

Pizza Sales Analysis Report

PROBLEM STATEMENT

The objective of this analysis is to identify opportunities to increase sales and enhance operational efficiency within our pizza business. In a competitive market, it's crucial to adapt to customer preferences and optimize our offerings to drive growth.

ASSUMPTIONS

Data

- All prices are in US dollars.
- Prices listed are exclusive of taxes.
- Data includes 'dine-in' sales channel.
- Order time data is recorded accurately.
- 1 Pizza = 1 Seat filled
- Pizzas per Order:
 - If 1-4 pizzas ordered then 1 table filled.
 - If 5-8 pizzas ordered then 2 table filled.
 - If 9-12 pizzas ordered then 3 table filled.
 - If 13-16 pizzas ordered then 4 table filled.
 - If 17-20 pizzas ordered then 5 table filled.
 - If 21-24 pizzas ordered then 6 table filled.
 - If 25-28 pizzas ordered then 7 table filled. And so on..
- The menu remained consistent throughout the analysis period.

Reasons for Increase/Decrease in Sales

- Evenings are the most ordered.
 - High priced items got less sales.
 - High priced pizza sizes got sold less. Vs.
 - Least priced categories sold more than high priced ones.
 - More orders are being booked and tables are exceeding.
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FINDINGS

a. Sales and Revenue Analysis

1. Total orders received?
 - 21350 unique orders
2. Total revenue received?
 - \$ 817.86K

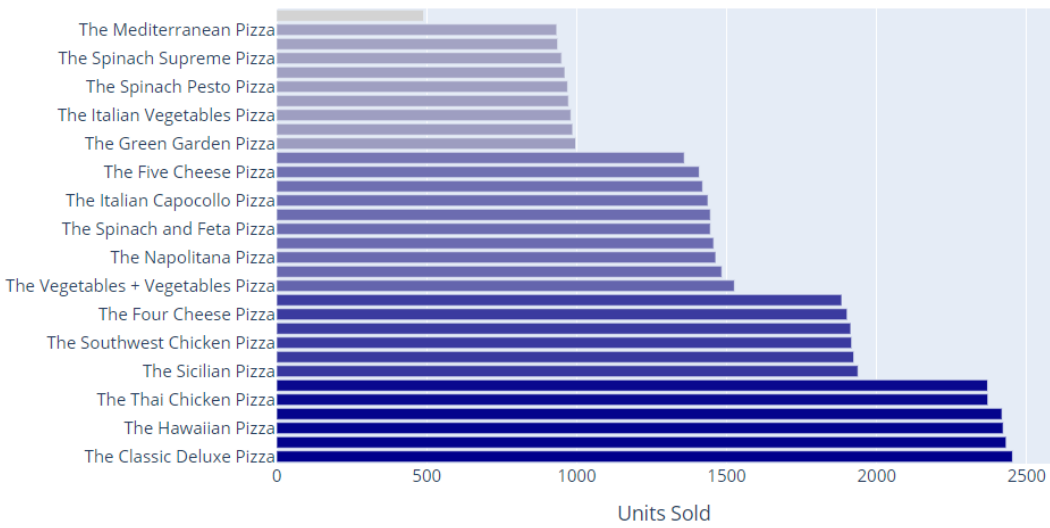
3. Total Pizzas sold?

