**Problem & background**

**An overview of pizza sales data from 1 January 2015 to 1 January 2016 is given in this report. To find trends and patterns in pizza sales, data was gathered from pizza joints across the United States and analysed.**

**Solution**

* **Average Daily Customers: Your business serves an average of 136 customers per day, with two peak hours from 12:00 PM to 1:00 PM and 5:00 PM to 6:00 PM.**
* **Pizza Orders: Customers typically order 3 pizzas per order, and the best-selling pizza of the year is big\_meat\_s.**
* **Annual Revenue: In the current year, your pizza business generated a total revenue of $801,944.70.**
* **Seasonal Sales: Spring is the highest-selling season for your pizzas, while fall experiences lower sales.**
* **Menu Optimization: Considering that the\_greek\_xxl pizza has the lowest order volume, it's a reasonable decision to remove it from the menu.**
* **Peak Order Days: Orders are highest on Thursdays and Fridays.**
* **Top Sales Category: The Classic category contributes the most to both sales and orders.**

**Methodology & Project scope**

* **This project's main goal is to make the calculation and understanding of the results simpler. Data from four different tables must be combined into one Excel spreadsheet and formatted appropriately.**
* **The dataset will next be analysed for flow patterns, correlations between variables, and further insights. In order to simplify additional data analysis, we will create new Excel worksheets within the same file utilising pivot tables and a variety of Excel functions.**
* **We will use pivot charts to produce an easily understood visual representation of the advised analysis. These graphs will provide information on topics like daily client volume and the typical quantity of pizzas ordered.**
* **In the end, we'll produce a dashboard that provides all the suggested analyses in a simple-to-understand manner. The dashboard will give users a thorough overview of the data and allow them to base their judgements on the analysis's key findings**.

**Goals & KPIs**

* **Goal 1: how many customers do we have each day? Are there any peak hours?**
* **Goal 2: how many pizzas are typically in order? Do we have any bestsellers?**
* **Goal 3: how much money did we make this year?**
* **Goal 4: can we identify any seasonality in the sales?**
* **Goal 5: are there any pizzas we should take off the menu, or any promotion could leverage?.**
* **Goal 6: can we identify daily trends in the sales?**
* **Goal 7: identify the total percentage of the sales by category.**

Concepts Used & Formula’s

* **Count, Count if, Sum, Average, Pivot table, VLOOKUP, Max, Min, Charts, Donut, Graphs, filter etc.**

Conclusion

* **The given dataset is a useful tool for examining the year's worth of sales at a fictitious pizza restaurant. It can be used to investigate several suggested analysis inquiries about pizza orders and sales. Depending on the precise issues and objectives of the analysis, Excel or other data analysis tools and techniques may be used.**
* **The dataset provides a thorough overview of the sales and ordering trends for pizza, which may be utilised to develop insights and make sensible decisions. For individuals interested in the food sector and seeking to make data-driven decisions based on the trends and patterns revealed in the data, doing a thorough study of the information is imperative.**

**Final wrap-up—reiterate the goal and the project mission.**

Project owner

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