MAVEN PIZZERIA

END OF YEAR ANALYSIS

PROJECT OVERVIEW AND GOALS

- Analysis of a year's worth of sales from a Maven Pizzeria, including the date and time of each order and the pizzas served, with additional details on the type, size, quantity, price, and ingredients. Requested analysis being:

  - How many customers do we have each day? Are there any peak hours?

  - How many pizzas are typically in an order? Do we have any bestsellers?

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

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

METHODOLOGY AND TECHNOLOGY

- **Data Sources:**
  - Maven Pizza dataset via https://mavenanalytics.io/

- **Data ETL and Cleaning:**
  - *Posgresql and pgAdmin 4 were used for ETL and Cleaning*

- **Exploratory Data Analysis:**
  - EDA performed using *pgAdmin 4 and Tableau*
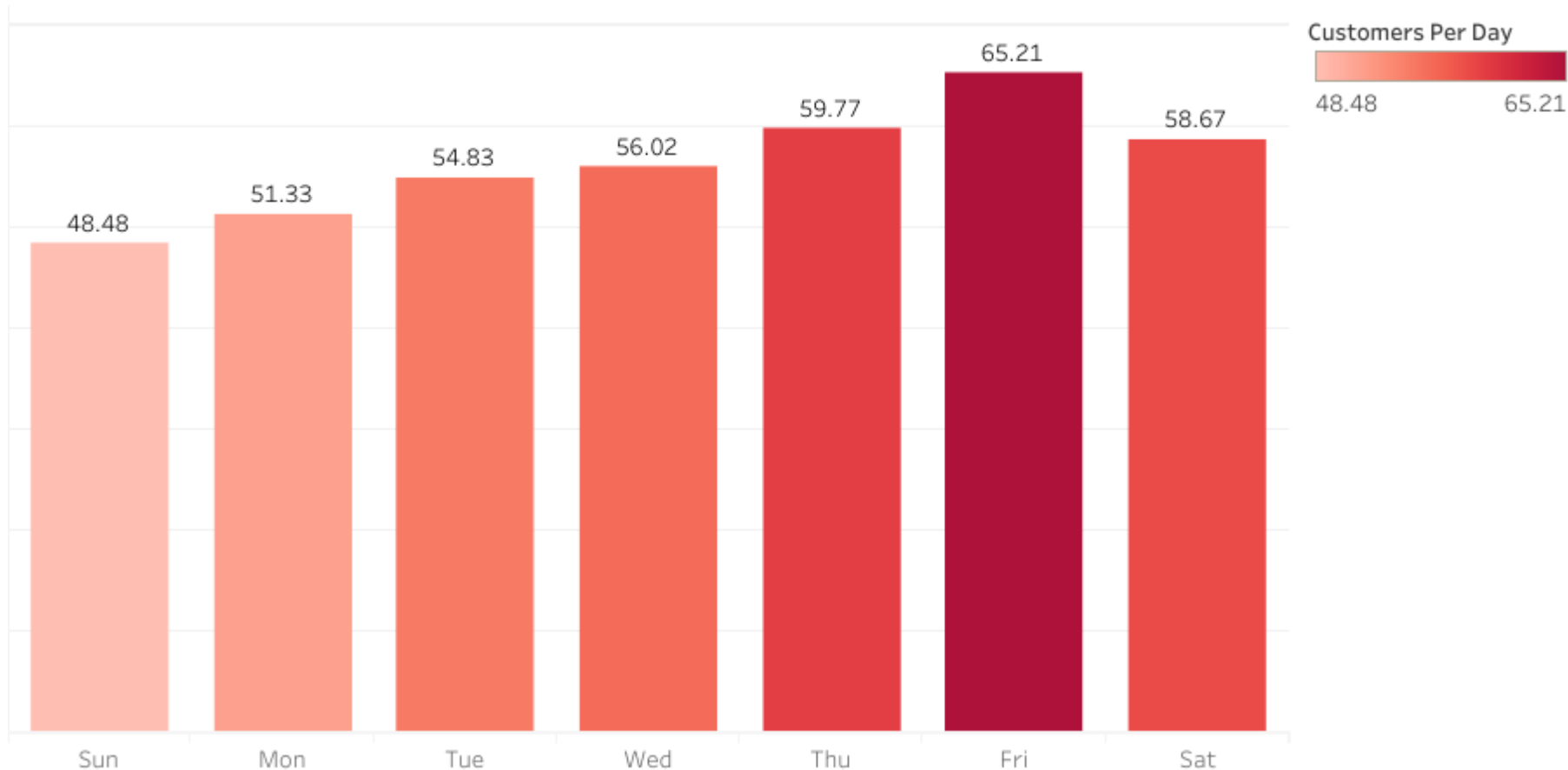
- **Data Visualizations:**
  - Data visualizations created initially in *pgAdmin 4,* enhanced in *Tableau*

