

# PIZZA SALES PLACE

Data Analysis Case Study

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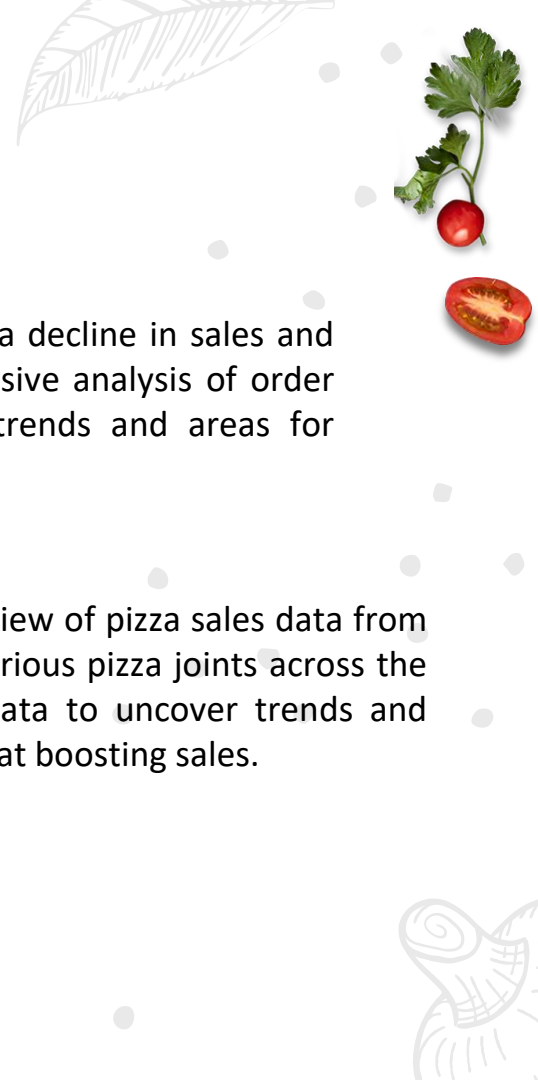





# INTRODUCTION

**PROBLEM :** The pizza restaurant has observed a decline in sales and seeks to reverse this trend through a comprehensive analysis of order data and consumer behaviour to identify key trends and areas for improvement.

**BACKGROUND :** The report provides an overview of pizza sales data from January 2015 to December 2015, sourced from various pizza joints across the United States. The objective is to analyse the data to uncover trends and patterns that can inform strategic decisions aimed at boosting sales.



# PROJECT SCOPE

## Product

Analyzed customer preferences and explored new pizza options.

## Price

Conducted competitor analysis and implemented dynamic pricing strategies.



## Promotion

Developed targeted marketing campaigns and explored partnerships.

## Place

Focused on convenient locations and expanded delivery services.

**People:** Provided staff training and implemented loyalty programs.



# GOALS AND KPI'S

## GOALS

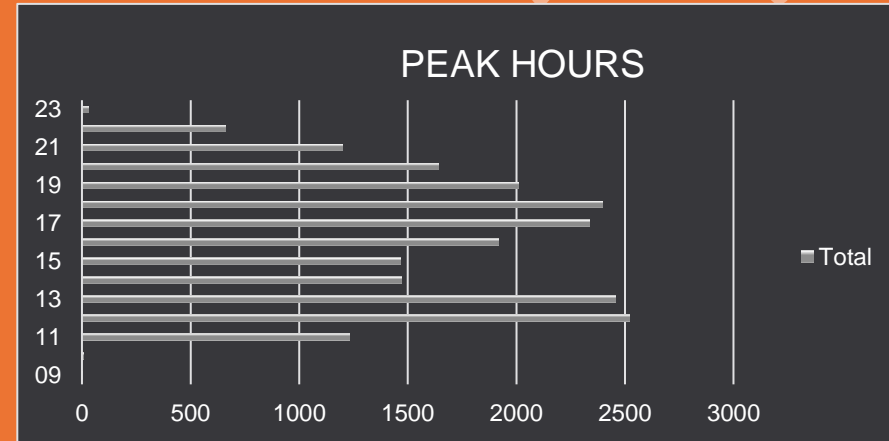
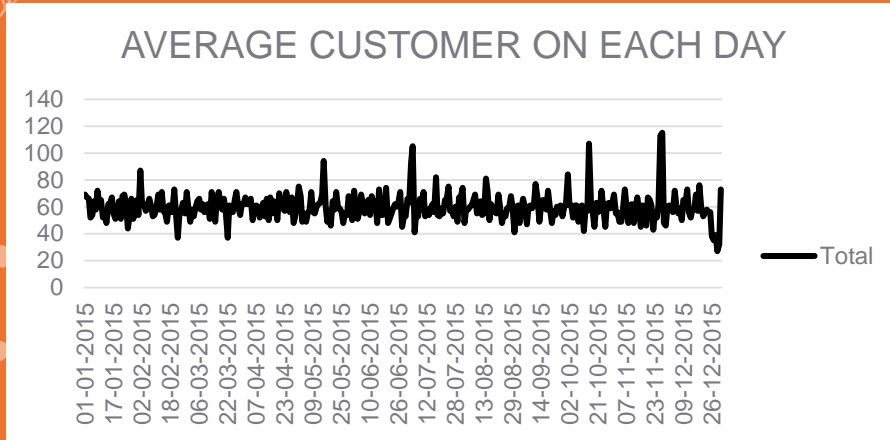
- Increase pizza sales by 10% within 6 months.
- Identify and address root causes of sales decline.
- Improve customer satisfaction and loyalty.
- Gain deeper understanding of customer behaviour and preferences.

