



# Pizza Place Sales Analytics Case Study

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# The Context & Objectives

## Company

Sales team of our company named Pizza Place gathered data on company sales throughout the year 2015 to analyse it for overall business profitability of the company.

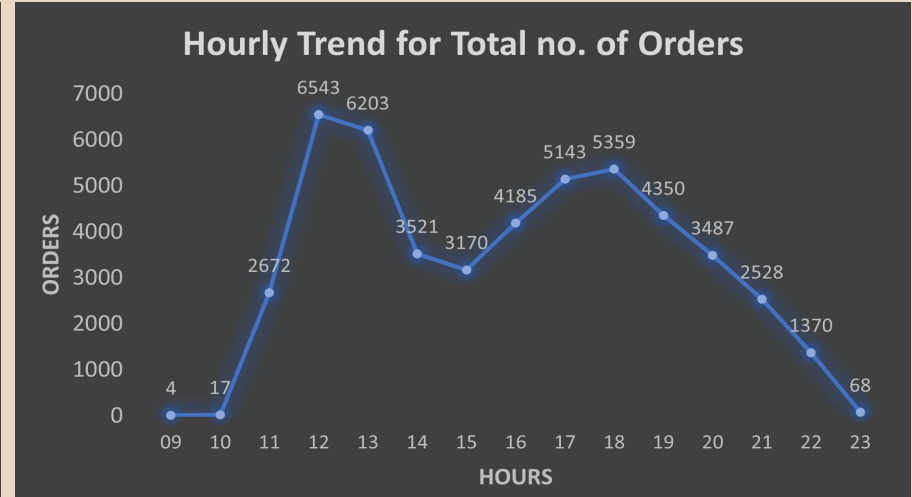
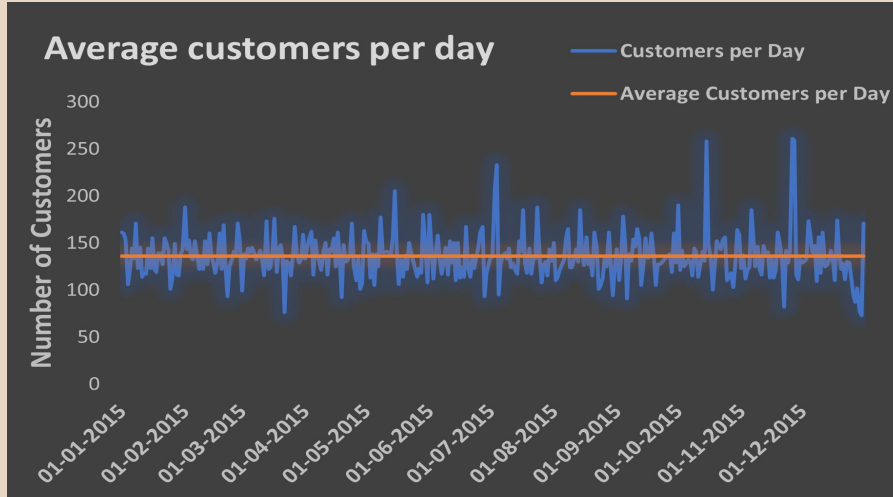
## Context

The management of Pizza Place wants to improve overall sales of the company for the upcoming year of 2016. With that purpose, they asked the analytics department to analyse previous year's sales data to make informed business decisions. They need a detailed report on this.

