PIZZA PLACE SALES DASHBOARD
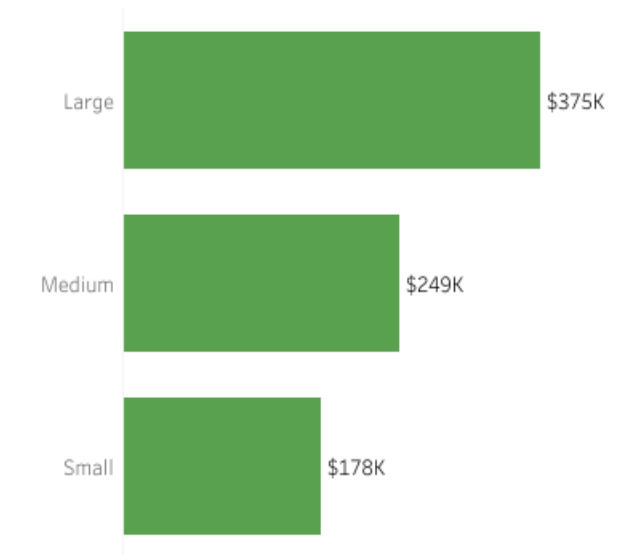
Revenue per Pizza Category
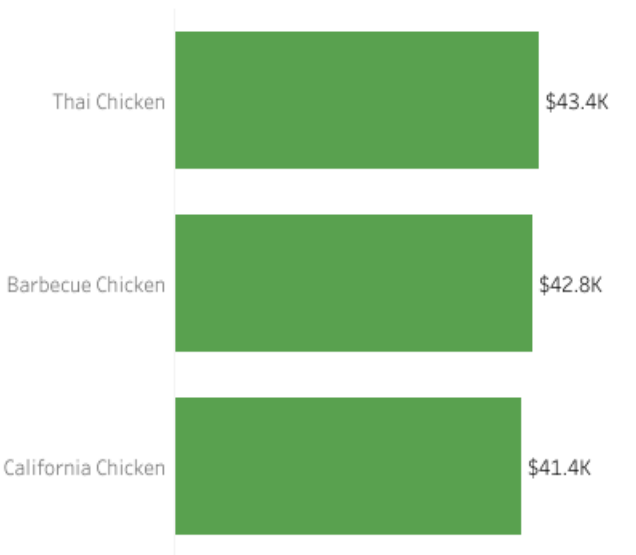
Category	Revenue
Classic	$220K
Supreme	$208K
Chicken	$196K
Veggie	$194K

Total Revenue per Month

Values shown: $73K (Jul), $64K (Oct). Y-axis: $0K, $20K, $40K, $60K, $80K. Months: Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec
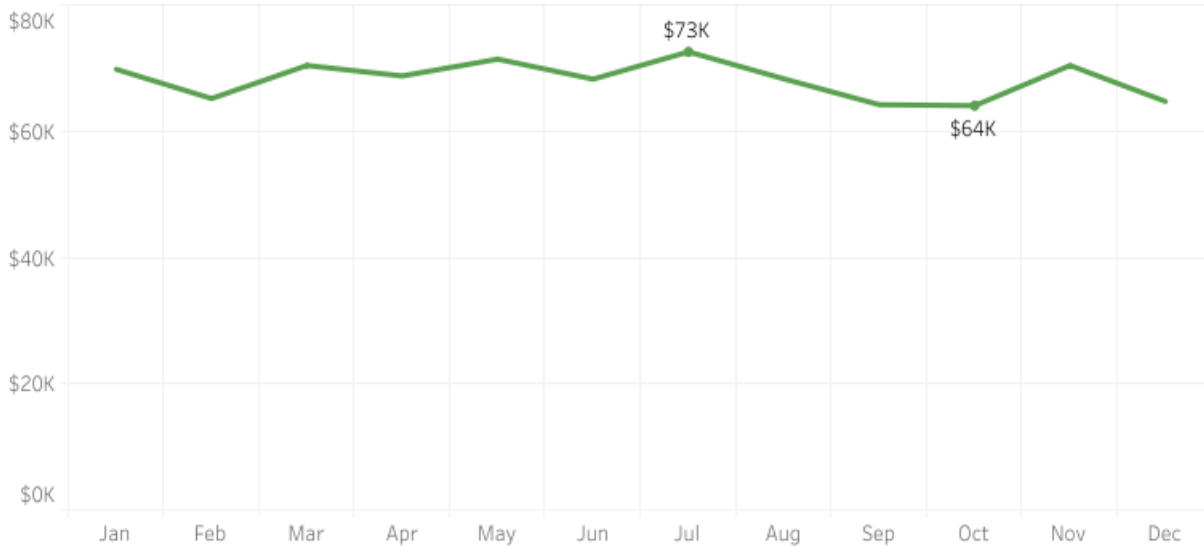
Top 3 Pizza Sizes by Revenue

