

# PIZZA STORE DATA ANALYSIS

M Y S Q L

| P O W E R   B I

# KPI's REQUIREMENT

We need to analyze key indicators for our pizza sales data to gain insights into our business performance. Specifically, we want to calculate the following metrics:

1. Total Revenue: The sum of the total price of all pizza orders.
2. Average Order Value: The average amount spent per order, calculated by dividing the total revenue by the total number of orders.
3. Total Pizzas Sold: The sum of the quantities of all pizzas sold.
4. Total Orders: The total number of orders placed.
5. Average Pizzas Per Order: The average number of pizzas sold per order, calculated by dividing the total number of pizzas sold by the total number of orders.

# CHARTS REQUIREMENT

We would like to visualize various aspects of our pizza sales data to gain insights and understand key trends. We have identified the following requirements for creating charts:

## **1. Daily Trend for Total Orders:**

Create a bar chart that displays the daily trend of total orders over a specific time period. This chart will help us identify any patterns or fluctuations in order volumes on a daily basis.

## **2. Monthly Trend for Total Orders:**

Create a line chart that illustrates the hourly trend of total orders throughout the day. This chart will allow us to identify peak hours or periods of high order activity.

## **3. Percentage of Sales by Pizza Category:**

Create a pie chart that shows the distribution of sales across different pizza categories. This chart will provide insights into the popularity of various pizza categories and their contribution to overall sales.