## Problem statement

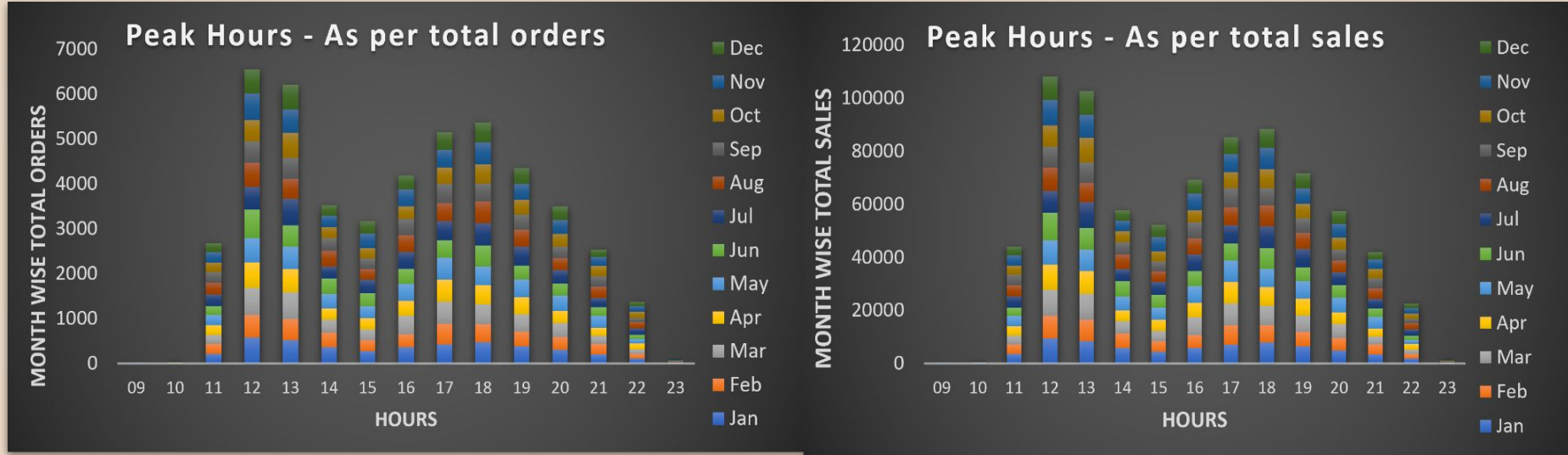
- ❖ Find out how many customers do we have each day? Are there any peak hours?
- ❖ How many pizzas are typically in an order? Do we have any bestsellers?
- ❖ How much money did we make this year? Can we identify any seasonality in the sales?
- ❖ Are there any pizzas we should take off the menu, or any promotions we could leverage?

## Analysis for Qs.1 – No. of customers/day & Hourly Trend for Orders



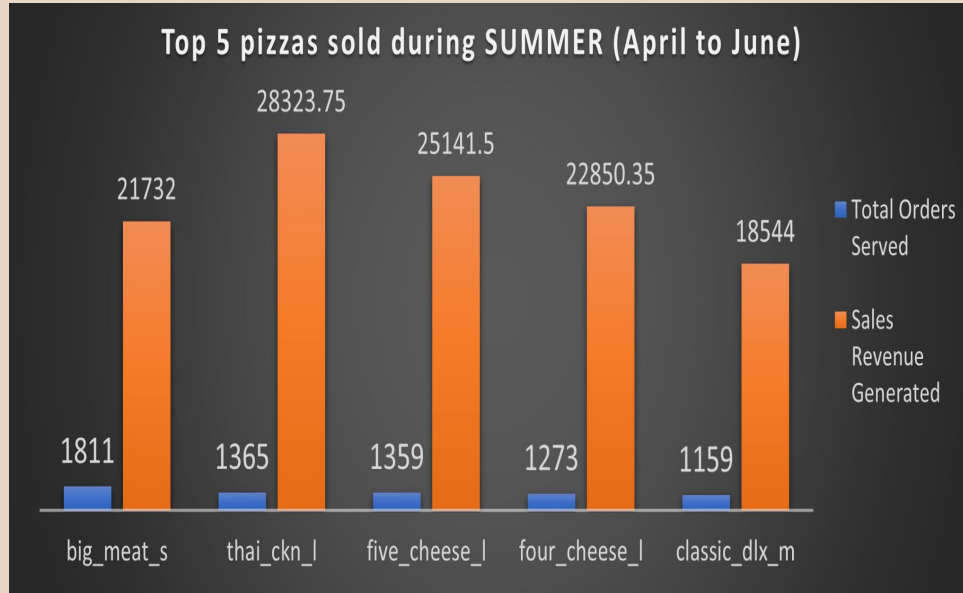
→ On average, **136** customers visit the pizza place joint per day

# Analysis for Qs.1 contd. - Peak Hours of Sales



- There are hours identified as peak time of business, giving most sales. Customers love to visit the pizza place on that time
- ◆ **12pm to 1pm** at afternoon time
  - ◆ **5pm to 6pm** at evening time