- **Dashboard:**
  - Dashboard created in *Tableau*
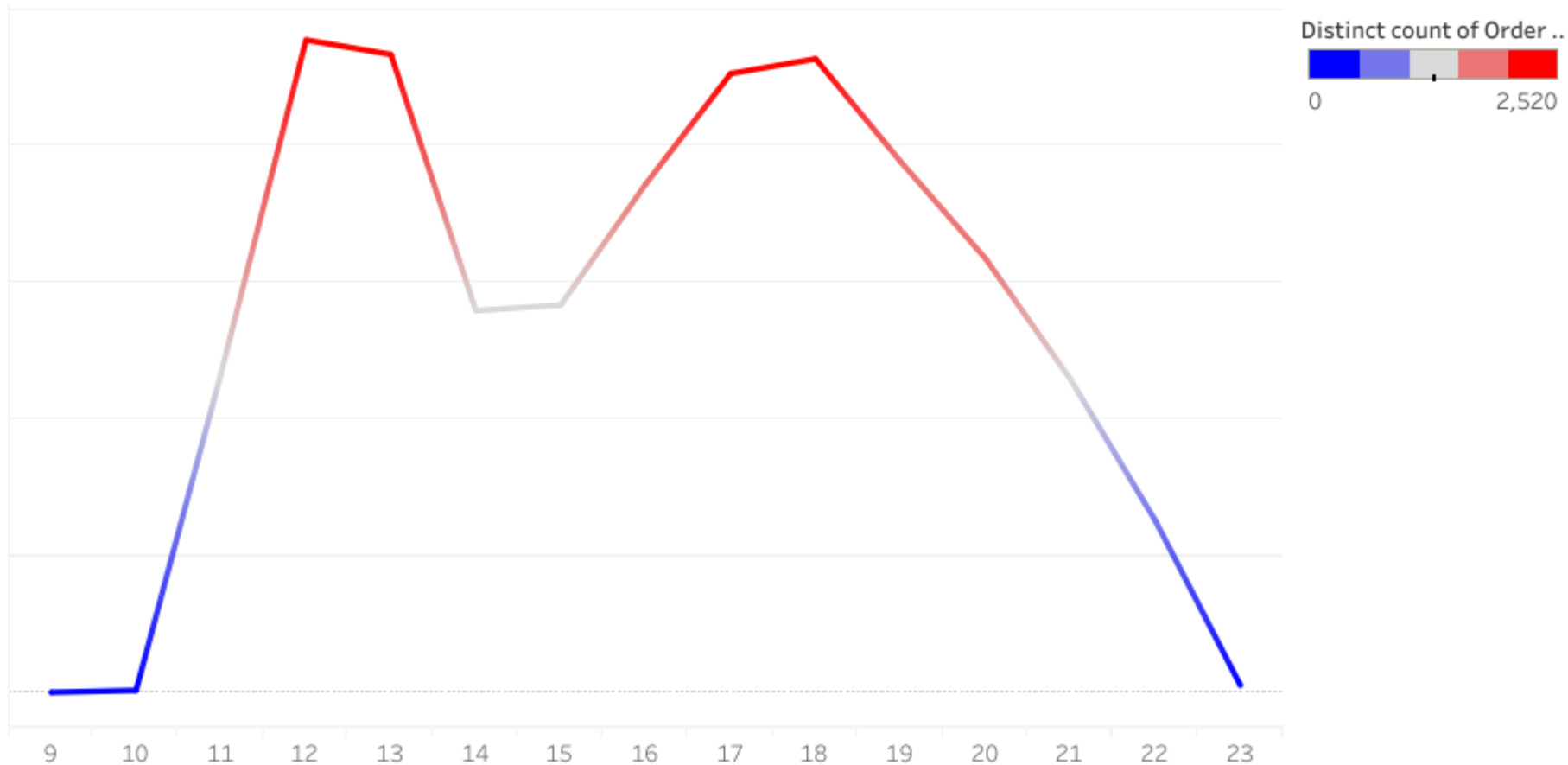
CUSTOMERS EACH DAY

