





Uncovering the Perfect Recipe for Pizza Sales Success

Business Problem

In the vibrant cities of India, a renowned company known as "PizzaXpress" has been serving mouthwatering pizzas to its customers for years. However, the PizzaXpress has recently encountered challenges due to inconsistent sales figures, declining revenue and the need to optimize their operations. To gain a profound understanding of the factors influencing their business and boost sales performance, we have initiated a thorough data analysis project.

Research Questions

1. What is Total revenue?
2. What is Average Order value?
3. What is the average number of pizzas ordered? 
4. What is the total number of pizzas sold?
5. What is the total number of orders placed?
6. What are daily trends for Total orders? 
7. What are Hourly Trends for orders? 
8. What is the percentage of total sales contributed by each category?
9. What is the percentage of total sales contributed by pizza sales?
10. Which pizzas make up the top 5 best-selling pizzas, based on revenue generated?
11. Which pizzas make up the bottom 5 worst-selling pizzas? 

ANALYSIS AND FINDINGS

Dashboard:

https://drive.google.com/file/d/1TsxHKIN--xP6bBvcHvDN8IM88_oQo1Cm/view?usp=sharing



SUGGESTIONS:

- **Capitalize on Weekend Demand:** Since weekends, especially Friday and Saturday evenings, are the **busiest days** with the highest number of orders, consider implementing special discounts, or limited time offers during these peak hours. This can help **attract more** customers.
- **Promote Classic Category✓:** The **Classic category** of pizza contributes the most to sales and total orders, it makes sense to focus on promoting this category even further. Highlight this category as “**Customer’s Favourite**”. Offering customizable options within the Classic category can also attract a **wider range** of customers.

- **Highlight Large Size Options:** Since **large-size pizzas** 🍕 are driving maximum sales, highlight this option on the menu and marketing materials. You could also offer **attractive discounts** or **incentives** for customers who choose the large size.
- **Emphasize Best Selling Pizzas:** **Classic Deluxe** and **Chicken** pizzas are the best-selling options, so consider giving them more visibility on the menu and promoting them as **customer favourites**. Creating combo deals or bundles that include these popular pizzas can encourage customers to try them out and potentially increase overall order value.
- **Reevaluate Poor↓ Performing Pizzas:** Analyse the reasons behind the poor sales of **Brie Carre pizza**. It might be worthwhile to review customer feedback and consider whether it needs improvement, rebranding, or if it's time to replace it with a new pizza.

BONUS TIPS 🎀

- **Loyalty and Referral Programs** 🎁: Implement a **loyalty program** to reward repeat customers and encourage them to order more frequently. **Word-of-mouth marketing** can be a powerful tool for increasing sales.
- **Diversify the Menu** : While the **Classic category** is doing well, consider expanding the menu with new and innovative pizza options. Keep an eye on **food trends** and customer preferences to stay ahead in the competitive market. Including **vegetarian**, **vegan**, or **gluten-free** options can also attract a wider customer base.