## Analysis for Qs.2 – How Many Pizzas/order & Bestseller Pizzas

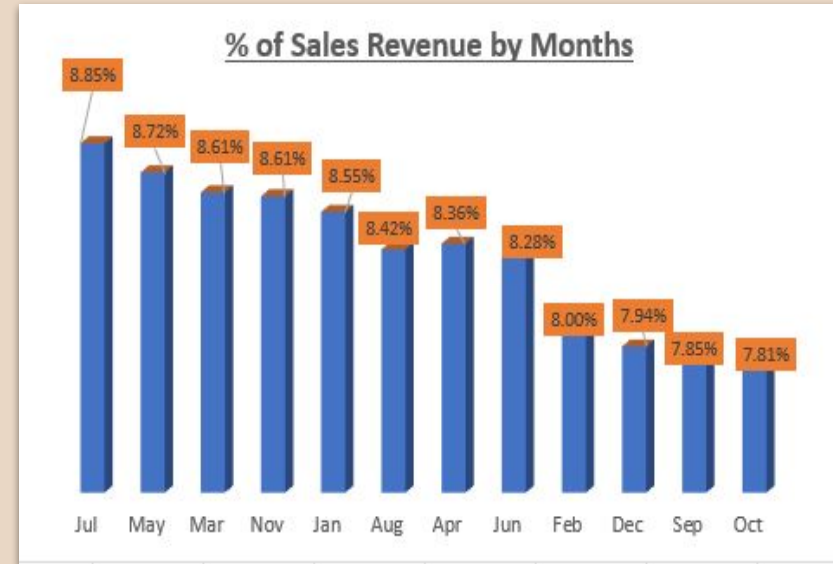


- On average **2** pizzas were sold per order
- We found 2 pizzas as bestsellers
  - ◆ In terms of number of orders & total quantity served, **big\_meat\_s** or the big meat pizza of small size falling under the classic category
  - ◆ In terms of sales revenue generation, **thai\_ckn\_l** or the thai chicken pizza of large size falling under the chicken category



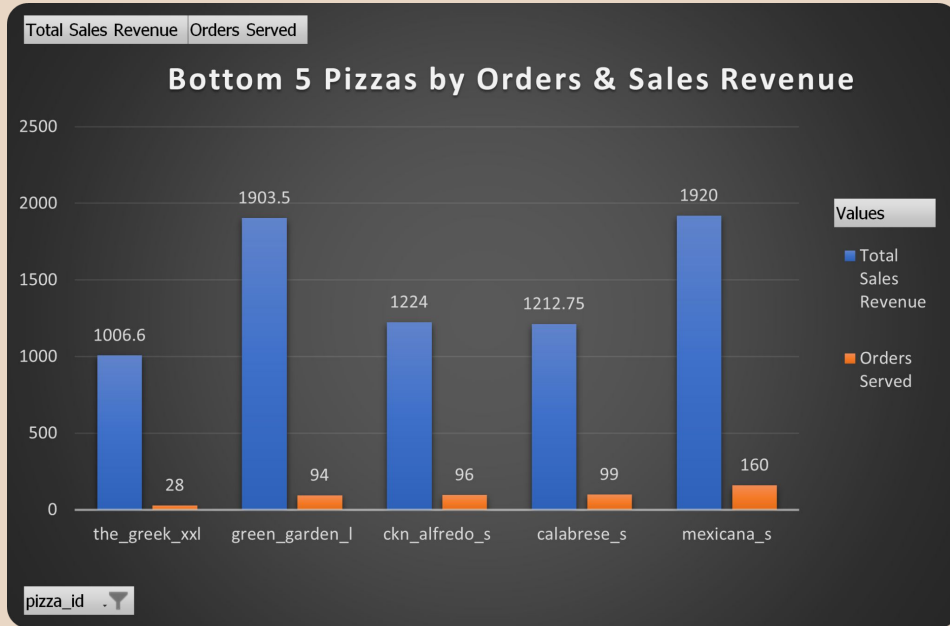
## Analysis for Qs.3 – How Much Sales Revenue in 2015 & Seasonality in Sales

Row Labels	Sum of price	Count of order_id	MONTHS	SEASONS	According to Sales Revenue generated	According to Total Orders served
Jul	₹ 71,027.45	8.85%	December	WINTER	₹ 1,95,990.10	24.49%
May	₹ 69,939.35	8.72%	January			
Mar	₹ 69,198.00	8.61%	February			
Nov	₹ 69,054.00	8.61%	March	SPRING	₹ 69,198.00	8.61%
Jan	₹ 68,472.70	8.55%	April	SUMMER	₹ 2,04,021.85	25.36%
Aug	₹ 67,068.80	8.42%	May			
Apr	₹ 67,286.20	8.36%	June			
Jun	₹ 66,796.30	8.28%	July	MONSOON	₹ 2,01,114.25	25.12%
Feb	₹ 64,067.40	8.00%	August			
Dec	₹ 63,450.00	7.94%	September			
Sep	₹ 63,018.00	7.85%	October	AUTUMN	₹ 1,31,620.50	16.42%
Oct	₹ 62,566.50	7.81%	November			
Grand Total	₹ 8,01,944.70	100.00%				



- In 2015, for the whole year, the pizza place joint has made a total sales revenue of **INR 8,01,944.70**
- In 2015, the months of April to June (3 months) were the highest selling months, when the most of the sales happened, a total of **INR 2,04,021.85** revenue generated from sales, **25.36%** of total sales in 2015. In India, this is the Summer season.