# CHARTS REQUIREMENT

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Pizza Category

All

# PIZZA SALES REPORT



JANUARY 15 - JUNE 15

01-01-2015

31-12-2015

Home

Best / Worst Sellers



817.86K

Total Revenue



38.31

Avg Order Value



49574

Total Pizza Sold



21350

Total Order



2.32

Avg Pizza Per Order

## BUSIEST DAYS AND TIMES

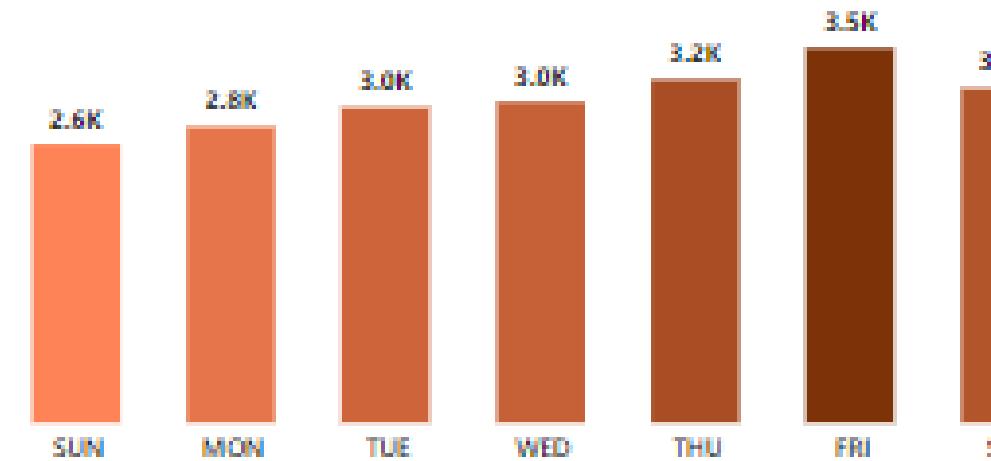
### Days

Orders are highest on weekends, Friday/Saturday Evenings

### Monthly

There are maximum orders from month of July and January

## Daily Trend for Total Orders



## Monthly Trend for Total Orders



## SALES PERFORMANCE

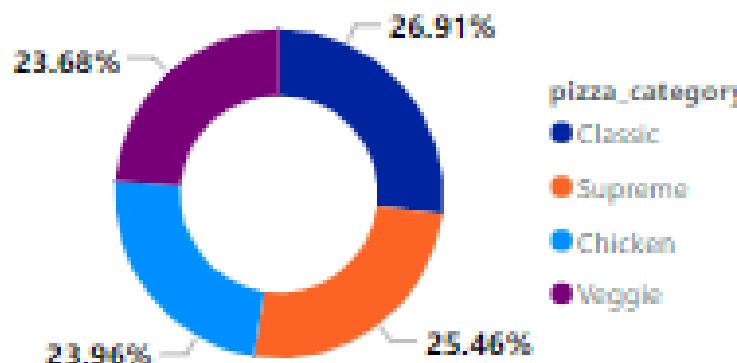
### Category

Classic Category contributes to the maximum sales and total orders.