- 49574 Pizzas

4. Plato's best and worst selling pizzas?

Pizza Power Rankings: Classic Deluxe Dominates, Mediterranean Pizza Struggles

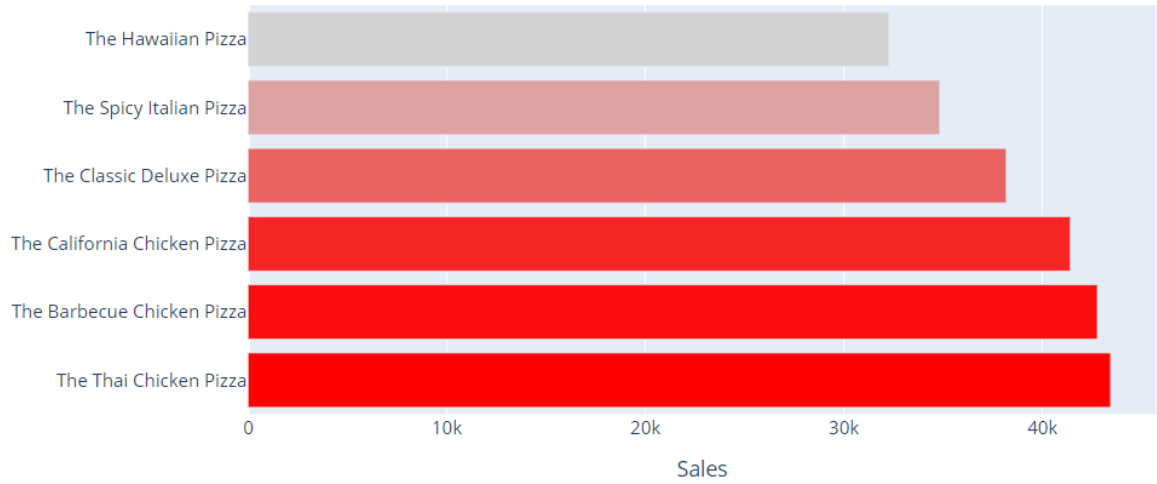
Pizzas by units sold



5. Which pizzas should be prioritized for promotion?

Promotion-Ready Pizzas: Your Top Picks

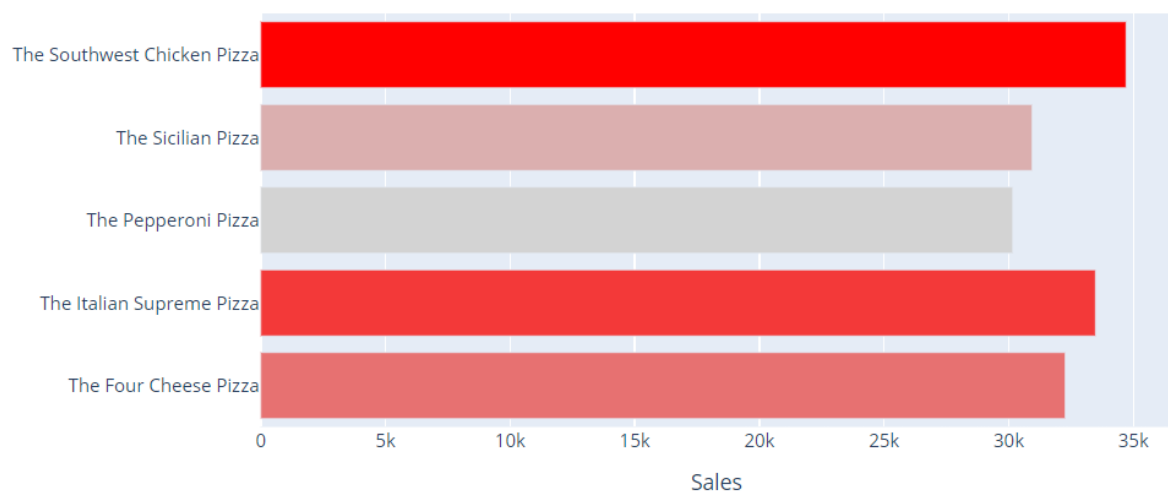
Top common pizzas in revenue and units sold.



6. Which pizzas should be considered for promotion as a secondary priority?

Secondary Focus: Promoting the Second Best Pizzas

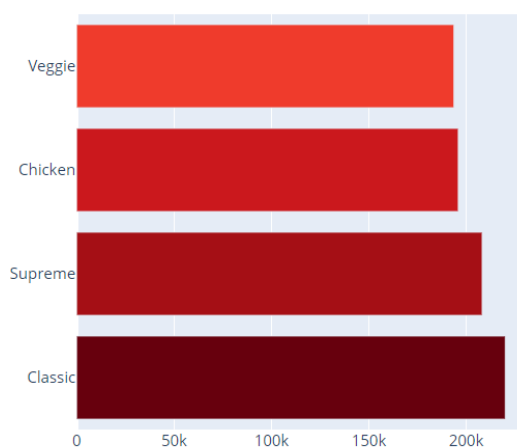
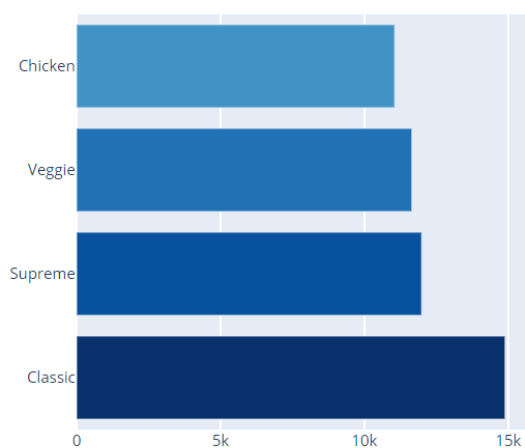
Secondary top pizzas by revenue.