Daily Customers

On average:

- Friday is the busiest day of the week.

- Sunday is the slowest day of the week.
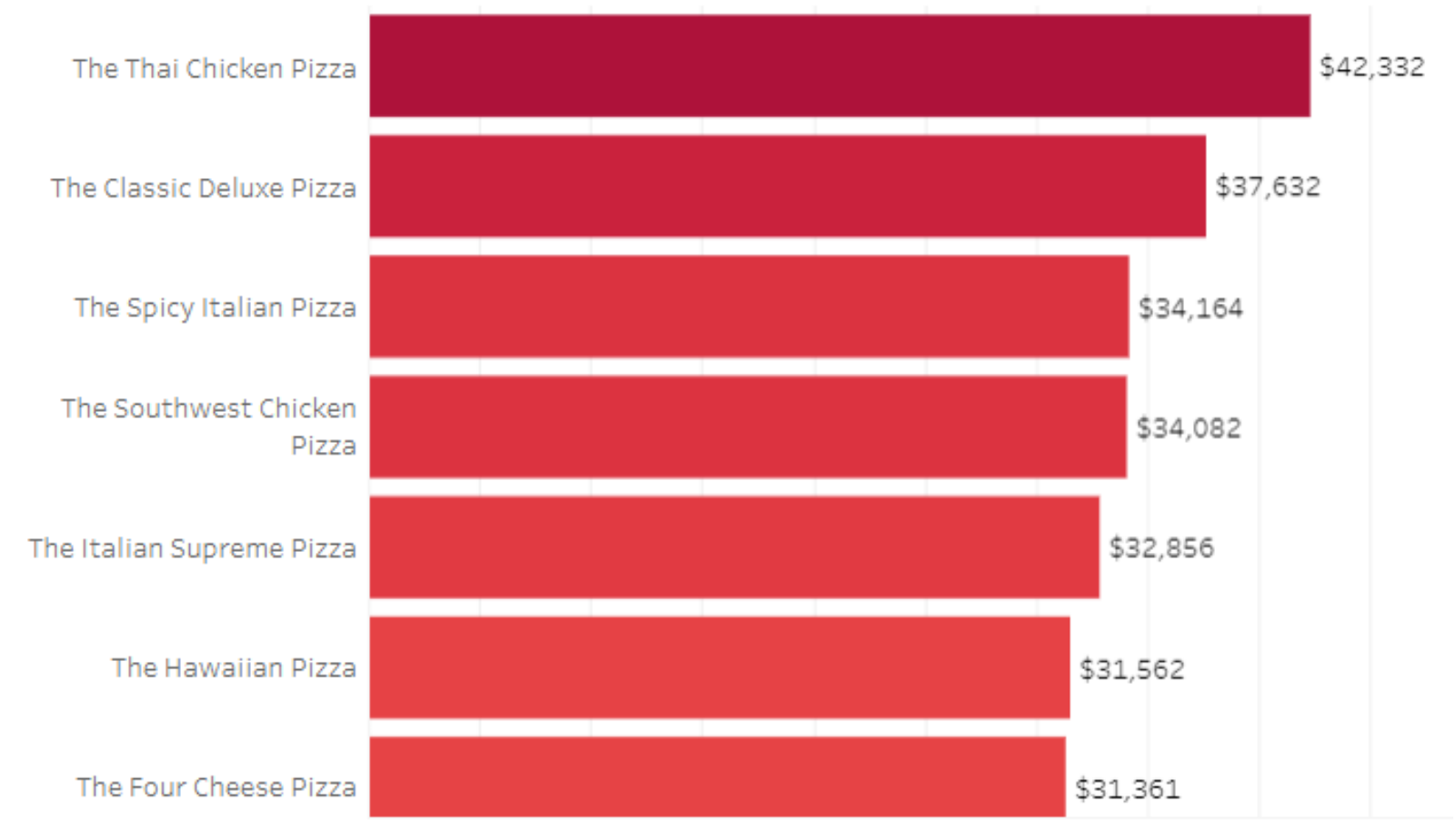
PEAK HOURS

