KPI’s REQUIREMENT

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

1. Total revenue: the sum of the total price of all pizza orders.
2. Avg order value: The average amount spent per order.
3. Total pizzas sold: The sum of the quantities of all pizzas sold.
4. Total orders: the total no. of orders placed.
5. Avg pizzas per order: the avg number of pizzas sold per order, calculated by dividing the total number of pizzas sold by the total number of orders.

CHARTS REQUIREMENTS

We must 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 trends of total orders – create a bar chart that displays the daily trend of total orders over a specific time period. This chart can identify any patterns or fluctuations in order volumes daily.
2. Hourly trend for total orders – create a line chart that illustrates the hourly trend of total orders throughout 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 the popularity of various pizza categories and their contribution to overall sales.
4. % of sales by pizza size – generate a pie chart that represents the percentage of sales attributed to different pizza sizes.
5. Total pizzas sold by Pizza category – create a funnel chart that presents the total number of pizzas sold for each pizza category.
6. Top 5 best sellers by total pizzas sold – create a bar chart highlighting the top 5 best selling pizzas based on the total number of pizzas sold.
7. Bottom 5 worst sellers by total pizzas sold.