

# PIZZA SALES REPORT



Presented by

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# 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)

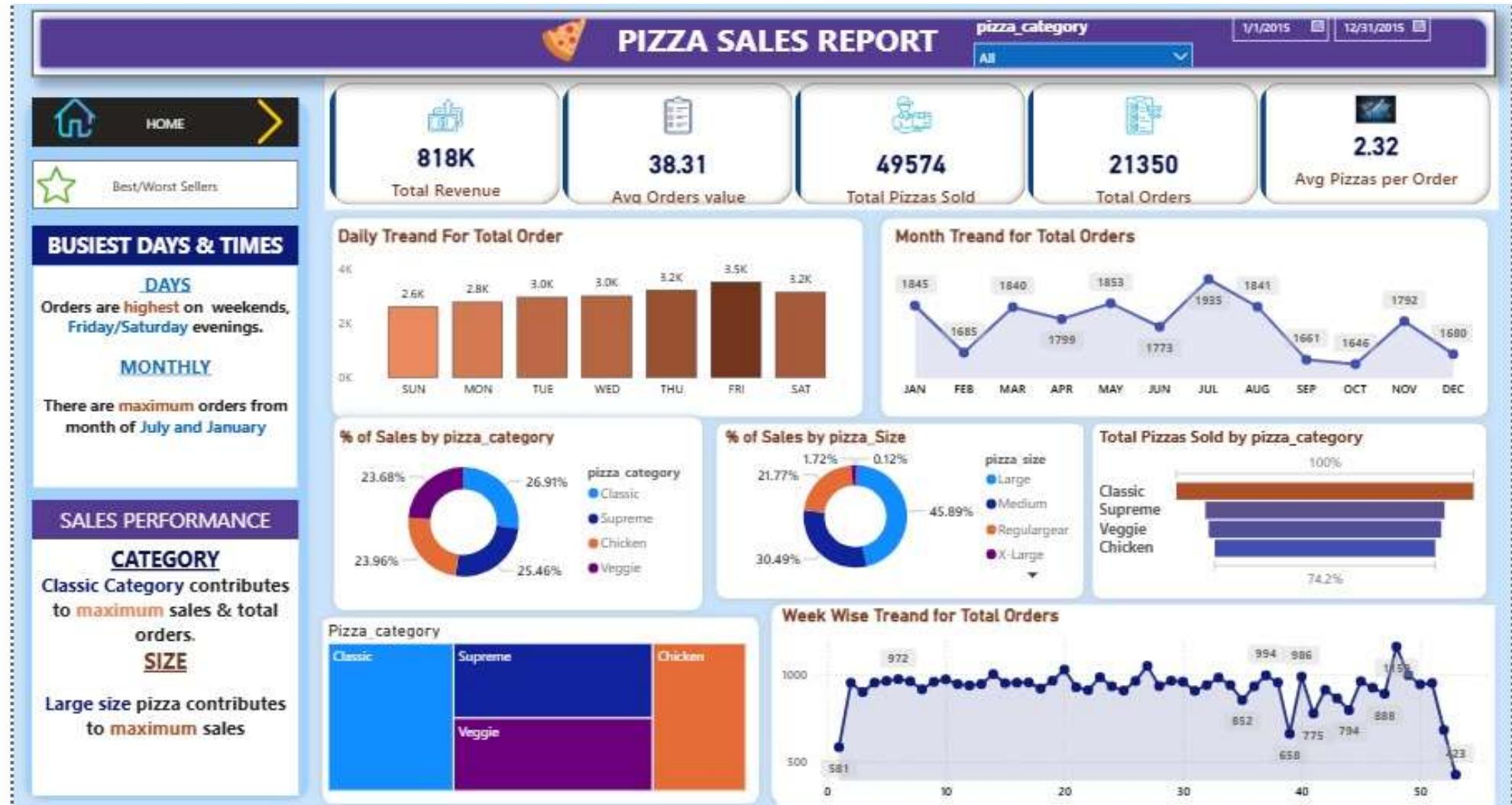
# PROBLEM STATEMENT

- ▶ 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

## PIZZA SALES REPORT

pizza\_category All 1/1/2015 12/31/2015

HOME

Best/Worst Sellers >

**BUSIEST DAYS & TIMES**

**DAYS**  
Orders are **highest** on weekends, Friday/Saturday evenings.

**MONTHLY**  
There are **maximum** orders from month of July and January

**WORST SELLERS**

**REVENUE**  
The Brie Carre minimum Revenue.

**QUANTITY**  
The Brie Carre Pizza Contributes to **minimum** Total Quantities.

**TOTAL ORDERS**

**818K** Total Revenue

**38.31** Avg Orders value

**49574** Total Pizzas Sold

**21350** Total Orders

**2.32** Avg Pizzas per Order

Top 5 Pizzas by Revenue

The Thai Chi...	43K
The Vegetab...	24K
The Spinach...	23K
The Spinach...	16K
The Spinach...	15K

Top 5 Pizzas by Quantity

The Classic ...	2.7K
The Barbecu...	2.4K
The Hawaiiia...	2.4K
The Peppero...	2.4K
The Thai Chi...	2.4K

Top 5 Pizzas by Total orders

The Classic ...	2.3K
The Hawaiiia...	2.3K
The Peppero...	2.3K
The Barbecu...	2.3K
The Thai Chi...	2.2K

Bottom 5 Pizzas by Revenue

The Barbecu...	43K
The Californ...	41K
The Big Mea...	23K
The Calabre...	16K
The Brie Car...	12K

Bottom 5 Pizzas by Quantity

The Soppres...	961
The Spinach ...	950
The Calabre...	937
The Mediter...	934
The Brie Car...	490

Bottom 5 Pizzas by Total orders

The Chicken ...	938
The Calabre...	918
The Spinach ...	918
The Mediter...	912
The Brie Car...	480

# 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.

