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DATA VIEW

The dataset contains **48,620 rows** and **12 columns**, representing pizza sales transactions. The key columns include:

- **Pizza_id**: Unique identifier for each pizza sold.
- **Order_id**: : Unique order number.
- **Pizza_name_id**: Identifier for the pizza type.
- **Quantity**: Number of pizzas sold in an order.
- **order_date & order_time**: Date and time of purchase.
- **unit_price & total_price**: Price per unit and total order price.
- **pizza_size**: Size of the pizza (S, M, L, XL, etc.).
- **pizza_category**: Category such as "Classic," "Veggie," "Supreme."
- **pizza_ingredients**: List of ingredients for each pizza.
- **pizza_name**: Full name of the pizza.

PROJECT OBJECTIVE

The goal of this project is to analyze **pizza sales performance** to provide actionable insights for decision-making. This includes:

- Identifying **top-selling pizzas** by quantity and revenue.
- Analyzing **peak sales periods** (daily/weekly trends).
- Understanding **customer preferences** based on pizza size and category.
- Identifying **

PROJECT INSIGHTS

Based on the analysis, here are the key insights:

1. Sales Performance & Revenue:

- The **average order value** is approximately **\$38.31** per pizza.
- The highest-priced pizza sold was **\$83.00**.
- The top revenue-generating pizza is **The Thai Chicken Pizza** (\$43,434.25 in total revenue).

2. Best-Selling Pizzas (Quantity Sold):

- The **Classic Deluxe Pizza** is the most sold with **2,453** orders.
- Other popular pizzas include:
 - ❖ The **Barbecue Chicken Pizza** (2,432 orders).
 - ❖ The **Hawaiian Pizza** (2,422 orders).
 - ❖ The **Pepperoni Pizza** (2,418 orders).
 - ❖ The **Thai Chicken Pizza** (2,371 orders).

3. Sales Trend Over Time:

- ❖ The highest sales were recorded in **July 2015** (~\$72,557.90).
- ❖ The lowest sales were in **October 2015** (~\$64,027.60).
- ❖ There is a slight decline in sales toward the end of the year, indicating potential seasonality.

4. Customer Preferences (Pizza Size):

- Large (L) pizzas are the most popular, accounting for **38%** of sales.
- Medium (M) and Small (S) pizzas follow closely.
- Extra-large (XL) and XXL pizzas are the least preferred, suggesting they may not be profitable.

5. Revenue Optimization Opportunities:

- Since **large pizzas are the most sold**, pricing strategies can be adjusted to maximize profit margins.
- **Thai Chicken, Barbecue Chicken, and California Chicken Pizzas** generate the highest revenue, indicating strong customer preference for chicken-based pizzas.
- Marketing campaigns can focus on promoting **low-selling sizes (XL, XXL)** or bundling them with offers.