Size	Revenue
Large	$375K
Medium	$249K
Small	$178K

Top 3 Pizza Names by Revenue

Name	Revenue
Thai Chicken	$43.4K
Barbecue Chicken	$42.8K
California Chicken	$41.4K

Total Customers per Month

Values shown: 1,935 (Jul), 1,646 (Oct). Y-axis: 0, 500, 1,000, 1,500, 2,000, 2,500. Months: Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec
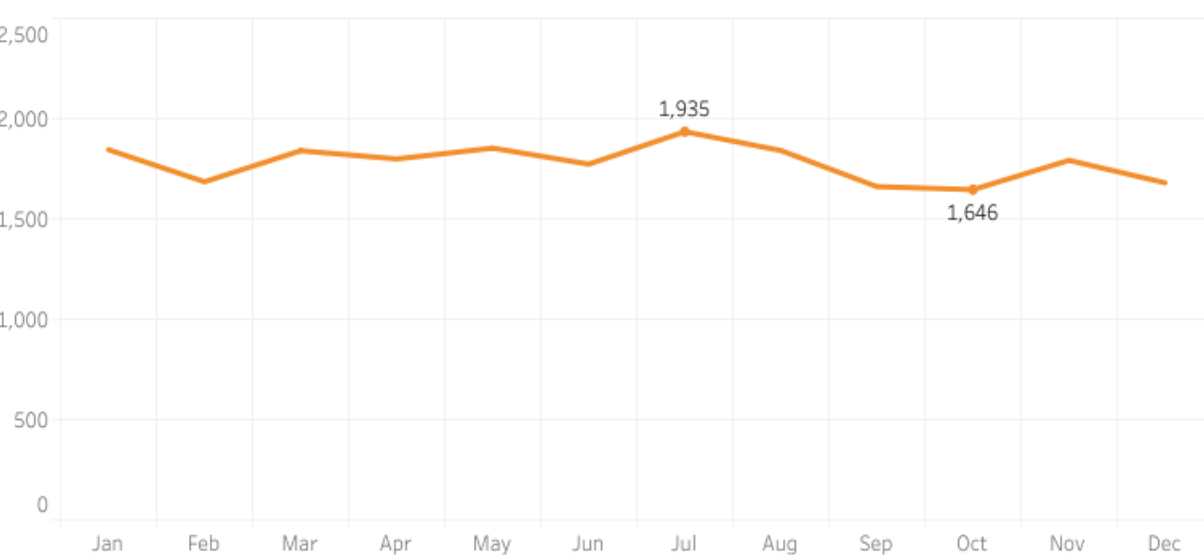
Abstract

- I performed a product sales analysis on a dataset from a fictitious pizza place.
- The dataset contains four related tables on pizza sales in 2015.
- I used Microsoft Excel to clean the data.
- I exported the cleaned data to Tableau to conduct my analysis.
- I have uploaded all the files for this project onto my GitHub.

Data-Cleaning Strategy

- I decided not to analyze the pizza ingredients.
  - This type of analysis requires culinary skills
  - Culinary skills are beyond the scope of my knowledge.
  - I only analyzed the pizza categories.
- I decided not to analyze the pizza order times.
  - I only performed a month-over-month product sales analysis.
- I changed the values of the pizza sizes.
  - I changed the values to the actual names of the pizza sizes.
- I removed redundant words from the pizza names.
  - (i.e., "the" and "pizza")

Key Questions

- Revenue:
  - Which pizza category drove the most revenue?
  - Which pizza size drove the most revenue?
  - Which pizza name drove the most revenue?
  - How much revenue was generated each month?

- Sales:
  - Which pizza category drove the most sales?
  - Which pizza size drove the most sales?
  - How many customers were served each month?

