**Business Requirements Document (BRD)**

**Project: Pizza Sales Analysis**

**Project Overview**

**The Pizza Sales Analysis project is designed to analyse transactional sales data from a pizza store. The goal is to identify key business insights, trends, and KPIs that will help management make informed decisions related to sales, marketing, and operations.**

**Business Objectives**

* **Identify overall revenue, total pizzas sold, and total number of orders.**
* **Determine sales distribution by pizza category, size, and type.**
* **Analyse time-based trends in sales (daily, monthly, and yearly).**
* **Highlight best-selling and least-selling pizzas by revenue and quantity.**
* **Understand customer purchasing behaviour through Average Order Value (AOV) and Average Pizza per Order.**
* **Provide visualization dashboards for effective decision-making.**

**Business Questions Answered**

* What is the total revenue generated?
* How many pizzas were sold in total?
* Which category and size of pizzas perform best?
* Which pizzas are the top and bottom performers?
* What is the average order value and average pizzas per order?
* What are the sales trends by day, month, and time of day?

**Key Findings**

* The total revenue, number of pizzas sold, and total orders show steady business performance with identifiable peak periods.
* Large-sized pizzas generate the highest revenue, indicating strong customer preference for larger portions.
* Classic pizzas dominate total sales, while Veggie pizzas have the lowest demand.
* The best-selling pizzas significantly contribute to overall revenue, suggesting potential for focused marketing and promotions.
* Least-selling pizzas show consistent underperformance, indicating possible need for menu review or replacement.
* Daily and hourly sales trends highlight rush hours during evenings and weekends, crucial for staffing and operations planning but, Monthly trends reveal noticeable sales spikes during summer months, aligning with promotional campaigns.
* The Average Order Value (AOV) and Average Pizzas per Order provide valuable insights into customer purchasing behavior and spending patterns.

**Conclusion**  
The Pizza Sales Analysis project effectively uncovers vital insights into customer preferences, sales trends, and business performance. Through data visualization and KPI tracking, the analysis presents a clear picture of what drives sales and where improvements are needed. The findings help bridge the gap between business operations and customer behavior, enabling data-backed decision-making for sustainable growth.

**Recommendations**

* **Focus Marketing Efforts:** Promote top-selling pizzas and popular categories through targeted campaigns.
* **Menu Optimization:** Reevaluate or redesign low-performing pizzas to better align with customer preferences.
* **Operational Planning:** Use hourly and daily sales trends to optimize staff scheduling and ingredient management.
* **Inventory Management:** Stock ingredients based on high-demand categories and sizes to minimize waste.
* **Continuous Monitoring:** Maintain interactive dashboards for real-time tracking of KPIs and periodic business reviews.