7. Best and worst pizza categories by sales and units sold?

Dominant Duo: Classic and Supreme Pizzas Shine in Units Sold and Sales

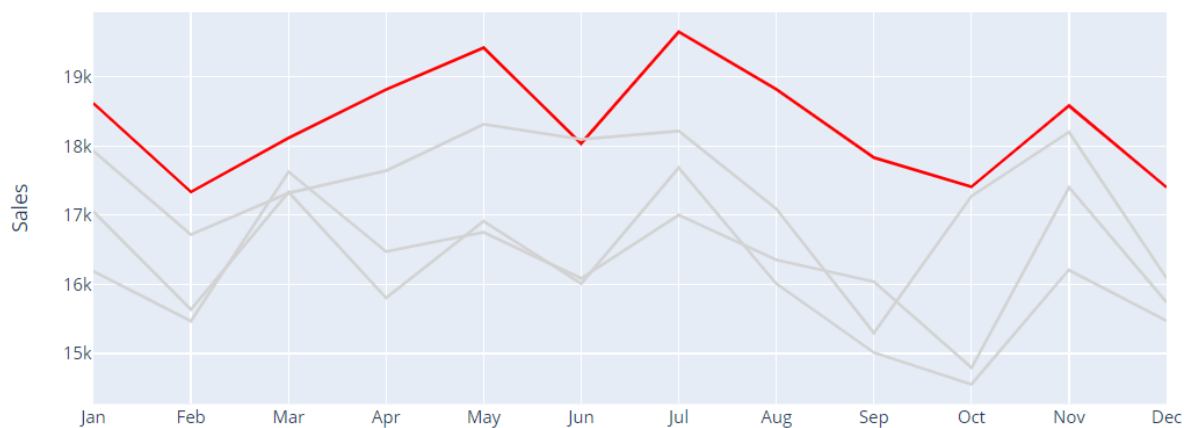
Pizza category vs units sold and sales



8. Monthly trend: Categories by units sold?

Pizza Category Performance Over Months: Classic Stays on Top

Category monthly trend by total sales



9. Is purchase behaviour and sales influenced by pizza price?

Pizza Price vs. Customer Behavior: Steady Units Sold, Limited Impact on Sales

Relationship between Pizza Price and Purchase Behavior



10. Average price per each category vs quantity sold relation?

Units Sold Drops as Category Prices Rise

Category avg-price(\$) vs units sold

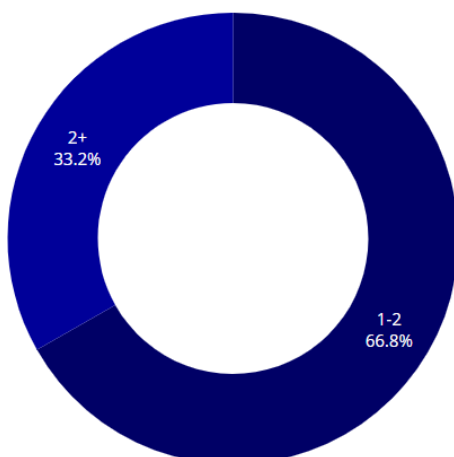


b. Customer Behaviour Analysis

1. Average order quantity a customer orders?

Pizza Ordering Habits: Majority Choose 1-2 Pizzas Per Order

Pizzas Per Order vs Order Count



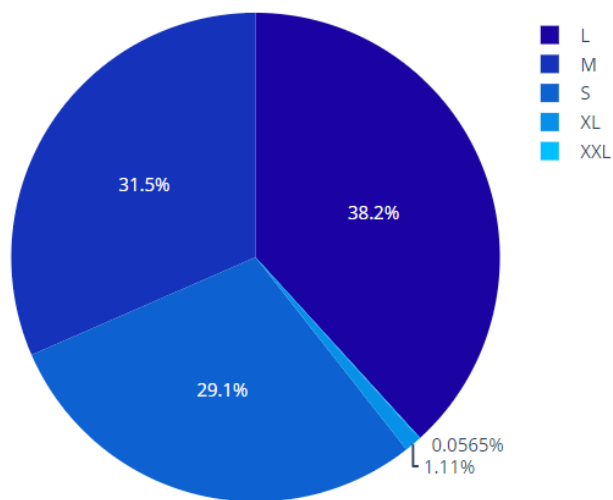
2. Average price a customer spends on an order?

