

# PROBLEM STATEMENT

## KPI's REQUIREMENT

We need to analyse key indicators for our 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. Average Order Value:**

The average amount spent per order, calculated by dividing the total revenue by the total amount of orders.

**3. Total Pizzas Sold:**

The sum of the quantities of all pizzas sold.

**4. Total Orders:**

The total numbers of orders placed.

**5. Average Pizza Per Order:**

The average number of pizzas sold per order, calculated by dividing the total number of pizzas sold by the total number of orders.

## CHART 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. Monthly 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 period 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 and their contribution to overall sales.

**4. Percentage of Sales by Pizza Size:**

Generate a pie chart that represents the percentage of sales attributes to different pizza sizes. This chart will help us understand customer performance for pizza size and their impact on sales.

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

Create a funnel chart that presents the total number of pizzas sold for each pizza category. This chart will allow us to compare the sales performance of different pizza options.

**6. Top 5 Best Sellers by Revenue, Total Quantity and Total Orders:**

Create a bar chart highlighting the top 5 best-selling pizzas based on the revenue. Total quantity, total orders. This chart will help us identify the most popular pizza option.

**7. Bottom 5 Best Sellers by Revenue, Total Quantity and Total Orders:**

Create a bar chart showcasing the bottom 5 worst-selling pizzas based on the revenue. Total quantity, total orders. This chart will enable us to identify underperforming or less popular pizza option.