



PIZZA PLACE SALE

Data Analytics Case Study



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Introduction

Problems and background

- The management intends to achieve its goal of improving the pizza place's performance by conducting a comprehensive analysis of customer behavior and order data to identify key patterns and opportunities for improvement. This analysis will be based on sales performance over the past year, providing insights into customer behavior, peak sales periods, and seasonal trends.



scope

- **Objective:** To analyze pizza outlet data from 2015 to identify key insights, KPIs, and root causes for business improvement in subsequent years.
- **Focus Areas:** Product, Price, Promotion, and Profitability

Stakeholders

- **Management:** Interested in the overall business performance and strategic decisions.
- **Operations Team:** Focus on improving daily operations, peak hour staffing, and inventory management.
- **Marketing Team:** Responsible for creating promotions and customer engagement based on the insights.



Goals and KPIs

- Peak Time: 12:00 PM to 1:00 PM & 5:00 PM to 7:00 PM
- Avg. Count of Pizza per order: 3
- Average Order value: \$37.56
- Best Pizza Saler is: BIG_MEAT_S
- Average Monthly revenue: \$68,155
- Total Revenue: \$817,860.05
- Total pizza sold in year: 49574
- Promote: Pizza sales increase in Summer season



Technical Processes

1. Data Cleaning and Preparation
2. Pivot Tables for Data Aggregation.
3. Data Analysis with Formulas Revenue Analysis.
4. Data Visualization

Recommended Analysis



How many customers do we have each day? Are there any peak hours?



How many pizzas are typically in order? Do we have any bestsellers?



How much money did we make this year? Can we identify any seasonality in the sales?



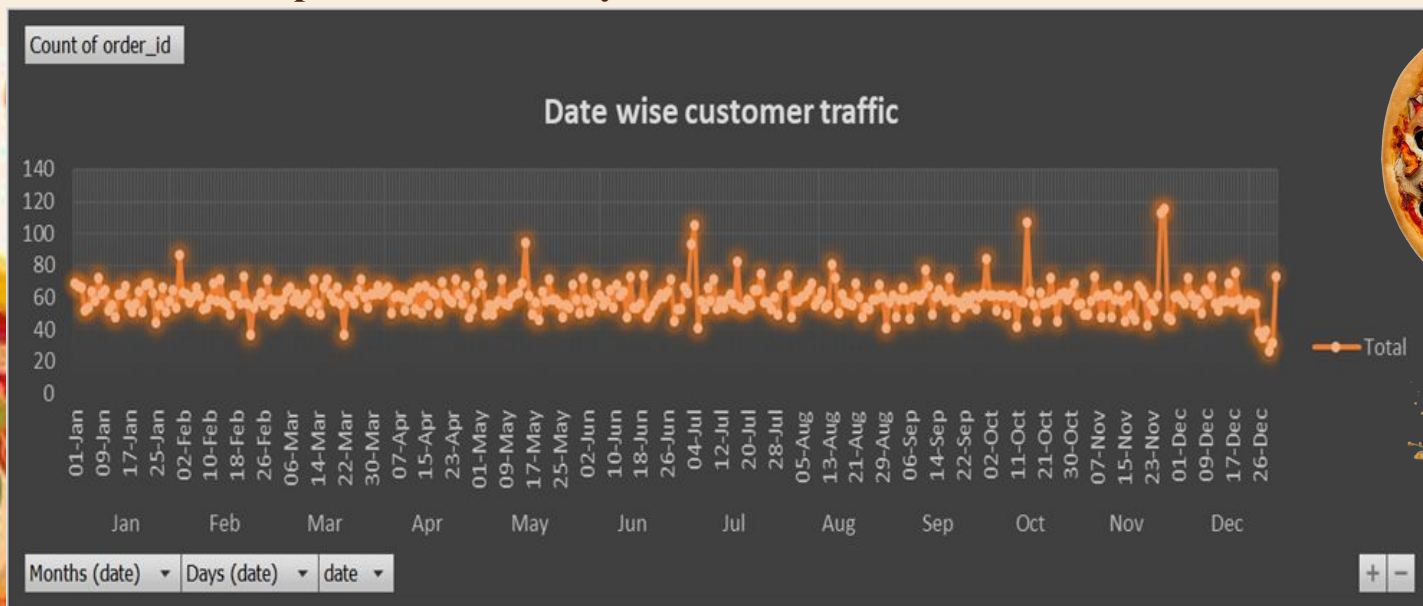
Are there any pizzas we should take off the menu, or any promotions we could leverage?

1. How many customers do we have each day? Are there any peak hours?

After analysis, we have 50 to 70 customers each day and there are two pick hours in a day.