- \$ 38.31

3. Which pizza size is most ordered?

Most Popular Pizza Size: Large Takes the Crown

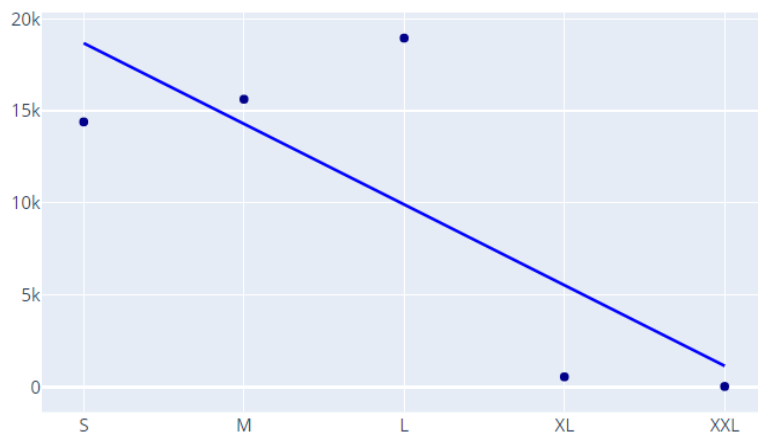
Pizza Sizes vs Units Sold



4. Does price of pizza size affect purchase behaviour?

Elevated Pizza Size Prices Lead to Reduced Unit Sold

Pizza Sizes vs Units Sold

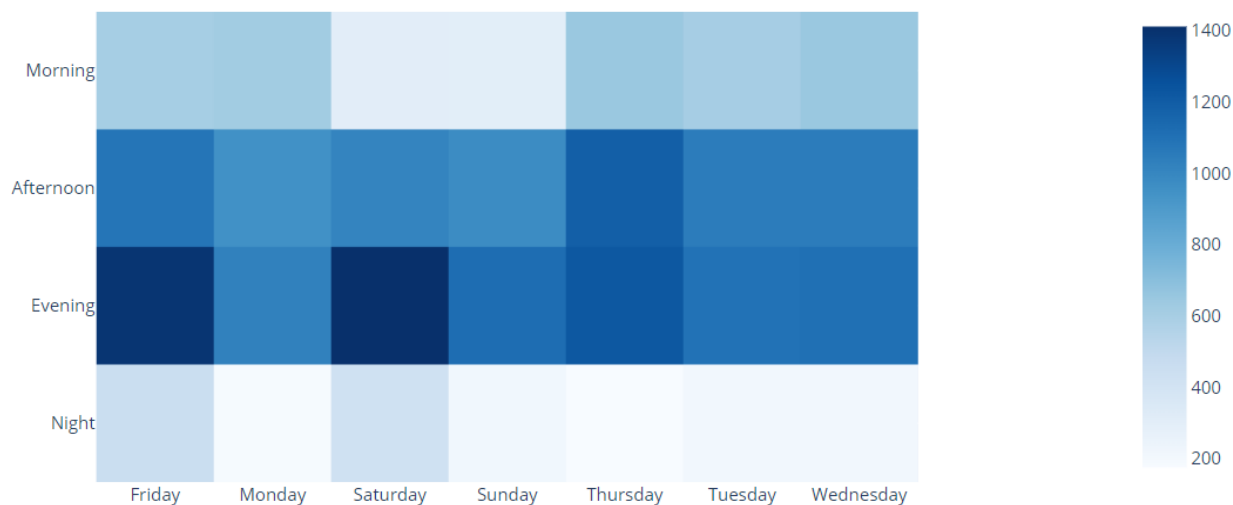


c. Operational Efficiency Analysis

1. What days and times do we tend to be busiest?

Busiest Day and Times: Fridays, Afternoons, and Evenings Stand Out

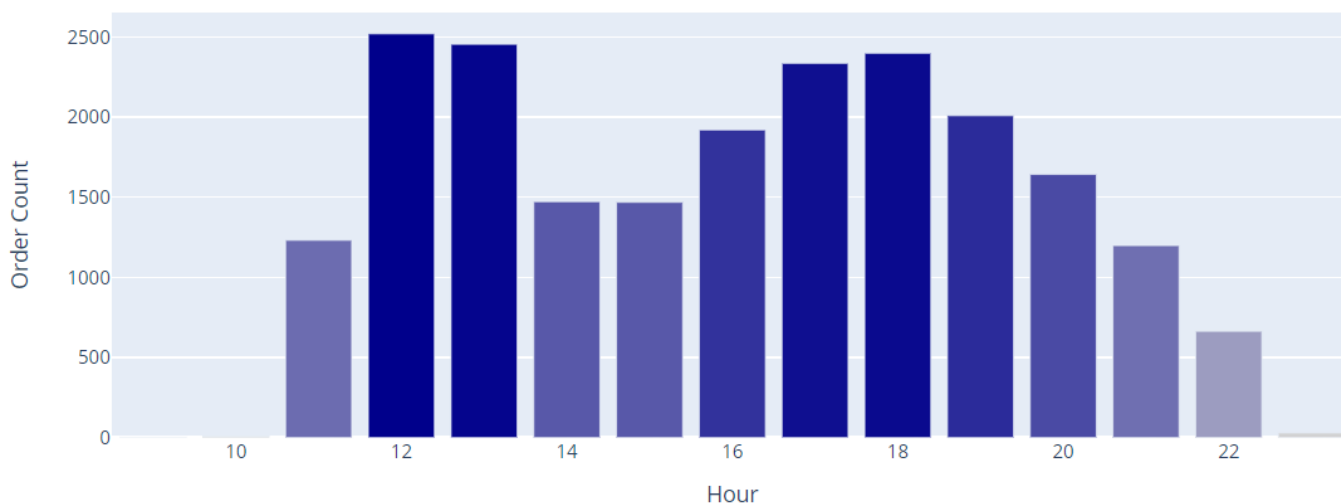
Day of Week vs Time of the Day



2. Which hour is the most busiest?

12 p.m. Marks as the Peak Hour

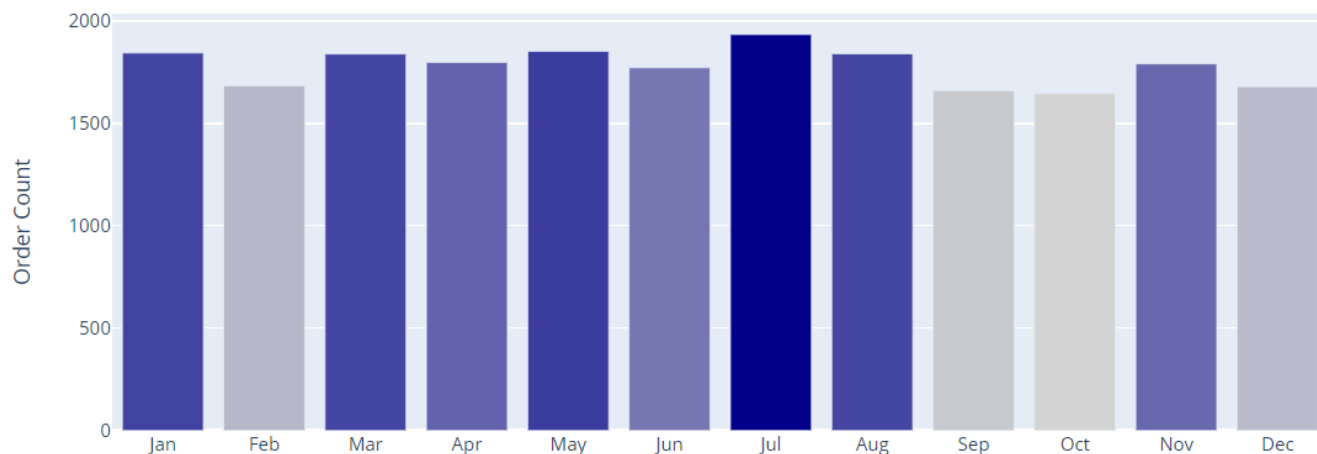
Hourly Order Count Trend



3. Which month is the most and least busiest?

July, May, March, and August Impress, While October Struggles

