

OFFICE TOUR

PRESENTATION OF PIZZAS SALES ANALYSIS PROJECT

Pizza Sales Analysis

Transforming Transactional Data into Strategic Intelligence

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END-TO-END ANALYSIS SCOPE

This project delivers a comprehensive sales analytics solution designed to extract actionable business intelligence from pizza sales transactions.



Revenue Optimization

Identifying high-impact drivers to maximize top-line performance.



Operational Efficiency

Time-based analysis to optimize staffing and preparation.



THE ANALYTICS STACK



MySQL Data Layer

Implementation of a robust Star Schema with Fact (order_details) and Dimension tables (orders, pizzas, types).



Power BI Dashboard

Interactive executive reporting with DAX-driven measures for Revenue, AOV, and Trends.



Strategic Analysis

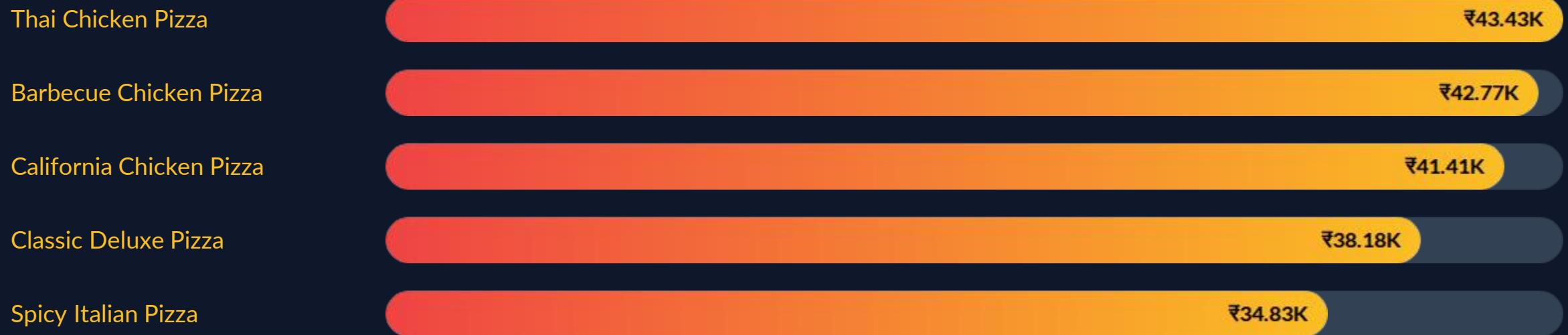
Advanced SQL joins and window functions to calculate cumulative growth and contribution %.

RELATIONAL SCHEMA DESIGN

Table Name	Type	Key Fields	Data Focus
order_details	Fact	order_id, pizza_id	Quantities and transaction-level IDs
orders	Dimension	order_id	Time and date attributes (Time Intelligence)
pizzas	Dimension	pizza_id	Product pricing and sizing matrix
pizza_types	Dimension	pizza_type_id	Categorization, names, and ingredients

Schema optimized for analytical queries and Power BI relationship modeling.

TOP 5 REVENUE GENERATORS



Top 3 are all from the Chicken category.

ANNUAL PERFORMANCE KPIS

₹817.9K

Total Revenue

21,350

Total Orders

49,574

Total Quantity Sold

₹38.31

Avg Order Value (AOV)

REVENUE SHARE BY CATEGORY



TOP PREMIUM PIZZAS



THAI CHICKEN



BBQ CHICKEN



CALIFORNIA CHICKEN

Total Revenue Impact: Over ₹125,000 Combined

OPERATIONAL INSIGHTS

-  **L-Size Dominance:** Large size pizzas account for the majority of sales volume across all categories.
-  **Peak Ordering:** Hour-based analysis reveals high volume during 12-1 PM and 5-7 PM windows.
-  **Consistent Growth:** Cumulative revenue analysis shows a steady linear trend throughout the year.



DATA-DRIVEN STRATEGIES



Product Bundling

Package medium & small pizzas with high-margin sides to drive increase in Average Order Value (AOV).



Dynamic Promotions

Run targeted promotions for Veggie and Supreme categories during off-peak hours (3-4 PM).



Premium Expansion

Introduce variations in high-performing categories like Chicken and Classic to maintain market lead.



Staffing Alignment

Sync preparation staffing with the identified peak ordering hours to reduce wait times.

THE ROADMAP AHEAD

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- Customer Segmentation:** Analyze ordering patterns to create personalized marketing personas.
- Predictive Forecasting:** Implement ML models to anticipate daily inventory needs.
- Profit Margin Analysis:** Integrate ingredient costs for deeper ROI tracking per pizza type.
- Cloud Deployment:** Transition MySQL to AWS/Azure for real-time dashboard updates.