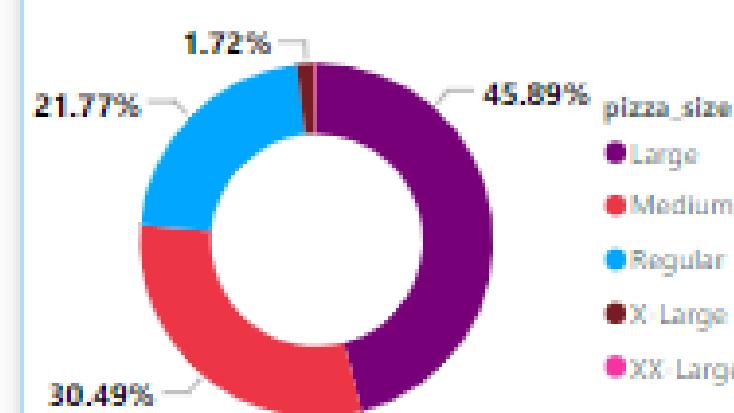
### Size

Large size pizza contributes to maximum sales

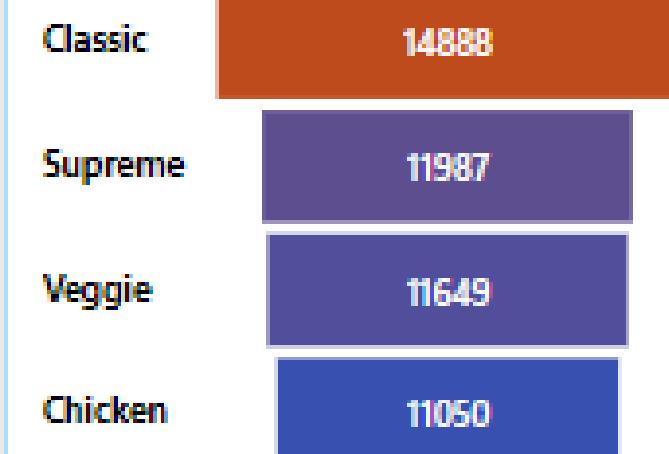
## % by Pizza Category



## % by Pizza Size



## Total Pizza Sold by Pizza Category



Pizza Category

All

# PIZZA SALES REPORT



JANUARY 15 - JUNE 15

01-01-2015

31-12-2015

Home

Best / Worst Sellers

## BUSIEST DAYS AND TIMES

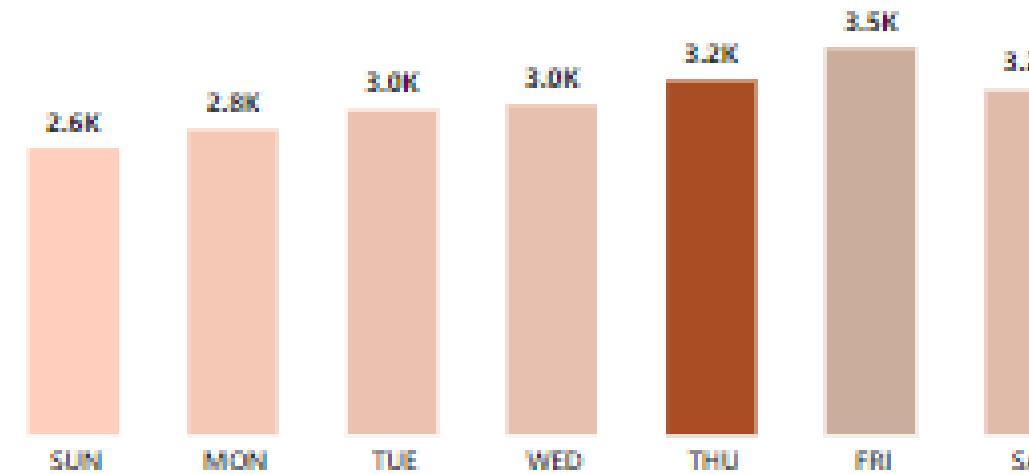
### DAYS

Orders are **highest** on weekends  
, **Friday/Saturday** Evenings

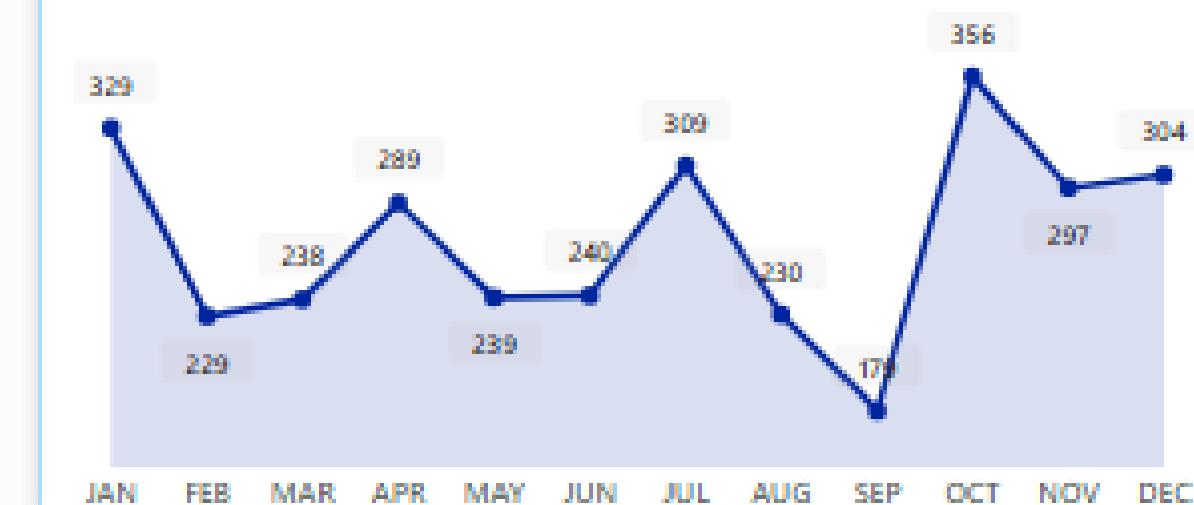
### MONTHLY

There are **maximum** orders from  
month of **July** and **January**