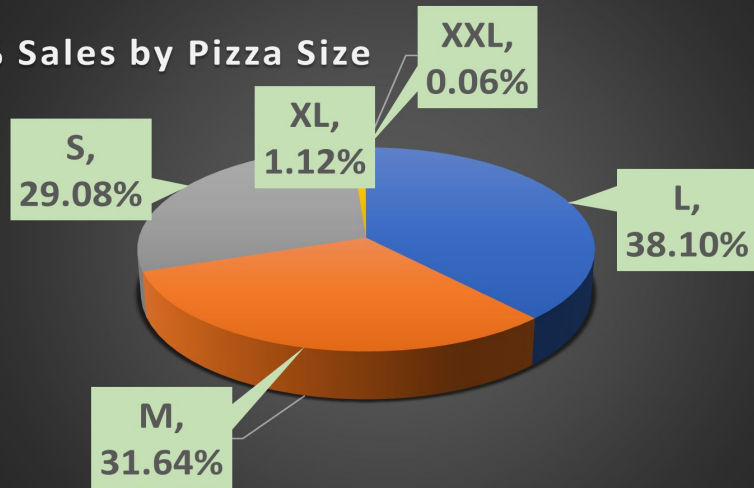
## Analysis for Qs.4 - Menu optimization & Leveraging Promotional Discount Offer



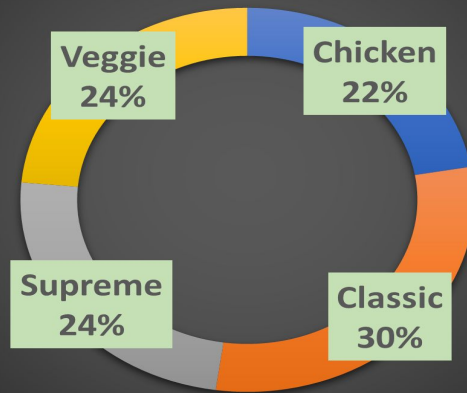
- We should take off **the\_greek\_xxl (The Greek Pizza)** from the menu. Reason behind this decision is due to the lowest sales revenue generated (INR 1006.6) and also the lowest number of orders (only 28) served with this pizza item.
- One business strategy we can make is to simply provide promotional discounts for the lowest selling pizzas. Also, we can introduce a buy-one-get-one offer during the SUMMER season, when any of the highest selling pizzas are sold, one lowest selling pizza of our choice is offered at no cost or at discounted rate.

# More Insights

% Sales by Pizza Size



% Sales by Pizza Category



Total Sales by Pizza Size



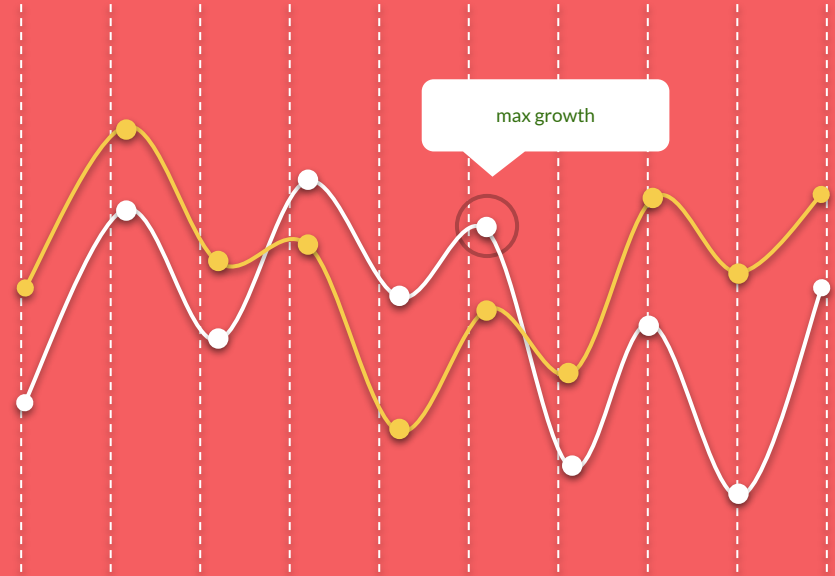


# Impact

After the significant amount of analysis is done, we found some related Key Performance Indicators (KPIs) that must have a positive impact on business performance of Pizza Place.

- Daily customer count, on average
- Average pizza count per order
- Peak hours of 2015 business
- Bestseller pizzas
- Peak season of business in 2015
- Sales revenue generated for the whole year & for the peak season

By identifying patterns and trends in pizza sales, it will be much easier for the management to take data-driven informed business decisions. Management can re-design the menu offerings and leverage promotional strategies to achieve more revenue from business & improve customer service in the upcoming year for sure.



# THANK YOU

Do you have any questions?

Feel free to connect



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