Thank You

For your time and attention

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Final Dashboard in Power BI

Pizzas Sales Analysis Dashboard

Total Revenue
₹ 817.86K

Total Orders
21K

Total Quantity
50K

Avg Order Value
₹ 38.31



Dates

01-01-2015 31-12-2015

PizzasCategoryWise

- Chicken
- Classic
- Supreme
- Veggie

PizaasSizeWise

- L
- M
- S
- XL
- XXL

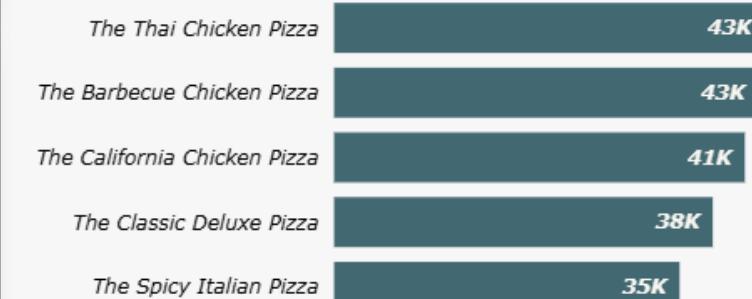
Total Revenue by Month



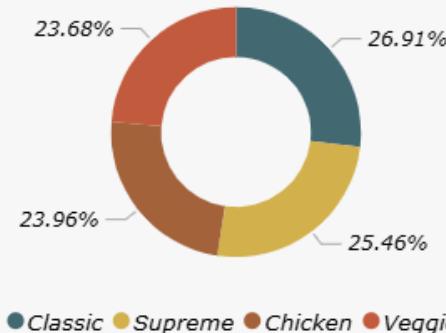
Total Quantity by size

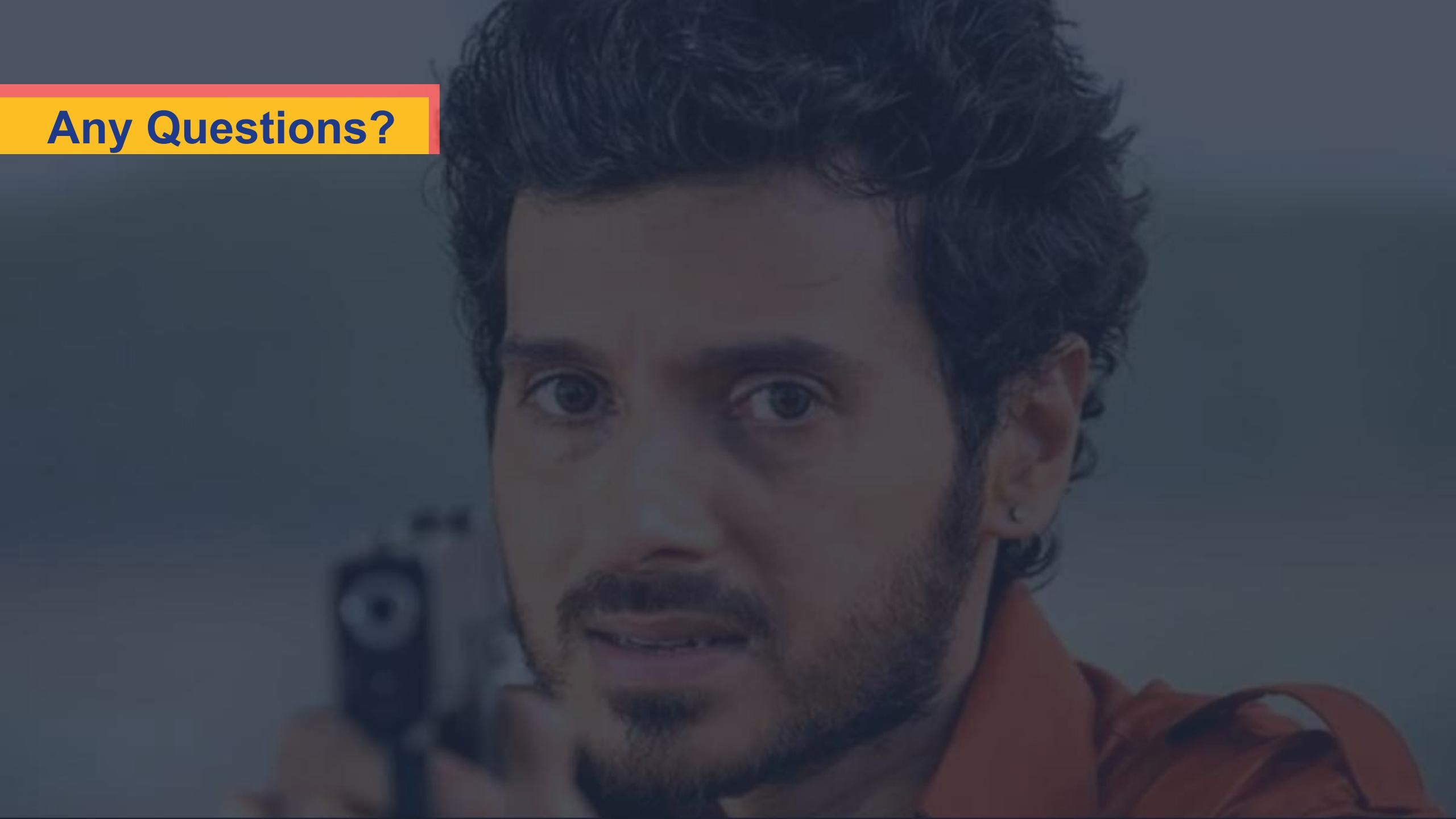


Total Revenue by name



Total Revenue by category





Any Questions?