Pizza Sales Data Analysis Project

Project Title: Pizza Sales Dashboard & Business Insights Report

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Tool Used: Microsoft Power BI / Excel

Duration: Jan 15 – Dec 15 (1 Year Data)

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Project Objective:

**The goal of this project was to analyze pizza sales data to uncover key business insights, identify top-selling products, and recommend strategies to improve overall sales performance**.

**Key KPIs:**

KPI Value

Total Revenue $817.86K

Total Pizzas Sold 50K

Total Orders 21K

Average Order Value (AOV) $38.31

Average Pizzas Per Order 2.32

Sales Insights & Trends:

1. Best Selling Days & Months:

Weekends (Friday & Saturday) have the highest sales.

July and January are peak months with maximum order volumes.

2. Top Pizza Categories:

Classic (26.91%) and Supreme (25.46%) dominate the category sales.

Chicken and Veggie have lower but consistent sales.

3. Sales by Pizza Size:

Large Size Pizzas: 45.89% of total sales.

Medium and Regular sizes contribute significantly.

X-Large and XX-Large are least popular.

4. Top 5 Pizzas (Revenue & Quantity):

Top Revenue: The Thai Chicken, Barbecue Chicken ($43K each).

Top Quantity Sold: Classic Deluxe (2.5K units).

5. Bottom 5 Pizzas (Revenue & Orders):

Lowest Revenue: Brie Carre Pizza ($12K).

Least Ordered: Brie Carre Pizza (480 orders).

Business Insights & Recommendations:

1. Focus marketing campaigns on weekends (Friday/Saturday) for higher sales conversions.

2. Promote Classic and Supreme Pizzas through combo offers.

3. Upsell Large Size pizzas as they generate maximum revenue.

4. For low-selling pizzas (Spinach Pesto, Brie Carre), consider promotions or phasing them out.

5. Use monthly sales trends to plan inventory for January and July peaks.

Key Visualizations:

KPI Cards (Revenue, Orders, AOV)

Daily & Monthly Sales Trend Charts

Pie Charts (Category & Size-wise Sales Distribution)

Bar Graphs for Top/Bottom Pizzas by Revenue, Quantity & Orders.

Thankyou