

## PROBLEM STATEMENT

### KPI's REQUIREMENT

We need to analyse 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. Hourly 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.
- 4. Percentage of Sales by Pizza Size:** Generate a pie chart that represents the percentage of sales attributed to different pizza sizes. This chart will help us understand customer preferences for pizza sizes and their impact on sales.
- 5. Total Pizzas Sold by Pizza Category:** Create a funnel chart that presents the total number of pizzas sold for each pizza category. This chart will allow us to compare the sales performance of different pizza categories.
- 6. Top Five Best Sellers by Total Pizzas Sold:** Create a bar chart highlighting the top 5 best-selling pizzas based on the total number of pizzas sold. This chart will help us identify the most popular pizza options.
- 7. Bottom Five Worst Sellers by Total Pizzas Sold:** Create a bar chart showcasing the bottom 5 worst-selling pizzas based on the total number of pizzas sold. This chart will enable us to identify underperforming or less popular pizza options.