## Daily Trend for Total Orders



## Monthly Trend for Total Orders



## SALES PERFORMANCE

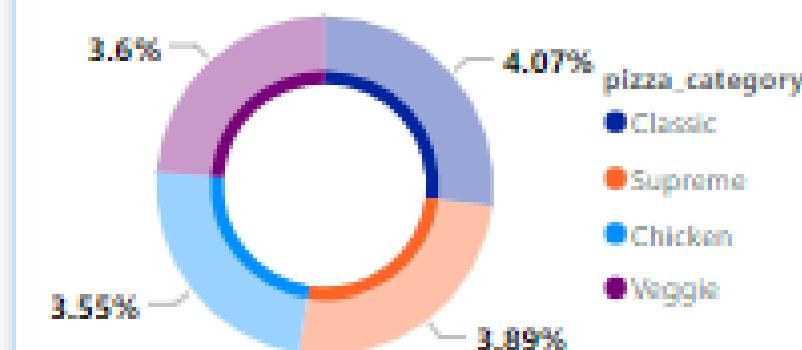
### CATEGORY

**Classic Category** contributes to the  
**maximum** sales and total orders.

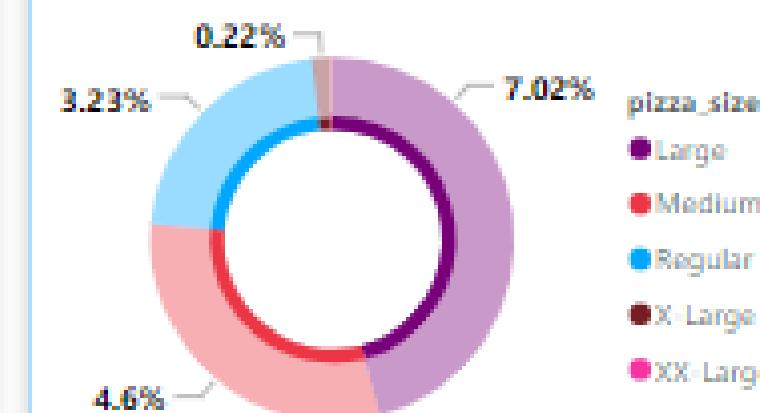
### SIZE

**Large size pizza** contributes to  
**maximum** sales

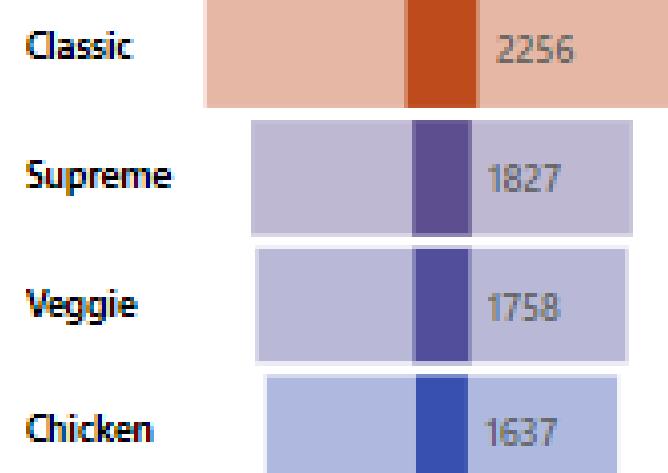
## % by Pizza Category



## % by Pizza Size



## Total Pizza Sold by Pizza Category



## Pizza Category

- Supreme
- Select all
- Chicken
- Classic
- Supreme
- Veggie

# PIZZA SALES REPORT

JANUARY 15 - JUNE 15

01-01-2015

31-12-2015



94.26K

Total Revenue



23.25

Avg Order Value



4564