Total Customer in 2015: 21350

- Average customer count per day :60
- There are two pick hours in a day : 12:00 PM to 1:00 PM & 5:00 PM to 7:00 PM



2. How many pizzas are typically in order? Do we have any bestsellers?

Avg. Count of Pizza per order: 3

Best Pizza Saler is: **BIG_MEAT_S**



3. How much money did we make this year? Can we identify any seasonality in the sales?

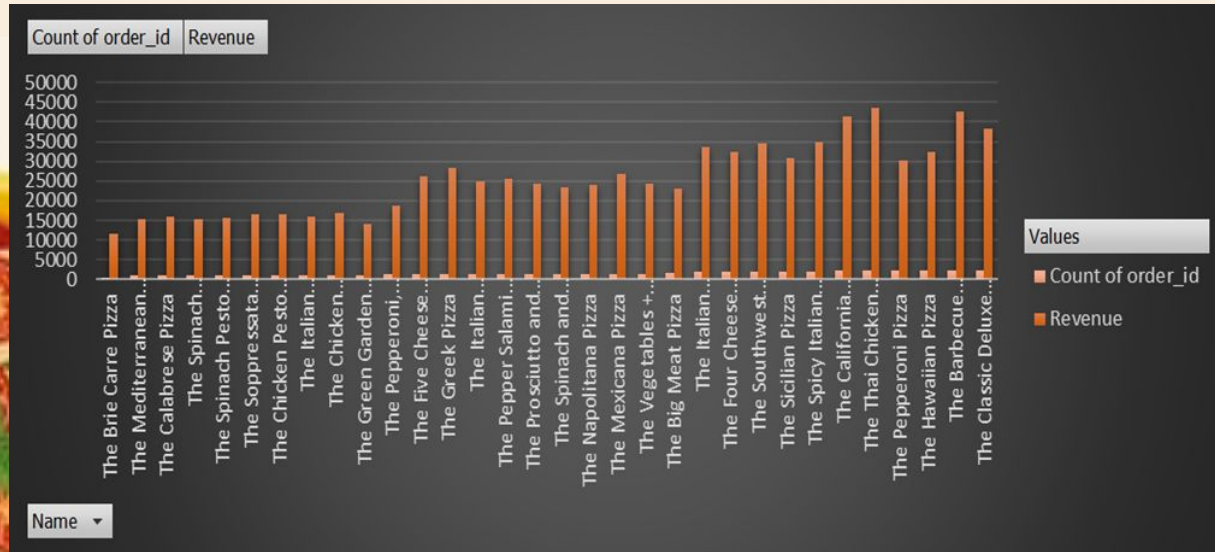
Total Yearly Revenue: \$817860.05

yes we can identify Maximum pizza sales increase in Summer.



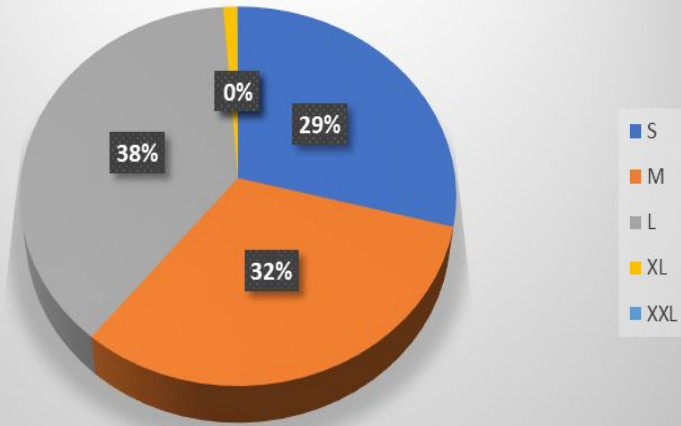
4. Are there any pizzas we should take off the menu, or any promotions we could leverage?

- The 'Brie Carre Pizza' can take off from menu, it has lowest sale & revenue in year 2015.
- We should promote 'Thai Chicken pizza' due to highest revenue (AS higher the revenue higher the profit).



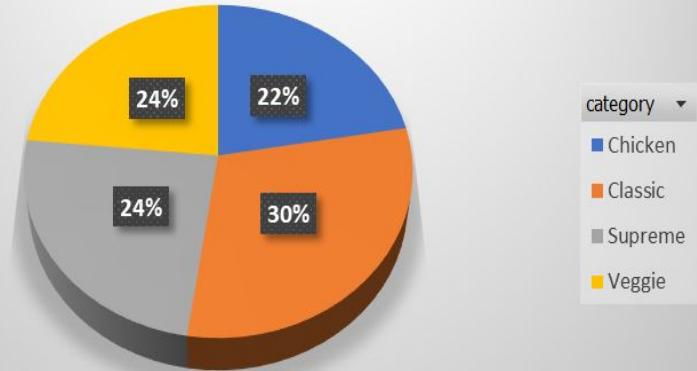
Insights

Pizzaa order as per size



Sum of quantity

Pizza Catogery wise sales



Solution

- **Provide Excellent Customer Service:** Train staff to be friendly, helpful, and knowledgeable about the menu. Optimising staffing and kitchen operation during peak hour.
- **Menu Optimization:** Based on analysis remove underperforming pizzas and introduce new ones based on customer demand and profitability.
- **Seasonal Menu offers:** Create seasonal menus with limited-time offers to keep customers engaged and excited.
- **Exclusive Offers:** Provide exclusive discounts, free items, or early access to new products for loyal members focusing on off peak hour to balance traffic.
- **Targeted Email Marketing:** Send personalized email campaigns based on customer preferences and purchase history.



THANKS!



Do you have any questions?

ruchidubey05@gmail.com
7282013725
Jobaaj.com

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