Peak Hours

Distinct count of Order ..

0   2,520

12:00-1:00 and 6:00-7:00 are our peak hours

PIZZAS PER ORDER / BEST SELLERS

We average **1.019 pizzas** per order.

We should try to increase this number through promoted sales.

Best Selling Pizzas

Pizza	Sales
The Thai Chicken Pizza	$42,332
The Classic Deluxe Pizza	$37,632
The Spicy Italian Pizza	$34,164
The Southwest Chicken Pizza	$34,082
The Italian Supreme Pizza	$32,856
The Hawaiian Pizza	$31,562
The Four Cheese Pizza	$31,361

MOST PIZZA TYPES SOLD

of Pizzas Sold

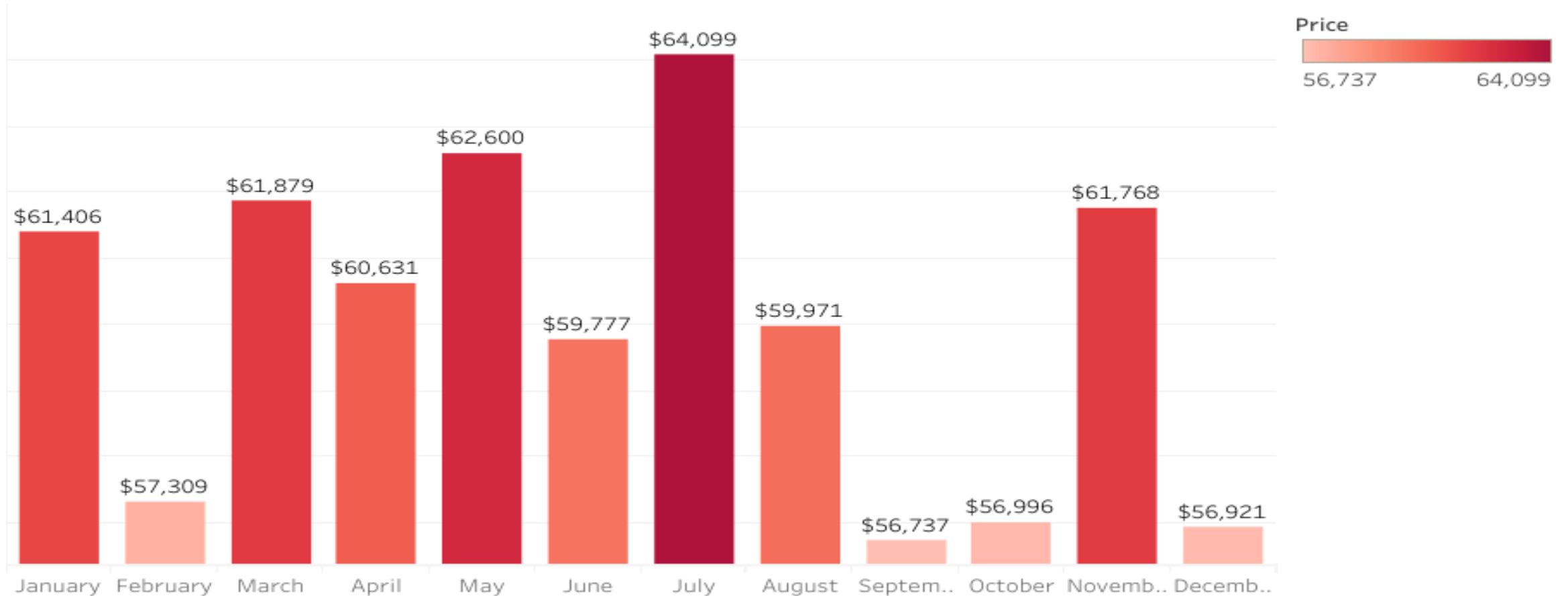| Pizza Type	# Sold
The Classic Deluxe Pizza	2,453
The Hawaiian Pizza	2,422
The Pepperoni Pizza	2,418