## KPI'S

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

# RECOMMENDED ANALYSIS

## How Many Customers Do We Have Each Day ?



- On an average we have **60 customers** on each day.

- There are two durations of peak hours ranging from **12:00 pm – 1:00 pm** And **5:00 pm – 6:00 pm**.



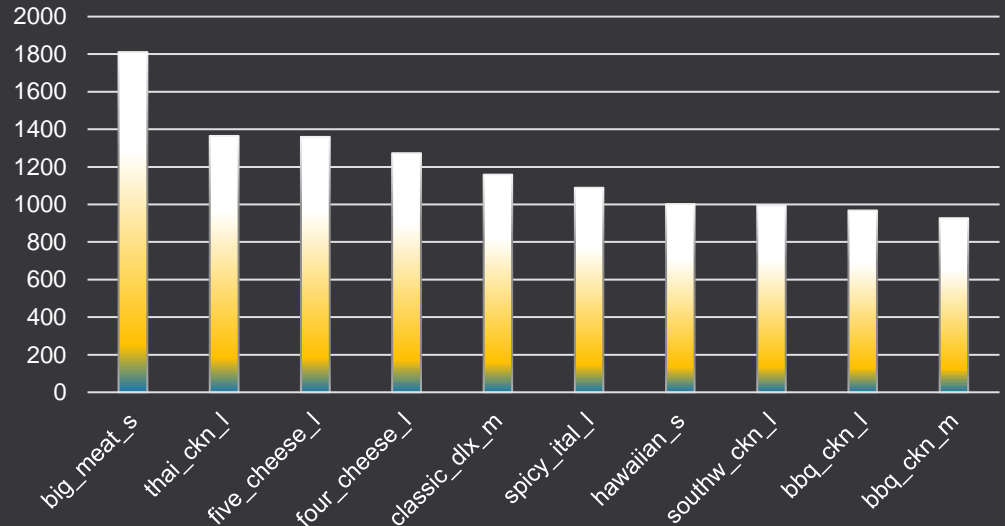
How many pizzas are typically in order? Do we have any bestsellers?

AVERAGE PIZZA'S IN ORDERS

3

- On an average we have 3 pizzas typically in order.
- The bestseller pizza is **big\_meat\_s**.

TOP 10 BESTSELLER PIZZA'S



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

- We made this year \$ **801,944.70** amount of money.
- **Spring & Summer** Season has the maximum sale as compared to others seasons.

Row Labels	Count of order_id	SEASON
Jan	1845	WINTER
Feb	1685	WINTER
Mar	1840	SPRING
Apr	1799	SPRING
May	1853	SPRING
Jun	1773	SUMMER
Jul	1935	SUMMER
Aug	1841	SUMMER
Sep	1661	AUTUMN
Oct	1646	AUTUMN
Nov	1792	AUTUMN
Dec	1680	WINTER
Grand Total	21350	

