

PIZZA SALES ANALYSIS

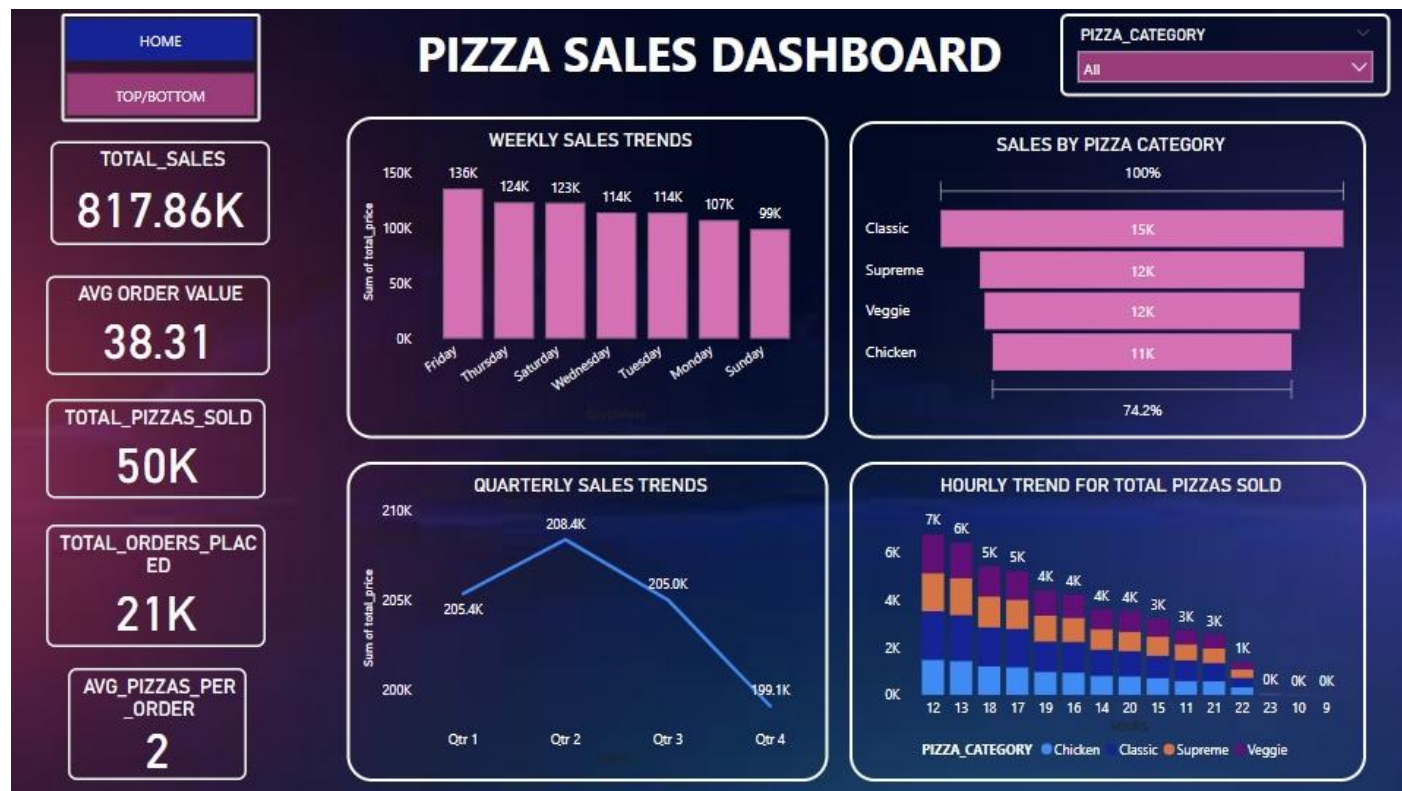
PROJECT DESCRIPTION-

Developed an interactive and insightful dashboard to analyze and visualize pizza sales data, aimed at providing key business insights for improved decision-making. The dashboard tracks various performance metrics such as total sales, sales by pizza category, weekly sales and top/bottom sales.

APPROACH-

1. Firstly, I understood the data and reviewed all the columns like pizza category, total price, pizza size etc. and got some idea how the relation is built.
2. After understanding all the problem statement, I developed a comprehensive **Pizza Sales Dashboard** using **Power BI** to provide detailed insights into sales performance, customer behavior, and product trends.
3. Then analyzed the results and interpreted findings and made actionable insights.

