken.

Understanding customer behavior was crucial, and on average, 131 customers visited the restaurant per day, with peak hours observed between 12 p.m. and 8 p.m. Additionally, it was noted that the summer season was the most lucrative period for pizza sales.

Identifying the top profitable months, such as July, March, and May, allowed for targeted marketing efforts during these periods. Furthermore, the analysis highlighted that the best-selling pizzas included "big_meat_s," "thai_ckn_l," "five_cheese_l," "four_cheese_l," and "classic_dlx_m," providing valuable insights into which items to promote further.

Conversely, low-selling pizzas like "The Greek XXL" were identified, with only 28 portions sold in the entire year. As a result, it was recommended to remove this item from the menu to streamline operations.

The project's goals and key performance indicators (KPIs) were successfully achieved, including the analysis of yearly revenue, category-wise pizza sales, identification of top and bottom-selling pizzas, and understanding the profitable season, peak hours, and daily customer averages.

Various analytical tools and formulas, such as V-lookup, X-lookup, Pivot tables, and charting techniques, were employed to extract meaningful insights from the data.

Overall, this analysis provides a solid foundation for the pizza restaurant to make informed decisions, optimize its menu, and target its marketing efforts more effectively to enhance its sales and profitability in the future.

Project owner

Name: Deep Chanda.

Date:19-9-2023.