

Food Tastes Best When It's On Time

# Pizza Place Sales Analysis

Date of the  
**Presentation**

Presented by  
Khushi Yadav





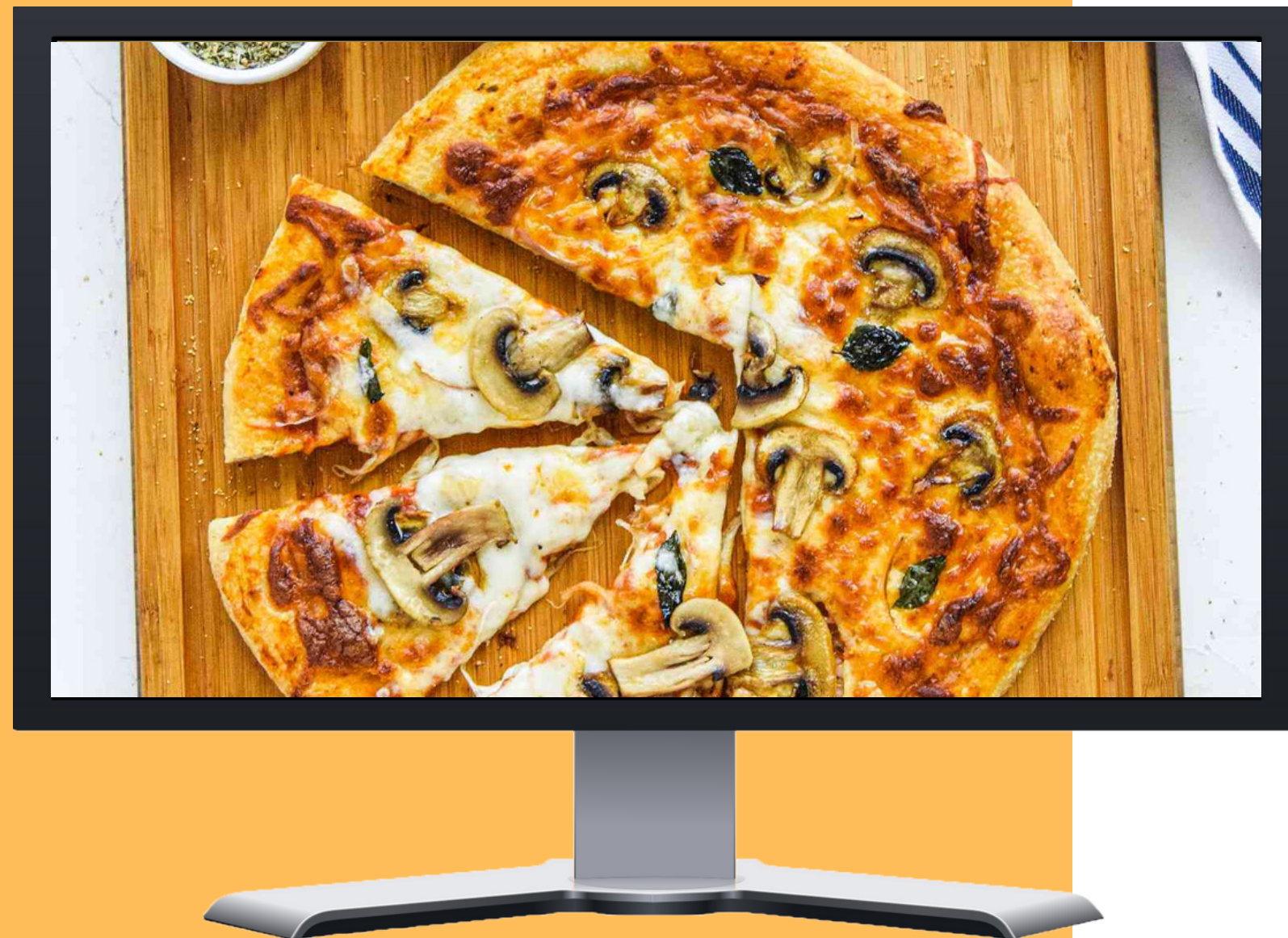
# Problem

How can we improve the profitability of our pizza business by analyzing customer traffic, order size and sales trends, and identifying bestsellers and opportunities for menu optimization and promotion?





# TASK



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

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

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

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



# Solution

- Reviewed sales data to determine daily customer traffic and peak hours
- Analyzed sales data to identify average pizzas per order and bestsellers
- Reviewed financial records to determine yearly revenue and identify sales seasonality
- Analyzed pizza sales data to identify unpopular menu items and consider removal, while creating promotions for popular items to increase sales.