TOTAL SALES THIS YEAR
\$801944.699

SEASON	TOTAL ORDERS
WINTER	5210
SPRING	5492
SUMMER	5549
AUTUMN	5099



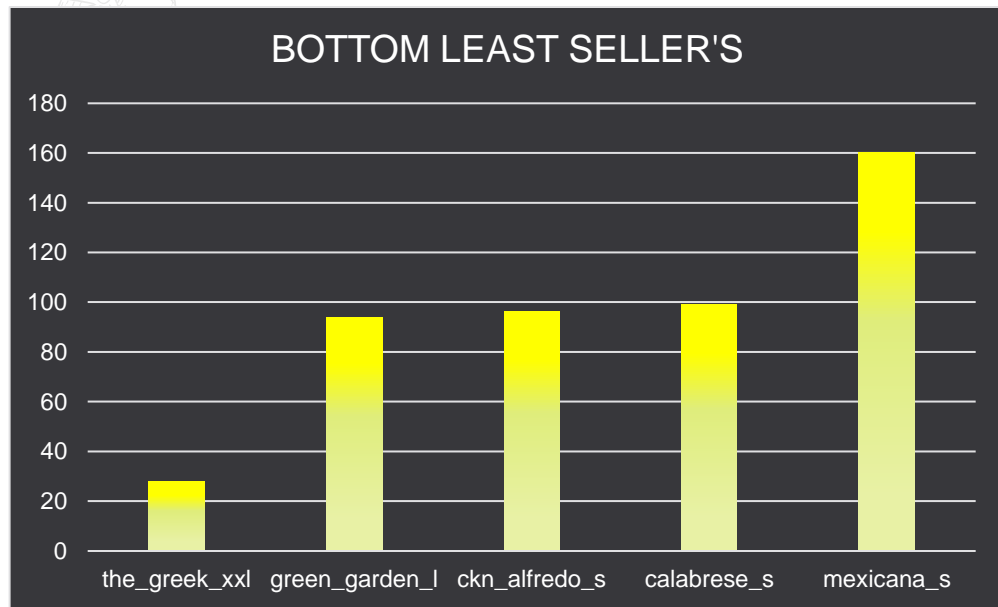




Are there any pizzas we should take off the menu, or any promotions we could leverage.



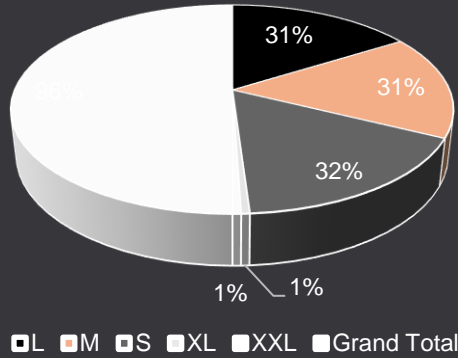
- The pizza which should be taken Down IS the **greek\_xxl** because it has the most lowest orders meaning that customers are not liking this pizza.
- We could offer bundle deals , offering discounts , introducing new pizza flavours and limited time offers which would attract more customers ultimately leading towards more orders and then sales which would turn into generating more profits.





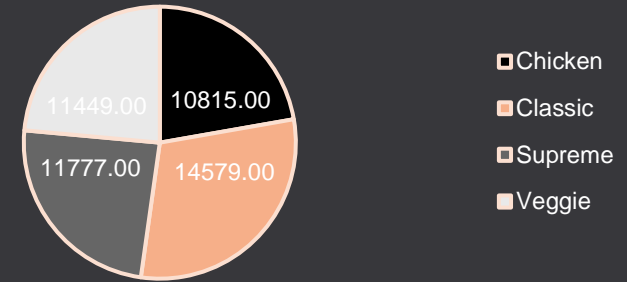
## More Insights

ORDERS WITH RESPECT TO PIZZA'S SIZES



Based on our analysis, we found that **small-sized pizzas accounted for 32.00%** of total sales, indicating they are the most frequently ordered. **Medium-sized pizzas** followed closely behind, representing **31.00% of total sales**.

ORDERS WITH RESPECT TO PIZZA'S CATEGORY



The pizzas categorized as "**Classic**" were ordered most frequently, while those categorized as "**Supreme**" followed closely behind in terms of order frequency.

# CONCLUSION

The analysis of pizza sales data provided valuable insights into customer behaviour and sales trends, enabling the identification of opportunities for improvement. By implementing targeted strategies based on these insights, the pizza restaurant aims to reverse the sales decline and enhance overall business performance.

The comprehensive approach to data analysis, stakeholder engagement, and strategic planning outlined in this report provides a roadmap for addressing the challenges faced by the pizza restaurant and achieving sustainable growth in sales and customer satisfaction.





# THANK YOU



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