**Pizza Place Sales**

**Problem & background**

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.

**Solution:**

**Data Analysis:**

An in-depth analysis of pizza sales data was conducted to uncover critical insights and opportunities for improvement. Excel was utilized to organize and analyse the sales data efficiently. Dynamic dashboards were created to visualize sales data and identify trends effectively.

**Data-Driven Insights:**

Insights derived from the data analysis were utilized to understand the factors contributing to declining sales and develop targeted strategies for improvement. For instance, if sales decline on weekdays, targeted promotions or discounts could be offered to stimulate demand.

**Stakeholder Engagement:**

Active engagement of staff and management was ensured throughout the analysis process. Feedback from staff observations of customer behaviour was gathered and cross-matched with data analysis to uncover correlations. Dashboard features were developed to track sales performance and identify improvement areas.

**Project Scope:**

**Product:**

* Analysed customer preferences to identify popular pizza toppings and sizes.
* Explored the possibility of introducing new or limited-edition pizza products based on customer demand.

**Price:**

* Conducted competitor pricing analysis to ensure competitiveness.
* Implemented dynamic pricing strategies and offered value-added options to increase average order value.

**Promotion:**

* Developed targeted marketing campaigns using digital channels.
* Explored cross-promotional opportunities with local businesses.
* Utilized contests and giveaways to generate excitement and engagement.

**Place:**

* Ensured convenient location and accessibility of the pizza restaurant.
* Offered online ordering and delivery services for added convenience.
* Explored expansion of distribution network to reach more customers.

**People:**

* Provided staff training to deliver excellent customer service.
* Implemented a loyalty program to reward repeat customers.
* Conducted customer surveys to gather feedback and improve customer experience.

**Methodology:**

**Data Resources:**

The pizza shop provides the data source, which consists of tables with data in an Excel format.

**Data Wrangling:**

Data cleaning involved identifying and addressing outliers, null values, and formatting issues. Data from multiple tables were merged into one Excel spreadsheet.

**Data Analysis:**

The dataset was analysed for flow patterns, correlations, and insights using pivot tables and Excel functions. Pivot charts were used for visual representation of analysis results.

**Data Visualization:**

A dashboard was created to present analysis findings in a user-friendly manner, providing a comprehensive overview of the data.

**Goals & KPIs:**

**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.

**KPIs:**

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

**Technical Processes:**

* Formulas such as Count, Average, Pivot Table, VLOOKUP, and functions like Max and Min were utilized in Excel.
* Charts, graphs, and filters were employed for data visualization.

**Business Concepts Used:**

**Market Understanding:**

* Analyse target audience needs and preferences.
* Segment the market for targeted marketing.

**Customer Demographic:**

* Utilize demographic data to tailor offerings and campaigns.

**Customer Behaviour:**

* Analyse behaviour metrics to enhance customer experience.

**Customer Retention:**

* Implement strategies for customer loyalty and repeat business.

**New Customer Acquisition:**

* Develop initiatives to attract new customers.

**Recommended Analysis:**

**Q.1 - How many customers do we have each day? Are there any peak hours.**

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.**

**Q.2 - How many pizzas are typically in order? Do we have any bestsellers**

On an average we have 3 pizzas typically in order.

The bestseller pizza is **big\_meat\_s.**

**Q.3 - How much money did we make this year? Can we identify any seasonality in the sales?**

This year we made **$ 801,944.7** in total and WINTER season has the highest number of sales.

**Q.4 - 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.

**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.

**Project Owner**

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