# Methodology



## Data Understanding

Dataset have four sheets/csv file-  
orders, order\_details, pizzas,  
pizza\_details



## Data Preprocessing

change the datatype where  
needed. Checking missing  
value. Merger all sheets and  
create on dataframe



## Data Visualization

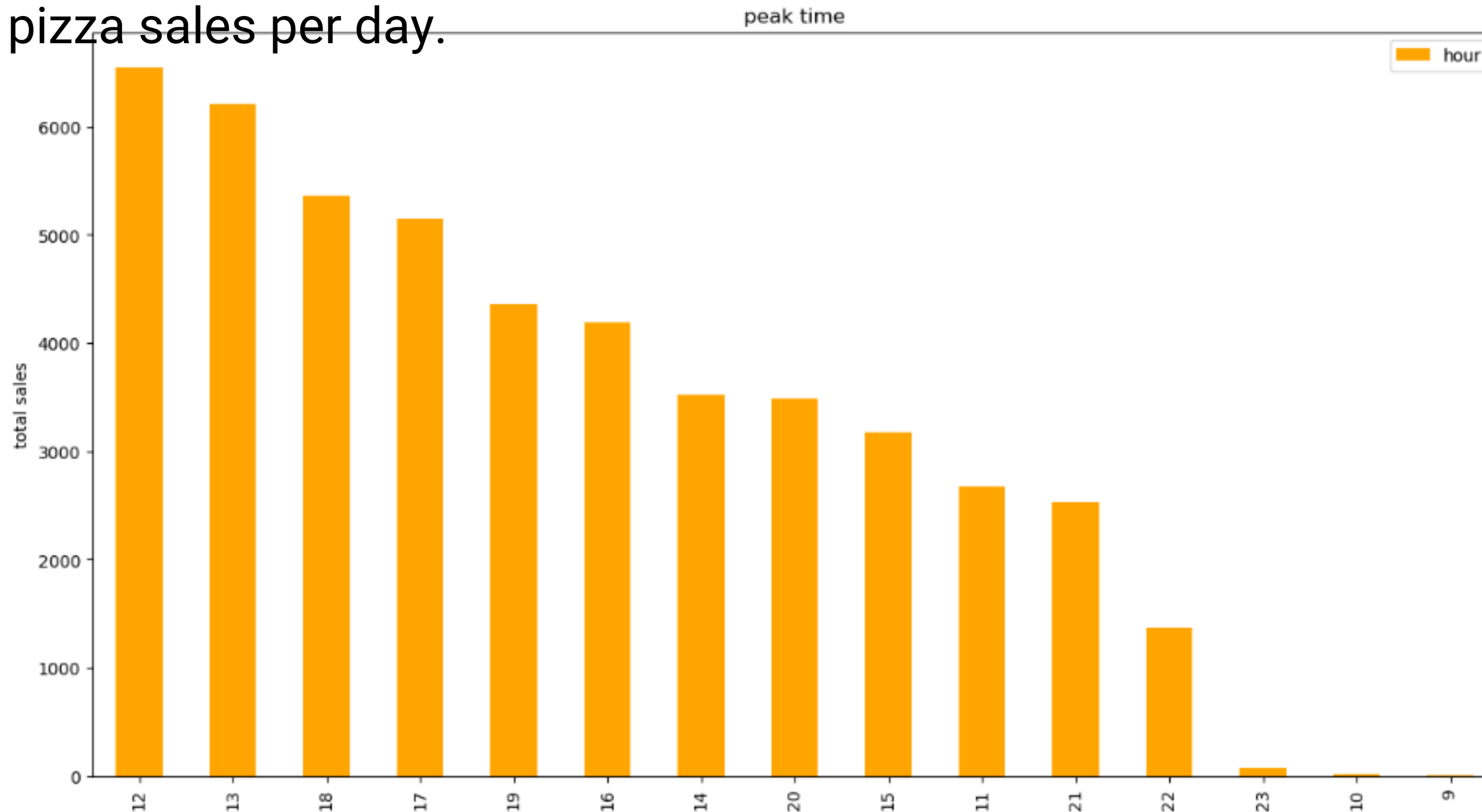
Completed all tasks by  
different visualization..

