

PIZZA SALES ANALYSIS





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INTRODUCTION




PROBLEM STATEMENT & BACKGROUND

Investigate the pizza sales data to identify trends, patterns, and insights pivotal for strategic decision-making. This comprehensive analysis will encompass key performance indicators such as total revenue, average order value, total pizzas sold, total orders, and average pizzas per order. By dissecting sales patterns by category and size, identifying peak sales times, and determining top and bottom-selling items, our aim is to optimize operational efficiency and enhance customer satisfaction. The goal is to leverage these insights to refine marketing strategies, menu offerings, and overall business approach, ultimately driving increased profitability and sustained growth.



SOLUTION

Our solution involves conducting a thorough analysis of our pizza sales data using advanced analytical techniques. By employing tools such as SQL queries, data visualization, and statistical modelling, we aim to uncover actionable insights that will drive strategic decision-making. Through this data-driven approach, we will optimize our marketing campaigns, refine menu offerings, and improve operational efficiency to maximize profitability and enhance customer satisfaction .



GOALS & KPIs

The goal is to leverage these insights to refine marketing strategies, menu offerings, and overall business approach, ultimately driving increased profitability and sustained growth.

KPIs:-

1.Total Revenue

2.Average order value

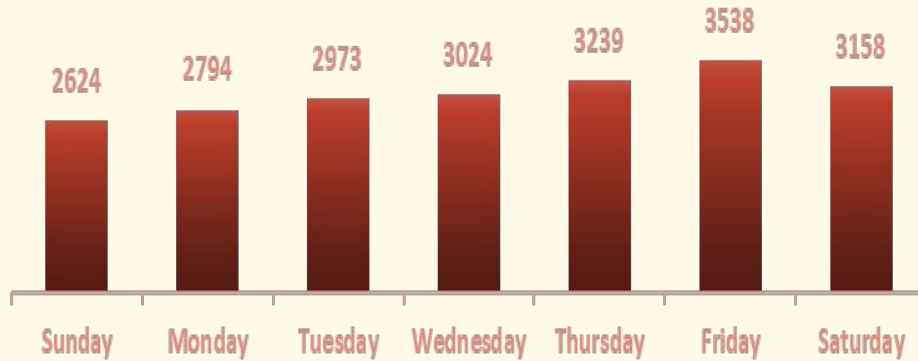
3.Total pizzas sold

4. Total orders

5. Average pizza per order

RECOMMENDED ANALYSIS

Daily trend for total orders



Busiest days and times

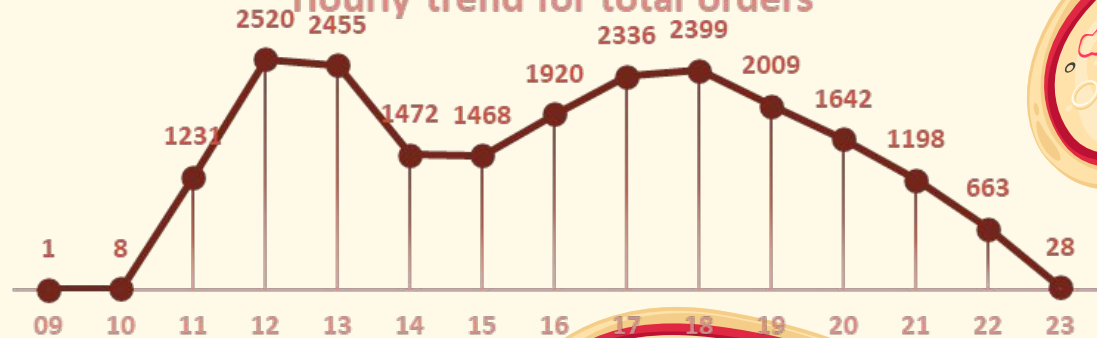
DAYS

Orders are highest on saturday

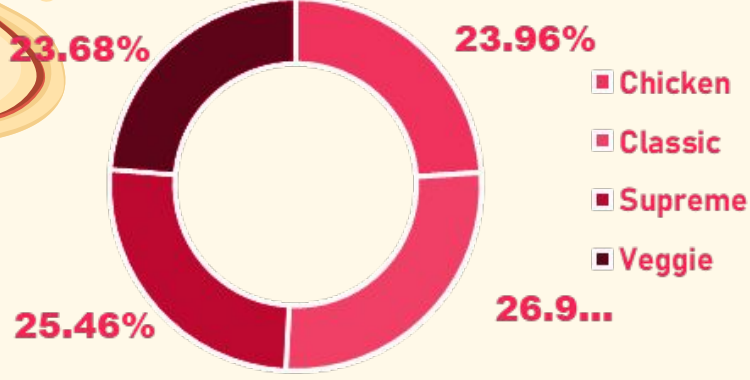
TIMES

There are maximum orders from 12pm to 1pm & from 4pm to 6pm.

