Pizza Sales Analysis

CONTENT

INTRODUCTION

- Problem: - Pizza restaurant has recently seen a decline in sales and plans to increase them by looking at customer and order data. To do this, the management plans to perform a thorough analysis of order data and consumer behaviour in order to spot important trends and areas for improvement.

- Background: - An overview of pizza sales data from January 2015 to December 2015 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.

GOALS & KPI'S

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Goals

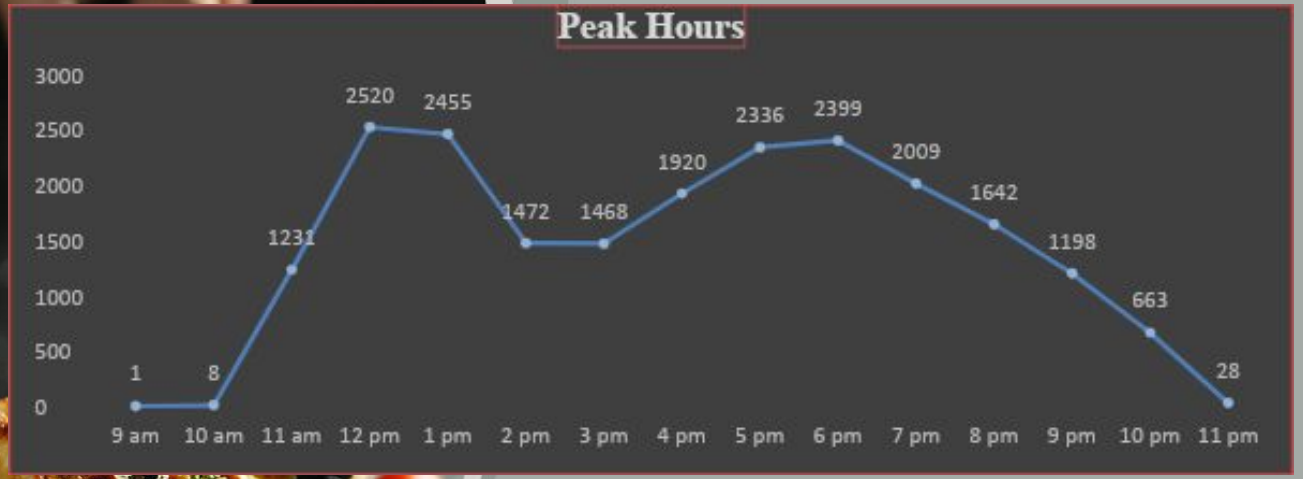
- Increase pizza sales by 10% within 6 months
- Identify and address the root cause of the decline in sales
- Improve customer satisfaction and loyalty
- Gain a deeper understanding of customer behaviour and preferences

Key Performance Indicators (KPIs)

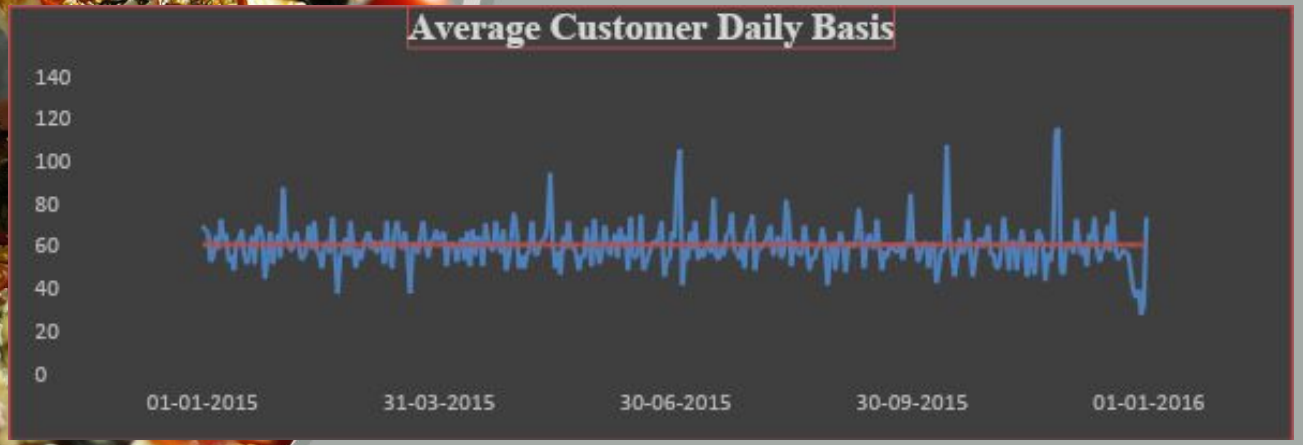
- Total pizza sales revenue
- Number of pizzas sold
- Average order value