# Goal

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

*Customer Traffic and Peak Hours:*

- Highest peak time: 12 to 1 pm (noon time)
- Second highest peak time: 5 to 6 pm (evening time)
- Average 135 pizza sales per day.

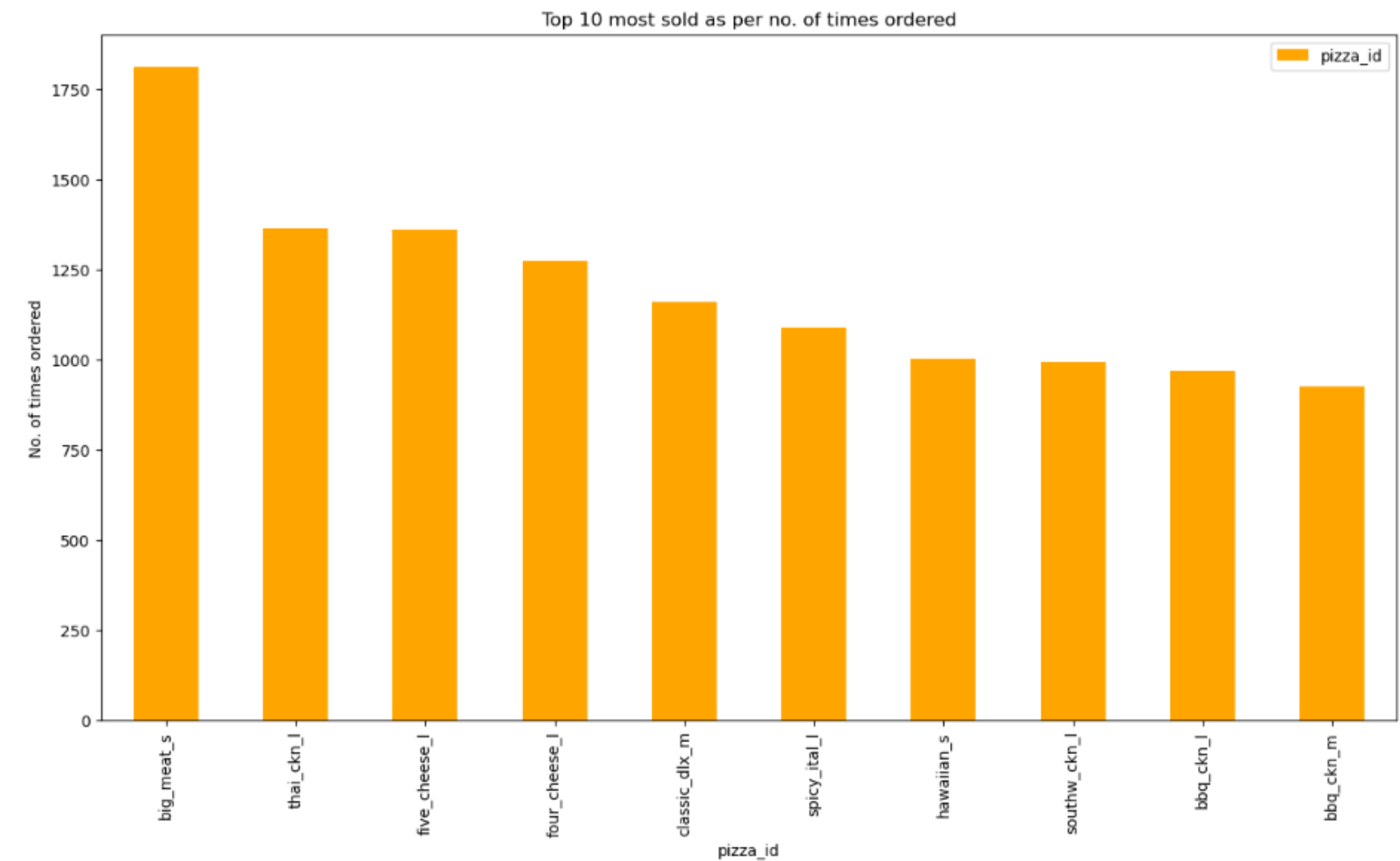
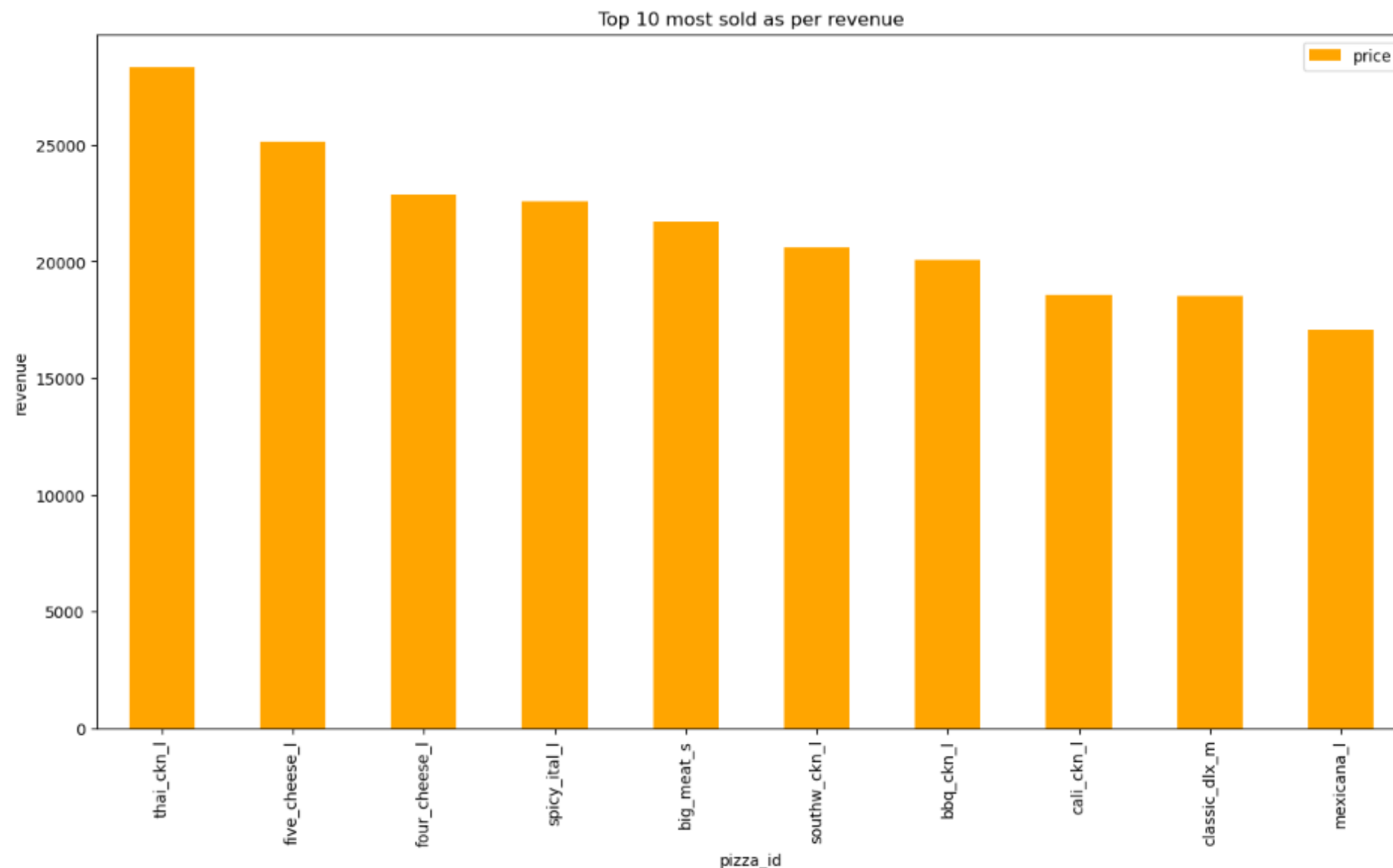


