

# PROBLEM STATEMENT

## KPI'S REQUIREMENT

We need to analyze key indicators for our pizza sales data to gain insights into our business performance. Specially, we want to calculate the following metrics:

1. **Total revenue:**
  - The sum of the total price of all pizza orders.
2. **Average Order Value:**
  - The average amount spent per order, calculated by dividing the total revenue by the total number of orders.
3. **Total Pizzas Sold:**
  - The sum of the quantities of all pizzas sold.
4. **Total Orders:**
  - The total number of orders placed.
5. **Average Pizzas Per Order:**
  - The average number of pizzas sold per orders, calculated by dividing the number of pizzas sold by the total number of orders.

## CHARTS REQUIREMENT

We would like to visualize various aspects of our pizza sales data to gain insights and understand key trends. We have identified the following requirements for creating charts:

1. **Daily Trend for Total Orders:**
  - Create a bar chart that displays the daily trend of total orders over a specific time period. This chart will help us identify any patterns or fluctuations in order volumes on a daily basis.
2. **Hourly Trend for Total Orders:**
  - Create a line chart that illustrates the hourly trend of total orders throughout of the day. This chart will allow us to identify peak hours or periods of high order activity.
3. **Percentage of Sales by Pizza Category:**
  - Create a pie chart that shows the distribution of sales across different pizza categories. This chart will provide insights into popularity of various pizza categories and their contribution to overall sales.
4. **Percentage of Sales by Pizza Size:**
  - Generate a pie chart that represents the percentages of sales attributed to different pizza sizes. This chart will helps understand customer preferences for pizza and their impacts on sales.

**5. Total Pizzas Sold by Pizza Category:**

- Create a funnel chart that presents the total number of pizzas based on each pizza category. This chart will allow us to compare the sales performance of different pizzas categories.

**6. Top 5 Best Sellers by Total Pizzas Sold:**

- Create a bar chart highlighting the top 5 best-selling pizzas based on the total numbers of pizzas sold. This chart will help us identify the most popular pizza options

**7. Top 5 Worst Sellers by Total Pizzas Sold:**

- Create a bar chart showcasing the bottom 5 worst-selling pizzas based on the total number of pizzas sold. This chart will enable us to identify underperforming or less popular pizza options.