Total Pizza Sold



4055

Total Order



1.13

Avg Pizza Per Order

## BUSIEST DAYS AND TIMES

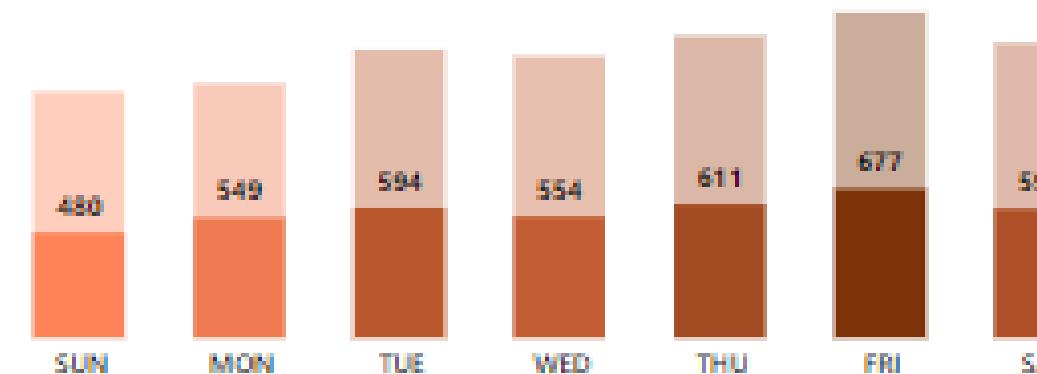
### DAYS

Orders are **highest** on weekends, **Friday/Saturday** Evenings

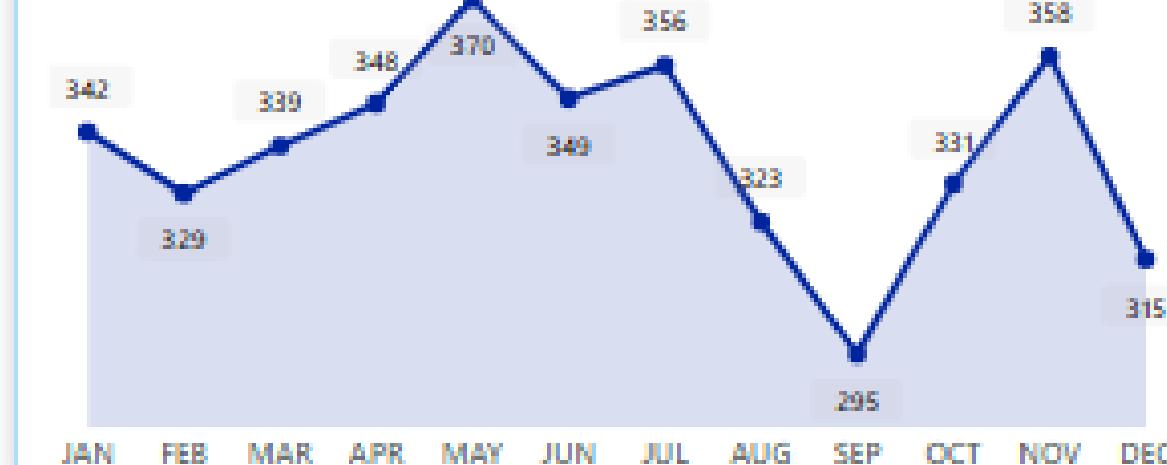
### MONTHLY

There are **maximum** orders from month of **July and January**

## Daily Trend for Total Orders



## Monthly Trend for Total Orders



## SALES PERFORMANCE

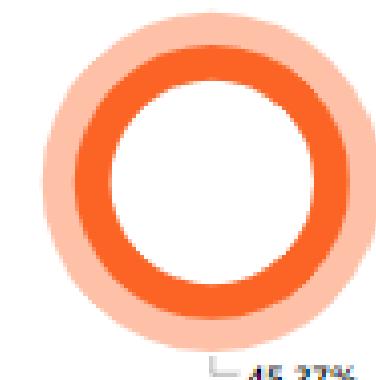
### CATEGORY

**Classic Category** contributes to the **maximum** sales and total orders.

### SIZE

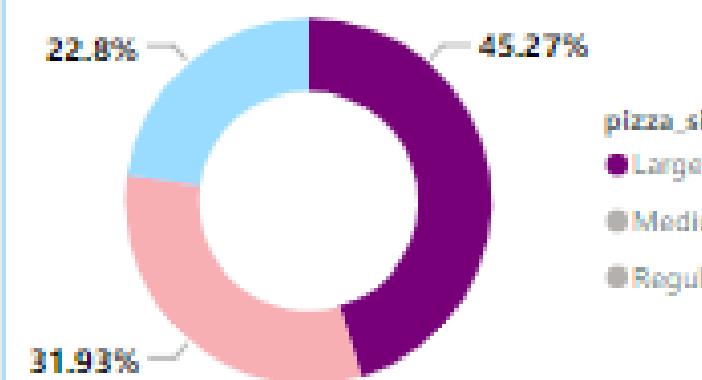
Large size pizza contributes to **maximum** sales

