

PIZZA SALES AND ORDERS ANALYSIS

Conclusion: Based on the analysis of the pizza sales data, it shows that there is consistent demand of pizza throughout the year with slight fluctuations in sales during different seasons. This suggests that pizza remains a popular choice for consumers across all seasons.

Insights of pizza sales: The analysis of pizza sales data has provided valuable insights.

1. **Popular Pizza Varieties:** Classic Deluxe, Barbecue chicken and pepperoni pizza have constantly emerged as bestselling pizza varieties.
2. **Day-of-Week Patterns:** There is noticeable increase in sales on Thursday, Friday and Saturday, mostly its high on Friday.
3. **Pizza Category:** Classic pizzas are more demanding than other categories like Chicken, Supreme and Veggie.
4. **Pizza Sizes:** Large pizzas are mostly ordered pizza over other sizes.
5. **Hours Patterns:** As per analysis people mostly ordered pizzas on lunch time from Monday to Friday but on Saturday and Sunday its evening time.
6. **Monthly sales:** There is highest sales in July (\$72,557.90) and lowest sales in October (\$64,027.60).

Solution to increase sales: Based on insights gained from the analysis here are some actionable solutions to improve pizza sales.

1. **Seasonal promotions:** Implement targeted promotions and seasonal menu items to capitalize on peak demand during winter months and special occasions.
2. **Menu Optimization:** To increase the footfall introduce new and unique pizza flavour, also offer customization options for topping, crust types and sauces.

3. **Offers:** Introduce limited time offers to increase sales on evening. It creates a sense of urgency and entice customers to try new menu items and can offer points for every purchase that can be redeemed for discount.
4. **Product Bundling:** Analyzing which pizza combinations or side dishes are frequently ordered together can inform the creation of bundled meal deals to boost the sales.
5. **Inventory Management:** Analyzing sales data can help optimize inventory management by ensuring that ingredients are well-stocked for popular items and reducing waste for less frequently ordered items.
6. **Customer Feedback:** Incorporating customer feedback into the analysis can reveal areas for improvement in product quality, service or overall customer experience.

By implementing these solutions, we aim to not only increase pizza sales and make more informed decisions to drive business growth but also enhance customer's satisfaction and loyalty.