# Goal

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

*Pizza Order Information:*

- Bestseller by revenue: thai\_chn\_l
- Bestseller by quantity: big\_meat\_s
- Most customers order 1 pizza at a time.



# Goal

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

### *Sales Revenue and Seasonality:*

- Total revenue in 2015: 801,944.70
- Highest sales: 261 on 2015-11-26, and second highest: 259 on 2015-11-27
- Sales seasonality: July has the highest sales (4,301), and May has the second highest sales (4,239)

```
50]: df['months'].value_counts().sort_values(ascending=True)

50_  7      4301
      5      4239
      3      4186
     11      4185
      1      4156
      8      4094
      4      4067
      6      4025
      2      3892
     12      3859
      9      3819
     10      3797
      Name: months, dtype: int64
```



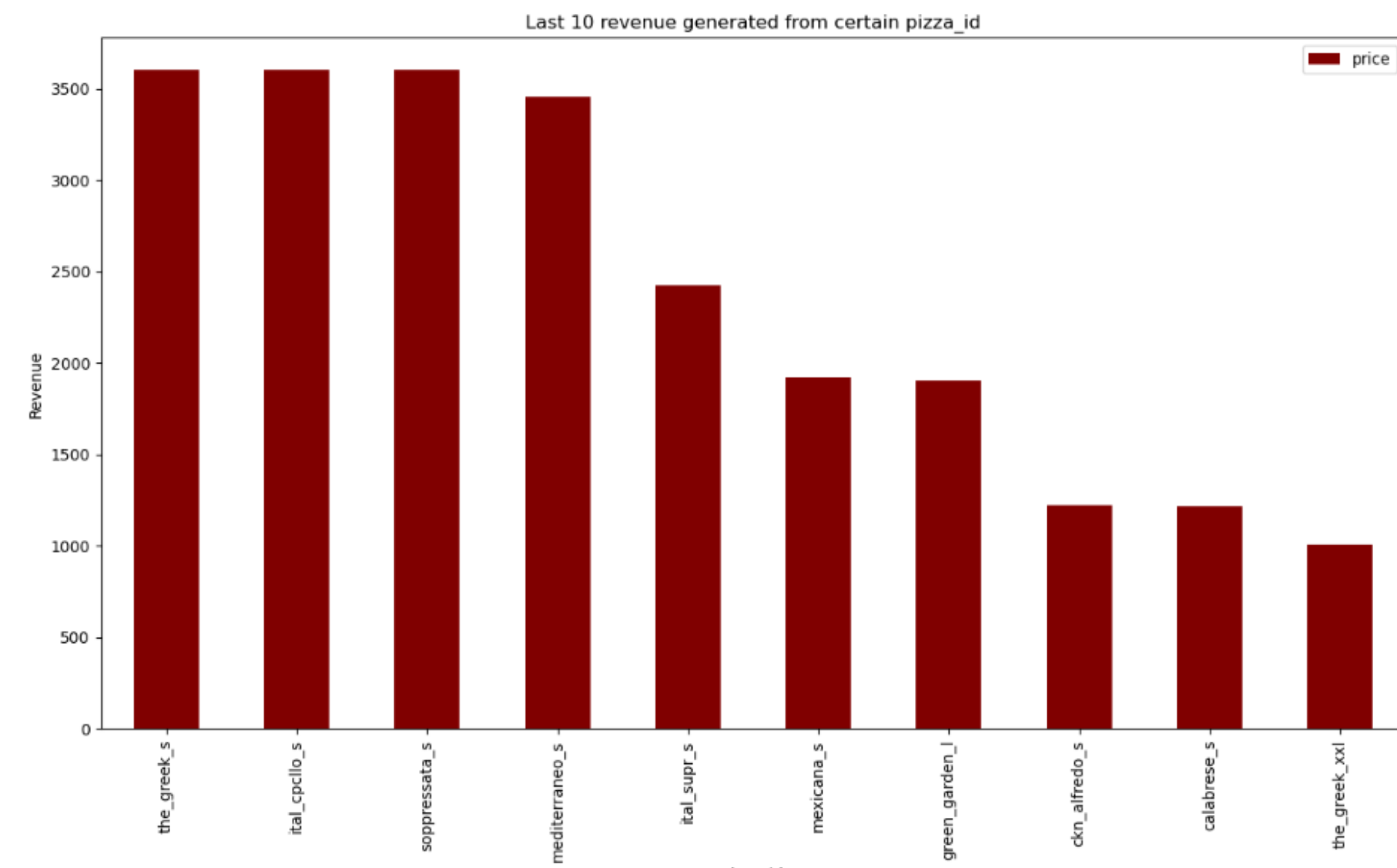
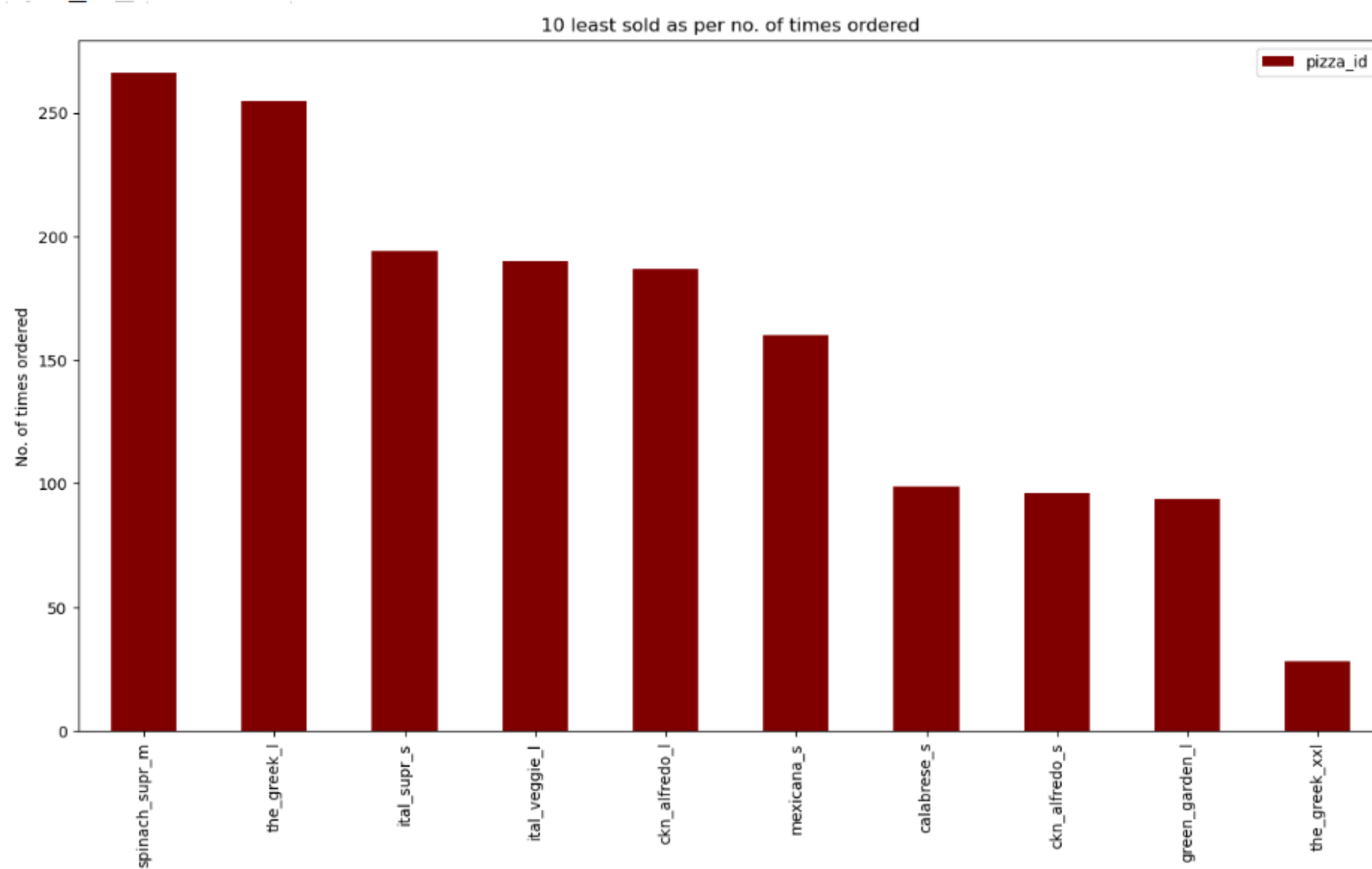


# Goal

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

### *Menu Optimization and Promotion:*

- Least revenue generated by the\_greek\_xxl (1006.60) and second least revenue by calabrese\_s (1212.75).
- Least sold pizza: the\_greek\_xxl (28) and second least sold pizza: green\_garden\_ (94).
- Consider removing the\_greek\_xxl from the menu and promoting bestsellers such as thai\_chn\_l and big\_meat\_s to increase sales.



# Conclusion

## 1. Customer Traffic and Peak Hours:

- Highest peak time: 12 to 1 pm (noon time)
- Second highest peak time: 5 to 6 pm (evening time)
- Average 135 pizza sales per day

## 2. Pizza Order Information:

- Bestseller by revenue: thai\_chn\_l
- Bestseller by quantity: big\_meat\_s
- Most customers order 1 pizza at a time.

## 3. Sales Revenue and Seasonality:

- Total revenue in 2015: 801,944.70
- Highest sales: 261 on 2015-11-26, and second highest: 259 on 2015-11-27
- Sales seasonality: July has the highest sales (4,301), and May has the second highest sales (4,239)

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# Presented by

- Khushi Yadav  
30th April, 2023