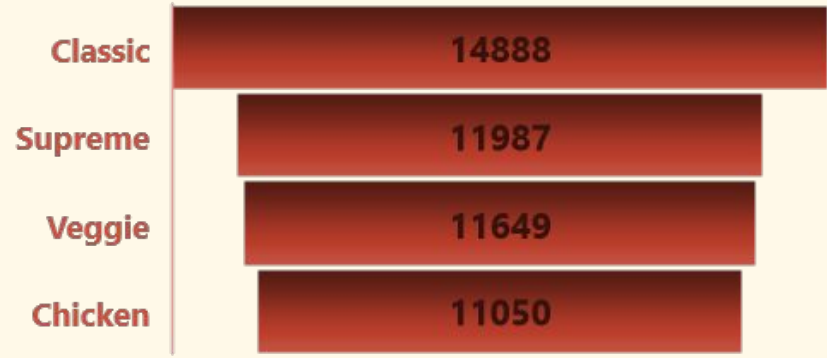
Hourly trend for total orders



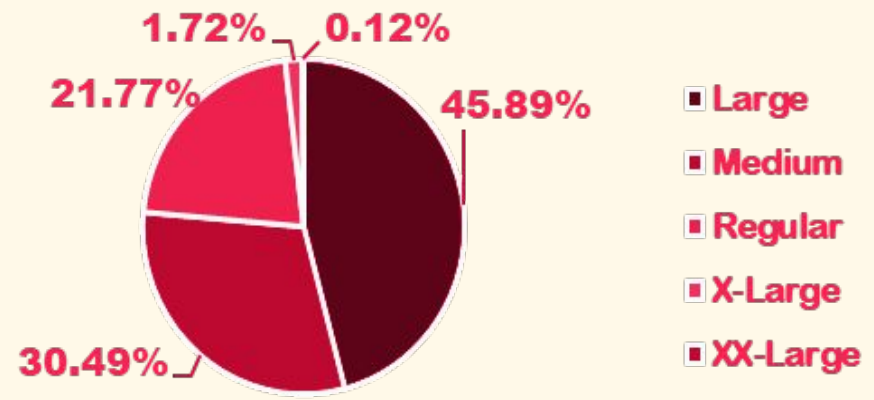
% of sales by pizza category



Total pizza sold by pizza category



% of sales by pizza size



Sales by category and size

CATEGORY
Classic category contributes to max sales and orders.

SIZE
Large size pizza contributes to max sales.



Top 5 Sellers



Best And Worst Sellers

CATEGORY

Classic Deluxe pizzas are the best seller and revunue generator.

SIZE

The Brie Carre Pizza is at the bottom.




Worst Sellers







CONCLUSION





In conclusion, this project has provided valuable insights into the sales performance of our pizza restaurant chain. Through meticulous analysis of sales data using SQL and other data analysis techniques such as MS Excel, we have gained a deeper understanding of key aspects such as busiest days and times, sales by category and size, and best and worst sellers.

The findings reveal that Fridays are the busiest days for pizza sales, with peak sales . Additionally, sales are predominantly driven by the classic category, particularly large-sized pizzas, indicating a preference for traditional favourites among our customers. Furthermore, our analysis identifies the Classic Deluxe pizzas as top performers in terms of revenue generation, while The Brie Carre lags behind as a bottom seller.



These insights provide actionable recommendations for optimizing our operations, marketing strategies, and menu offerings. By capitalizing on peak sales times, promoting popular categories and sizes, and potentially reevaluating underperforming menu items, we can enhance overall sales performance and customer satisfaction.





THANK YOU!

PROJECT OWNER: MUSHKAN SAH

Email Id: muskaansah2000@gmail.com

LinkedIn: <https://www.linkedin.com/in/mushkan-sah-m200017>

Peerlist: <https://peerlist.io/mushkan17>