DASHBOARD-





INSIGHTS-

1. Sales Trends:

Weekly Sales Trends:

- Sales are highest on Friday (136K) and lowest on Sunday (99K).
- There is a declining trend from Friday to Sunday, suggesting that weekends might not perform well as expected.
- Potential action:** We can make some promotional or marketing strategies for weekends to boost sales.

Quarterly Sales Trends:

- Sales peaked in Quarter 2 (208.4K) and gradually declined in Quarter 3 (205K) and Quarter 4 (190.1K).
- Potential action:** we can check what factors contributed to Quarter 2's sales and apply them to other quarters.

2. Category Insights:

Sales by Pizza Category:

- Classic pizzas lead with 15K units sales, followed by Supreme and Veggie at 12K each, and Chicken at 11K.
- Classic pizzas dominate the market, indicating they should remain a focus.
- **Potential action:** We can analyze customer preferences for Veggie and Chicken categories to enhance sales.

3. Hourly Sales Patterns:

- Sales peak at 12 PM and 1 PM, with steady sales between 2 PM and 8 PM, but drop significantly after 9 PM.
- **Potential action:** we should introduce late-night promotions and offers to improve sales after 9 PM.

4. Key Metrics Overview:

- Total Sales: 817.86K
- Total Pizzas Sold: 50K
- Total Orders Placed: 21K
- Average Order Value: \$38.31
- Average Pizzas per Order: 2

Potential action: we should Increase cross-selling efforts to improve the average order value.

5. Revenue Insights-

Top revenue generating pizzas-

- The Thai Chicken Pizza is the highest revenue generator, but other pizzas are also closely competing.
- Strategic promotions on the top revenue-generating pizzas can further boost sales.

Least revenue generating pizzas-

- The Spinach Supreme – 15.28K, The Green Garden – 13.96K, The Brie Carre-11.59K-These pizzas contribute the least to revenue, indicating they need more marketing and quality improvement efforts.

7. Order Insights

Top 5 Pizzas by Total Orders:

- Orders are evenly distributed among the top-selling pizzas, with each having around 2K orders.
- **Insight-**The Classic Deluxe Pizza is consistently a favorite across both total orders and total sold indicates that we need to some strategies to keep it stable.

Bottom 5 Pizzas by Total Orders:

- The Chicken Pizza – 938
- The Calabrese – 918
- The Spinach Supreme – 918
- The Mediterranean – 912
- The Brie Carre – 480
- **Insight**-The Brie Carre Pizza has the lowest order count, indicating it need better visibility or promotional offers to improve its demand.

8. Sales Volume Insights-

Top-Selling Pizzas by Volume (Total Pizzas Sold)

The top 5 pizzas, with around 2K units sold, are:

- The Classic Deluxe
- The Barbecue
- The Hawaiian
- The Pepperoni
- The Thai Chicken

Insights:

- All these pizzas have an equal sales volume, suggesting they are consistently popular across different customer segments.
- The variety of top-sellers (Classic, BBQ, Hawaiian, Pepperoni, Thai Chicken) indicates customers have diverse tastes, and it's important to keep these varieties well-stocked.
- The Thai Chicken Pizza is also the highest revenue generator; it likely has a higher price point compared to other top-sellers.
- we can introduce combo deals featuring these pizzas to further increase sales.
- We can take customer feedback to understand their reviews.

Bottom-Selling Pizzas by Volume (Total Pizzas Sold)

The bottom 5 pizzas with lower sales volume are:

- The Soppressata – 961 units
- The Spinach Supreme – 950 units
- The Calabrese – 937 units
- The Mediterranean – 934 units
- The Brie Carre – 490 units

Insights:

- Low Demand: These pizzas have sales volume below 1K, with The Brie Carre Pizza struggling the most.
- We can remove worst selling pizzas from the menu can introduce some healthy tacos which can attract diet conscious people.

RESULT-

- We must get customer feedback to improve low-selling pizzas.
- Running ads and social media promotions can attract more buyers.
- Keep tracking sales continuously to adjust strategies according to the demand of the customers.
- This will help increase sales, attract more customers, and improve overall profits.