The Thai Chicken Pizza	2,371
The Sicilian Pizza	1,938
The Spicy Italian Pizza	1,924
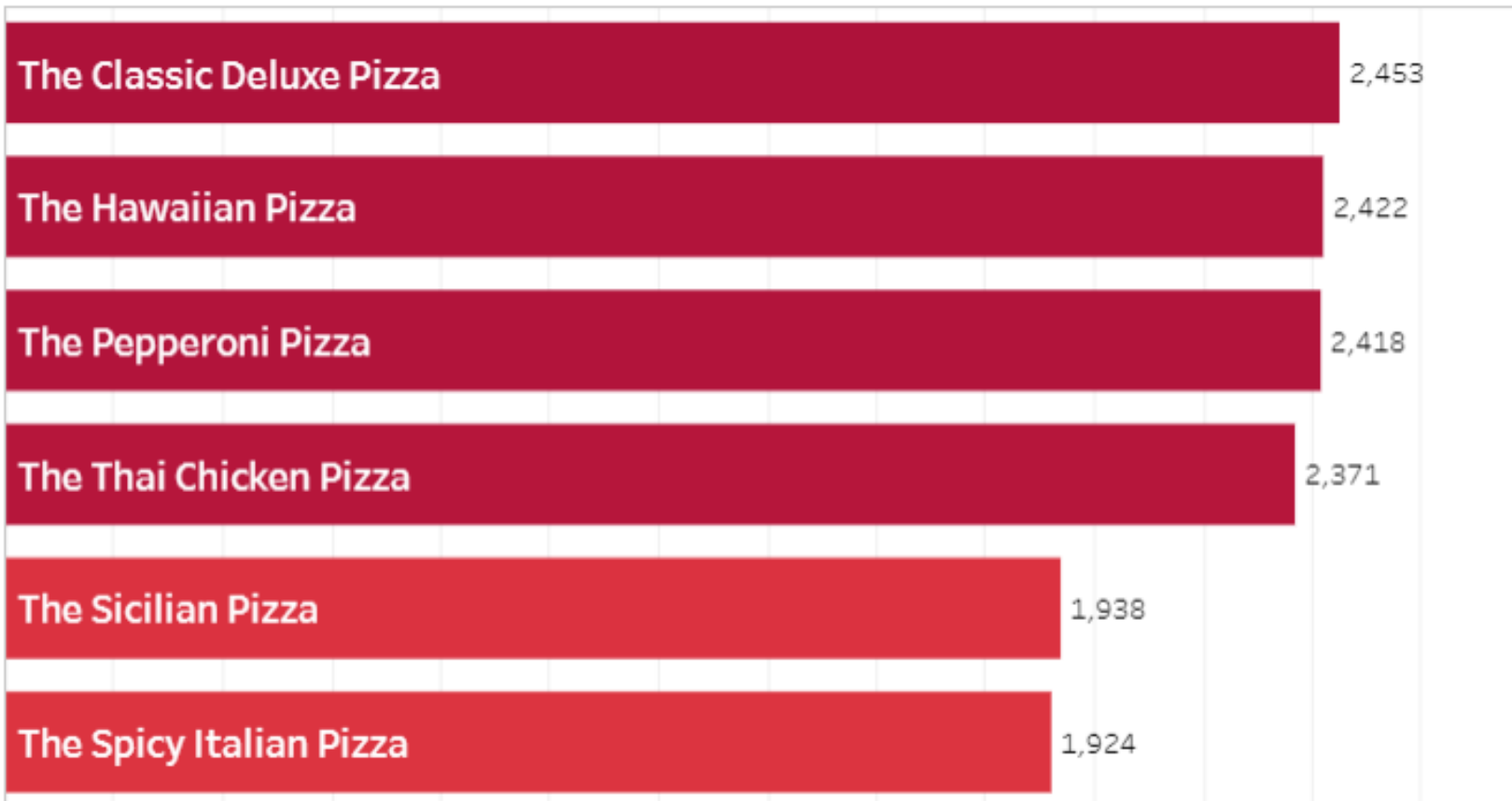
Customers love the **Pepperoni** and **Sicilian** pizzas; however, these two pizza types don't account for our top revenue earning pizzas.
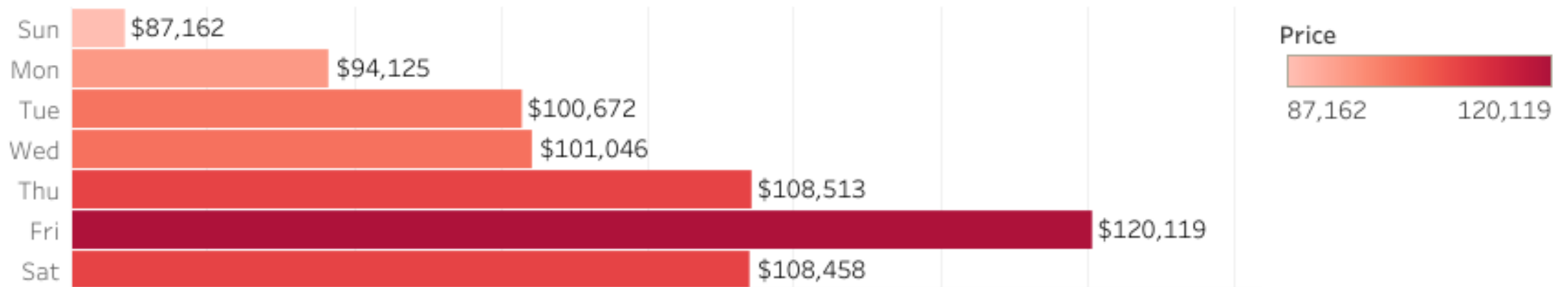
REVENUE BY DAY OF WEEK