RECOMMENDED ANALYSIS

- Find out how many customers do we have each day? Are there any peak hours?



There are two peak hours 12:00 PM to 1:00 PM & 5:00 PM to 6:00 PM.

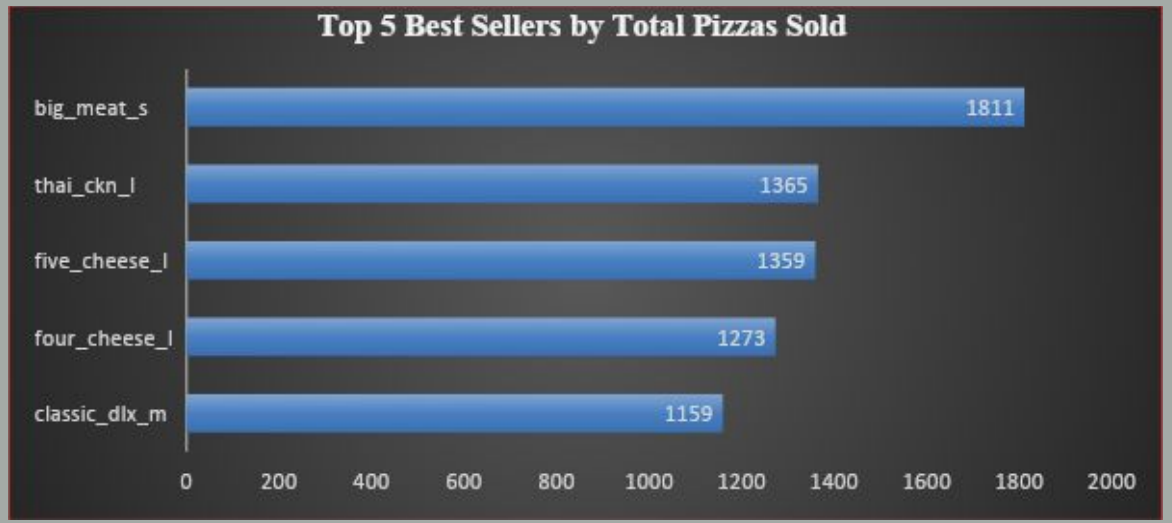


On an average we have 60 customers per day.

- How many pizzas are typically in an order? Do we have any bestsellers?

  - We have 2 pizza are typically in an order and big_meat_s is the bestseller

Average No. of Pizza in an Order
2



❖ How much money did we make this year? Can we identify any seasonality in the sales?

- We made this year $ 801,994.70 amount of money.
- Spring & Summer Season has the maximum sale as compared to others seasons.