Data Model
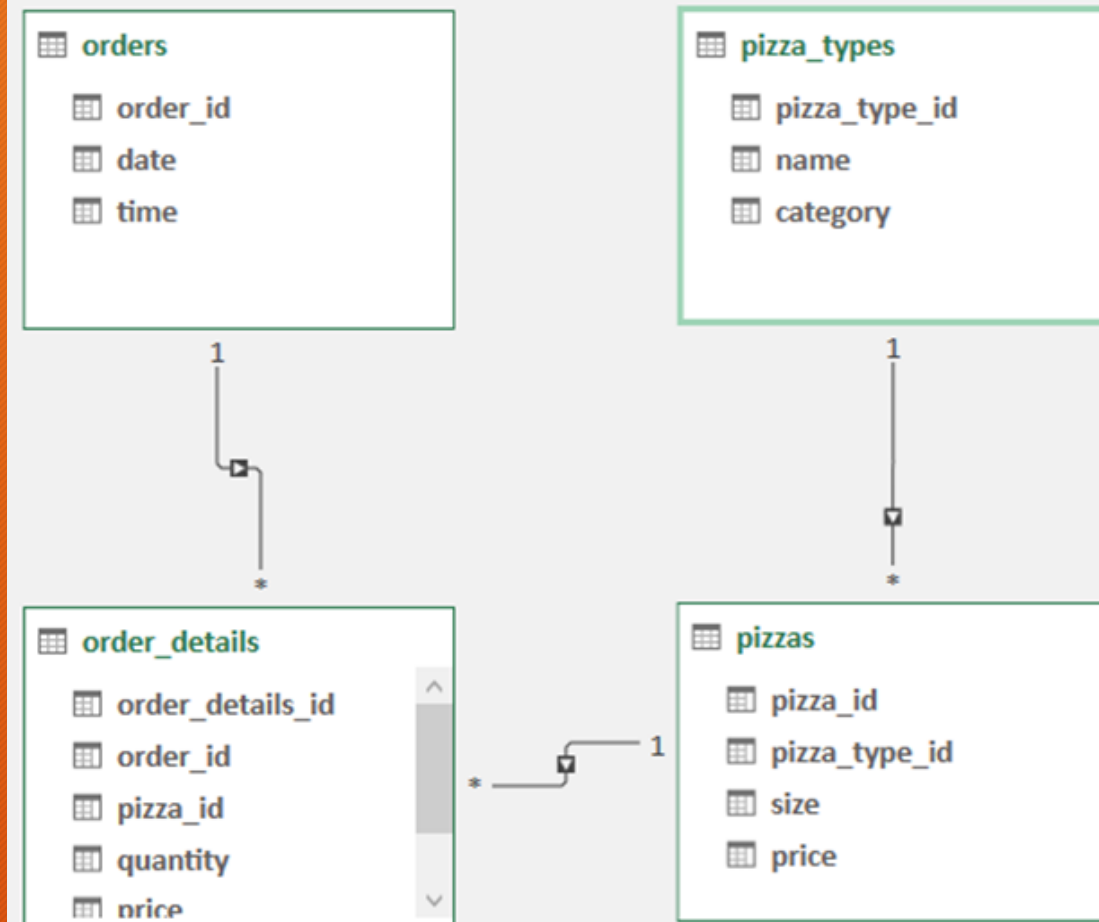
Insights

- Revenue:
  - Classic pizzas drove the most revenue at %220K.
  - Large pizzas drove the most revenue at $375K.
  - The Thai Chicken Pizza drove the most revenue at $43.4K
  - The total revenue generated month-over-month stayed relatively constant.
    - The maximum revenue was generated in July at $73K.
    - The minimum revenue was generated in October at $64K.

- Sales:
  - Classic pizzas drove the most sales.
  - Large pizzas drove the most sales.
  - The number of customers served month-over-month also stayed relatively constant.
    - The maximum number of customers served occurred in July at 1,935.
    - The minimum number of customers served occurred in October at 1,646.

Recommendations

- Upsell on Large Pizzas.
  - These pizzas performed the best in terms of revenue and sales.
  - Focus primarily on the Thai Chicken Pizza.
    - This pizza generated the most revenue for the business.

- Remove Large and Extra-Large Pizzas from the menu.
  - These pizzas did not perform well in terms of revenue and sales.

- Make sure that the business is fully staffed in July.
  - July is the busiest month for the business.
    - Both revenue and number of customers served were at maximum during this month.