## % by Pizza Category



pizza\_category  
● Supreme

## % by Pizza Size



pizza\_size  
● Large  
● Medium  
● Regular

## Total Pizza Sold by Pizza Category

Supreme



Pizza Category

All

# PIZZA SALES REPORT



JANUARY 15 - JUNE 15

01-01-2015

31-12-2015

Home

Best / Worst Sellers

## BEST SELLERS

### REVENUE

The Thai Chicken Pizza Contributes to maximum revenue

### QUANTITY

The Classic Deluxe Pizza Contributes to maximum Total Quantities

### TOTAL ORDERS

The Classic Deluxe Contributes to maximum Total Orders

## SALES PERFORMANCE

### REVENUE

The Brie Carre Pizza Contributes to minimum revenue

### QUANTITY

The Brie Carre Pizza Contributes to minimum Total Quantities

### TOTAL ORDERS

The Brie Carre Contributes to minimum Total Orders

817.86K

Total Revenue

38.31

Avg Order Value

49574

Total Pizza Sold

21350

Total Order

2.32

Avg Pizza Per Order

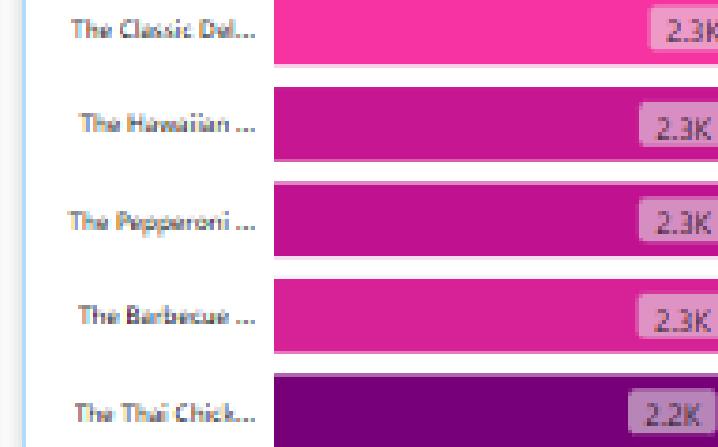
## Top 5 Pizza By Revenue



## Top 5 Pizza By Quantity



## Top 5 Pizza By Total Orders



## Bottom 5 Pizza By Revenue



## Bottom 5 Pizza By Quantity



## Bottom 5 Pizza By Total Orders



Pizza Category

All

# PIZZA SALES REPORT



JANUARY 15 - JUNE 15

10-06-2015

31-12-2015

Home

Best / Worst Sellers

## BEST SELLERS

### REVENUE

The Thai Chicken Pizza Contributes to maximum revenue

### QUANTITY

The Classic Deluxe Pizza Contributes to maximum Total Quantities

### TOTAL ORDERS

The Classic Deluxe Contributes to maximum Total Orders

## SALES PERFORMANCE

### REVENUE

The Brie Carre Pizza Contributes to minimum revenue