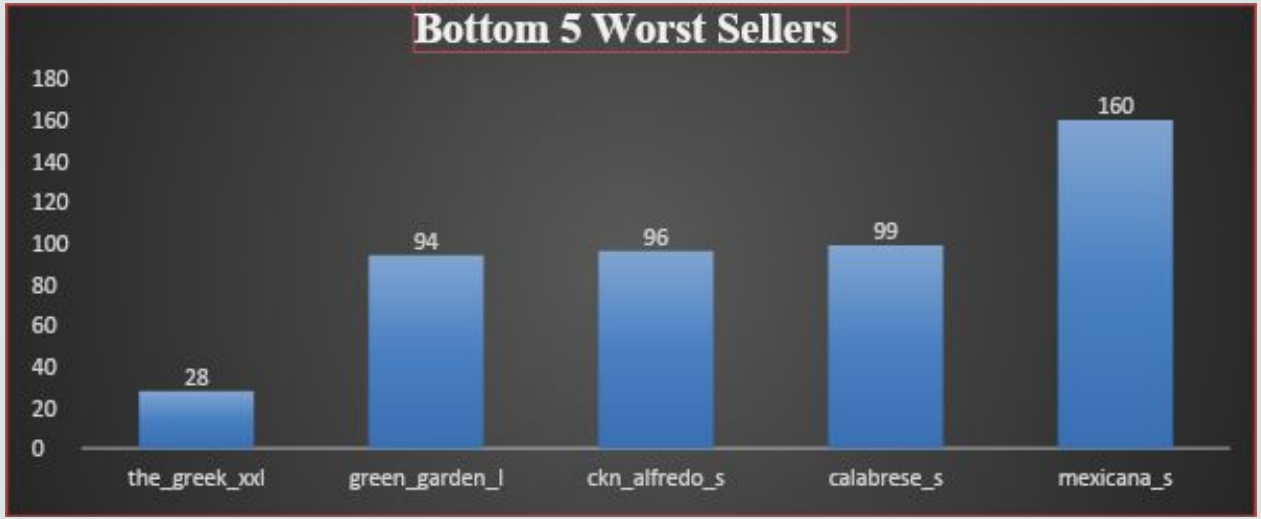
How much money did we make this year?
$801,944.70

Row Labels	Count of order_id	Season's
Jan	4156	Winter
Feb	3892	Winter
Mar	4186	Spring
Apr	4067	Spring
May	4239	Spring
Jun	4025	Summer
Jul	4301	Summer
Aug	4094	Summer
Sep	3819	Fall
Oct	3797	Fall
Nov	4185	Fall
Dec	3859	Winter

Season's	Total Orders
Winter	11907
Spring	12492
Summer	12420
Fall	11801

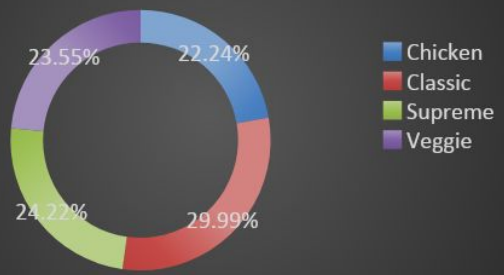
❖ Are there any pizzas we should take off the menu, or any promotions we could leverage?

- We can take off the pizza from the menu is : the_greek_xxl reason is simple it is lowest ordered pizza in that year and Since the Spring & Summer season already saw the largest pizza sales and the Fall season saw the lowest pizza sales, so we can provide a seasonal discount or special offers according to season.



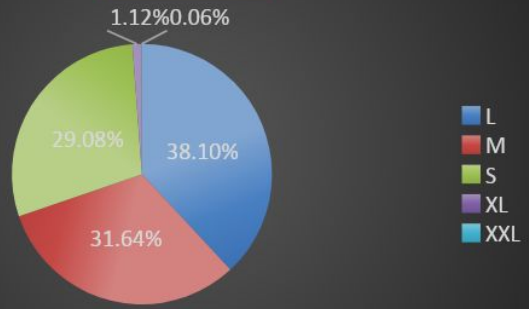
More Insights

Pizza Category



Most Ordered Pizza as per Price

Pizza Size



Average Order Value Per Customer
$37.56

Total No. of Pizza Sold
48620

Total No. of Orders
21350

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 a number of 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.