Order count vs Month



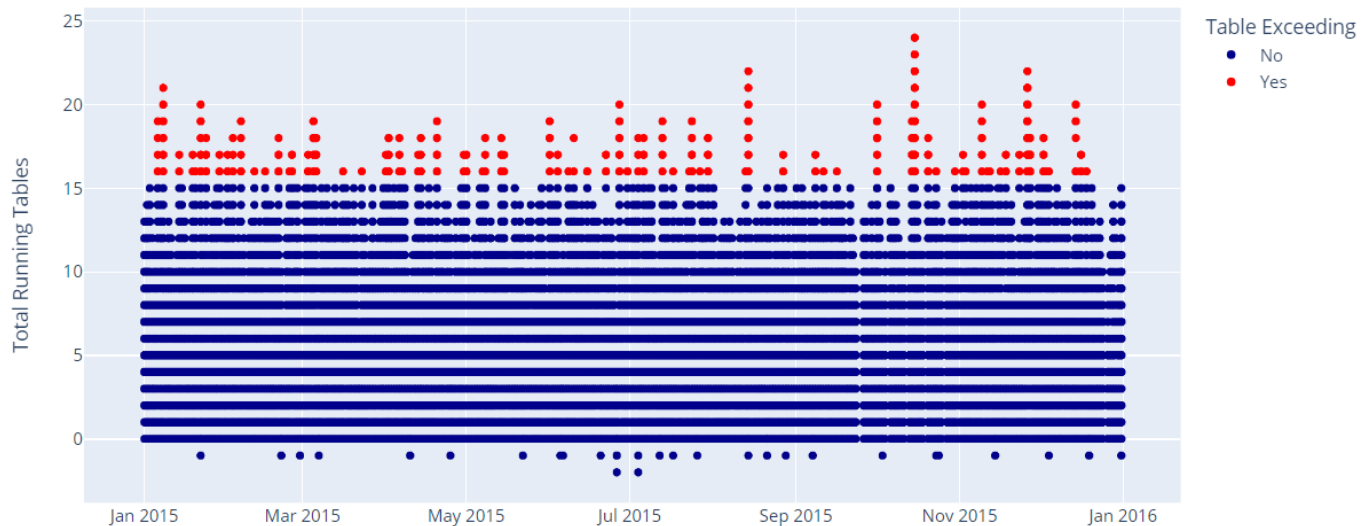
4. How many pizzas are we making during peak periods?

- Max pizzas made in peak hour: **49 Pizzas**
- Average pizzas made in peak hour: **18.98 Pizzas**
- Total pizzas made in peak month: **4392 Pizzas**

5. How well are we utilizing our seating capacity?

Crowded Dine-In: Running Out of Tables

Tables Running vs Date



- Nearly 67% of orders consist of 1-2 pizzas.
- Considering you have 4 seats per table.
- This means that around 67% of your tables are only partially filled with 2 seats, while the remaining 2 seats stay vacant.

RECOMENDATIONS

Sales

1. First, focus on promoting pizzas that excel in both revenue and units sold.
2. Secondly, give priority to pizzas with the highest revenue figures for promotion.
3. The Classic category consistently stands out in both revenue and units sold. It should be your primary focus. Consider promoting the Supreme category next.
4. To diversify sales, consider adjusting pricing strategies to attract more customers to categories other than Classic, as customers tend to favor it due to its affordability.

Operational Efficiency

1. With 67% of customers ordering at least 2 pizzas, consider rearranging seating to accommodate more one and two-seat tables and expanding the total table count.
2. Smaller (S-L) pizza sizes are more popular, likely due to their lower prices.
3. Fridays, evenings, and afternoons are the busiest times, with 12-1 pm being the peak hour. Be prepared for high demand during these hours.
4. High foot traffic is observed in July, May, November, March, and January. Plan accordingly for these peak months.