Revenue / Day of Week

Day	Revenue
Sun	$87,162
Mon	$94,125
Tue	$100,672
Wed	$101,046
Thu	$108,513
Fri	$120,119
Sat	$108,458

Price
87,162 — 120,119

As with our daily customer counts, our top earning day of the week is Friday.

The worst performing day of the week for revenue is Sunday.

SEASONALITY REVENUE
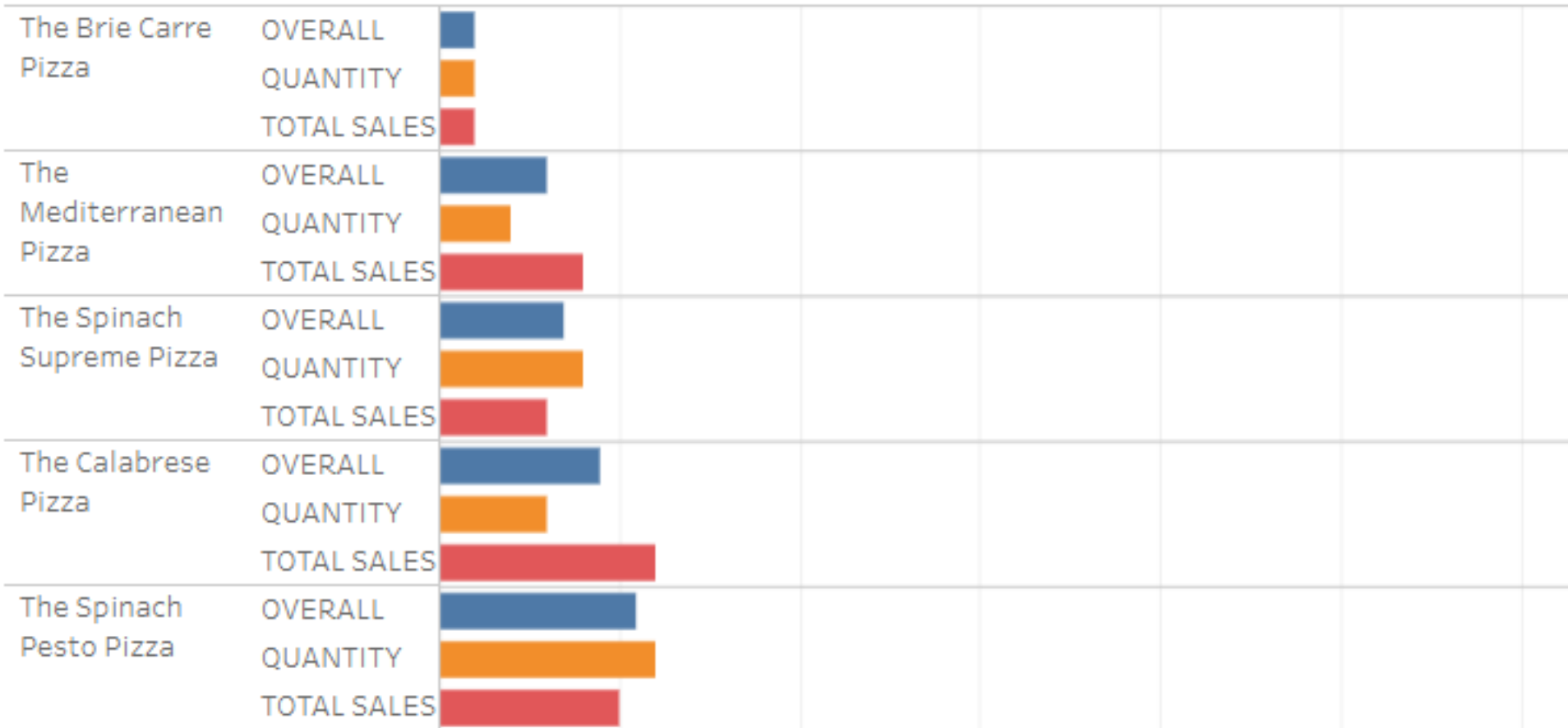
Seasonality

- Spring is our best-selling season.

- Summer and Winter are comparable in revenue.

- Fall is our worst performing season for revenue.

POOR PERFORMING PIZZAS

POTENTIAL PROMOTIONS

- Being that Pepperoni and Sicilian pizzas are so popular, yet are not among the highest earning pizzas, we could promote a multi pizza deal to help increase revenue and our pizza per order number of 1.01 because we know our customers love these two pizzas.

- Sundays are our worst selling days. Fall is our worst selling season. Fall and Sundays is the perfect combination for a special promotion for NFL Football fans. We may be able to run a special take-out promotion to increase revenue.