

# PIZZA SALES REPORT



Presented by  
**M.KAVYA**

# INTRODUCTION

- ▶ Pizza sales refer to the buying and selling of pizza through restaurants, takeaways, and online delivery platforms.
- ▶ It is one of the most popular fast-food businesses worldwide due to its affordability, variety, and convenience.
- ▶ Businesses analyze pizza sales to understand customer preferences, like which pizza types and sizes are most popular.

# SOFTWARE REQUIREMENT

- ▶ MS Excel
- ▶ MS SQL Server
- ▶ Power BI
- ▶ Version: 2.149.1429.0 64-bit (November, 2025)

# PROBLEM STATEMENT

- ▶ We need to Analyze Key Indicators for our Pizza Sales Data. To Gain Insights Into our business performances.
  
- ▶ **Key Metrics (KPIs)**
  - ❖ Total Revenue
  - ❖ Total Orders
  - ❖ Total Pizzas Sold
  - ❖ Average Order Value
  - ❖ Average Pizzas per Order
  - ❖ Daily Trend of Total Orders

# Conti...

- ❖ Monthly Trend of Total Orders
- ❖ Percentage of Sales by Pizza Category
- ❖ Percentage of Sales by Pizza Size
- ❖ Total Pizzas Sold by Category
- ❖ Top 5 Best Sellers
- ❖ Bottom 5 Sellers

# DASHBOARD



# DASHBOARD



# CONCLUSION

- The analysis shows strong sales performance with highest demand on weekends, especially Friday and Saturday. Classic category and large-size pizzas contribute the most to revenue, while a few low-performing pizzas indicate opportunities for improvement 75% through targeted promotions.



