Over view

**Understanding Customer Preferences and Pricing Strategies**

This analysis explores the factors influencing pizza prices and identifies key customer preferences based on a dataset of 129 pizza orders.

**Key Findings:**

* **Price Distribution:** Pizza prices are skewed to the right, with a majority falling between 20,000 and 80,000 units (assuming local currency). The most frequent price is around 40,000 units.
* **Diameter and Topping:** Larger pizzas and certain toppings like chicken and mozzarella tend to have higher prices. Sausage and onion pizzas are generally less expensive.
* **Company Variation:** Prices vary across companies, with Company A charging the most and Company E charging the least.
* **Customer Preferences:** The "classic" pizza variant is most popular, followed by "meat lovers," "double\_mix," "crunchy," and "new\_york." Medium-sized pizzas are the most popular, while extra sauce and extra cheese are common add-ons.

**Recommendations:**

* **Pricing Strategy:** Consider adjusting prices for pizzas with less popular toppings or smaller sizes to attract more customers.
* **Menu Optimization:** Promote "classic" and "medium" pizzas as popular choices. Offer more variety in toppings to cater to different preferences.
* **Customer Segmentation:** Analyze customer preferences by demographic or location to tailor marketing and promotions.
* **Pricing Analysis:** Continuously monitor pricing trends and adjust strategies accordingly to remain competitive.

By understanding these insights, businesses can optimize their pricing, menu offerings, and marketing efforts to increase sales and customer satisfaction.