### QUANTITY

The Brie Carre Pizza Contributes to minimum Total Quantities

### TOTAL ORDERS

The Brie Carre Contributes to minimum Total Orders

451.01K

Total Revenue

38.28

Avg Order Value

27361

Total Pizza Sold

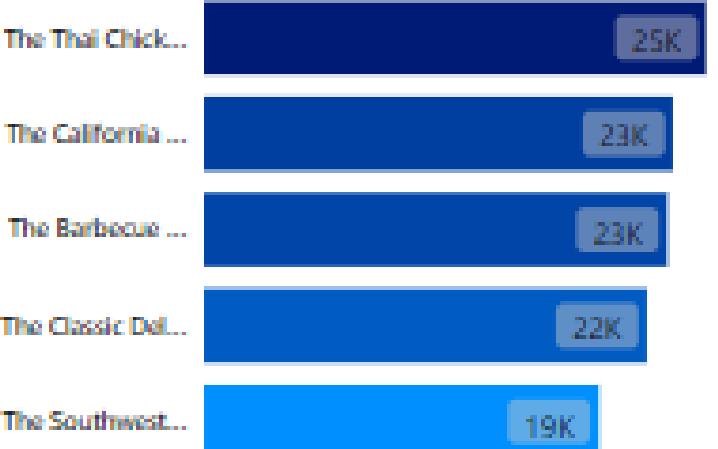
11782

Total Order

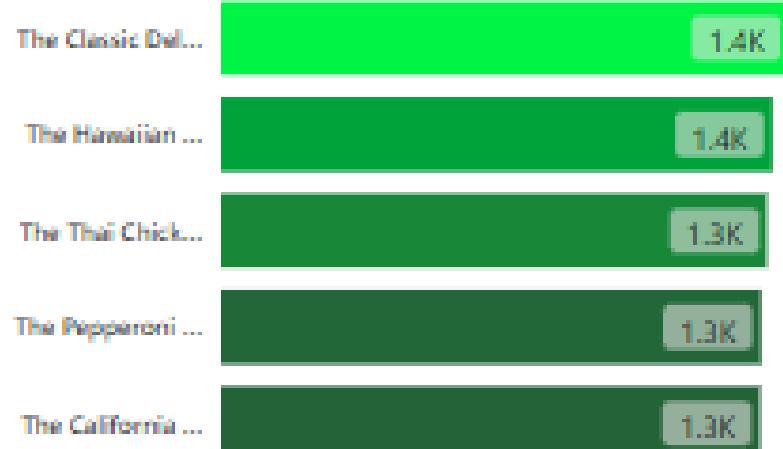
2.32

Avg Pizza Avg Order

## Top 5 Pizza By Revenue



## Top 5 Pizza By Quantity



## Top 5 Pizza By Total Orders



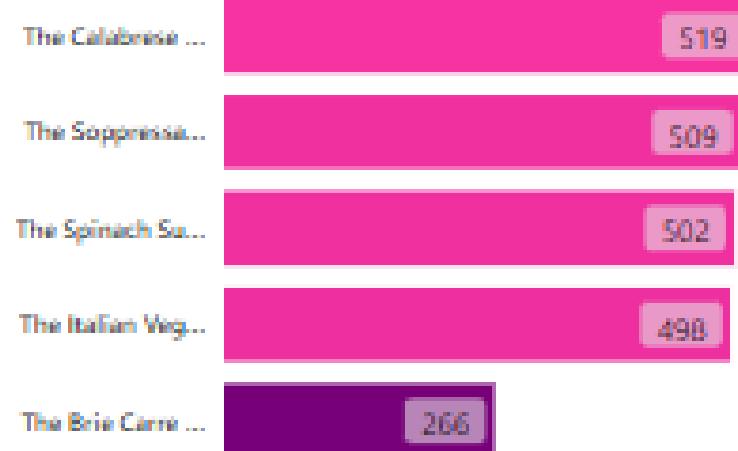
## Bottom 5 Pizza By Revenue



## Bottom 5 Pizza By Quantity



## Bottom 5 Pizza By Total Orders



# Advantages

## Data-Driven Decision-Making

Data analysis enables informed decision-making based on concrete evidence, reducing risks associated with business choices and ensuring more successful outcomes.

## Increased Profit Margins

By identifying opportunities to adjust pricing strategies and reduce waste, data analysis can contribute to higher profit margins, ultimately improving the store's bottom line.

## Enhanced Customer Satisfaction

Understanding customer preferences through data analysis allows for personalized marketing and menu offerings, leading to increased customer satisfaction and loyalty.

## Improved Operational Efficiency

Data analysis helps streamline operations by optimizing staff scheduling, inventory management, and order fulfillment processes. This efficiency translates into cost savings and smoother day-to-day operations.

# Thank You

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