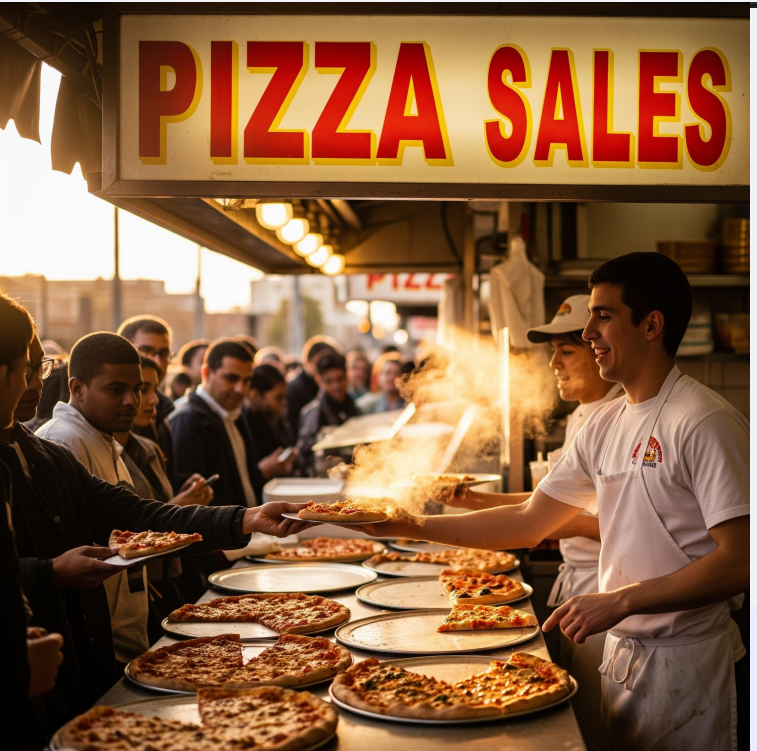
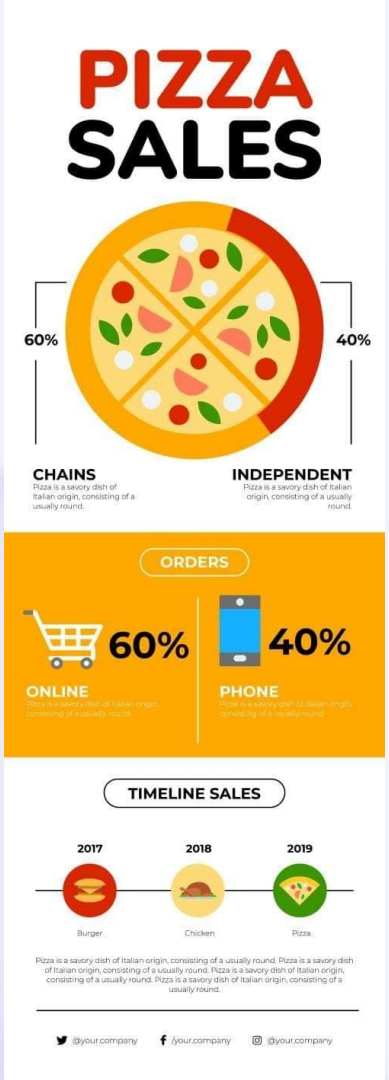
Pizza Sales Data Analysis Project



Author: Samir Kamble

CONTENTS



1. Project Objectives

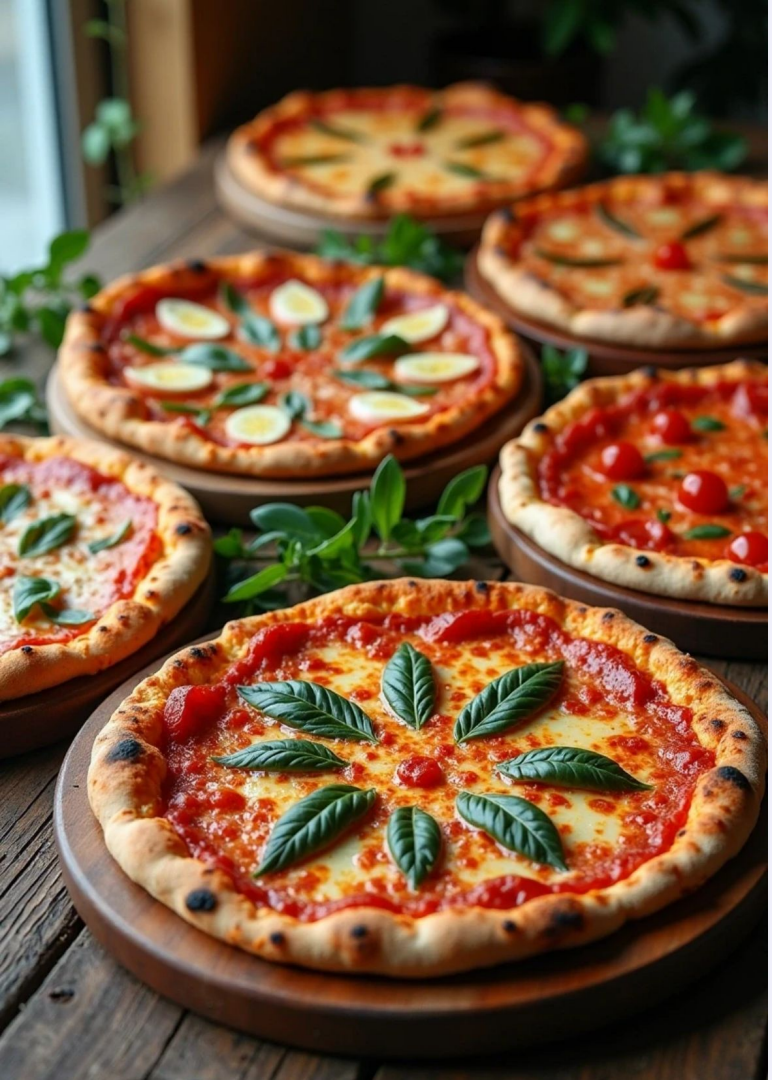
Determine the overall income generated from all pizza sales to assess business performance.

Measure the total quantity of pizzas ordered to understand product demand and sales volume.

Analyze the average spending per customer order to evaluate purchasing behavior and pricing effectiveness.

Discover which pizza variant contributes the most to total sales, helping in inventory and marketing decisions.

Analyze time-based sales patterns to identify the busiest periods and optimize operations accordingly.



2. About the Dataset

The dataset includes detailed pizza order information such as order IDs, pizza variants, quantities, prices, and order times. It helps analyze sales trends and customer preferences.

Field Name	Data Type	Description
pizza_id	*Integer*	Unique ID for each pizza record.
order_id	*Integer*	Identifies each order (may include multiple pizzas).
pizza_name_id	*String*	Code for a specific pizza variant.
quantity	*Integer*	Number of pizzas ordered.
order_date	*Date*	Date when the order was placed.
order_time	*Time*	Time when the order was placed.
unit_price	*Float*	Price of one pizza.
total_price	*Float*	Total amount = quantity × unit price.
pizza_size	*String*	Size (S, M, L, XL).
pizza_category	*String*	Category (Classic, Veggie, Supreme, etc.).
pizza_ingredients	*String*	Ingredients used in the pizza.
pizza_name	*String*	Full name of the pizza from menu.

3. Data Dictionary Overview

4. Key Performance Indicators (KPIs)

Total Revenue

The total income from pizza sales

Total Pizzas Sold

The total number of pizzas sold

Average Order Value

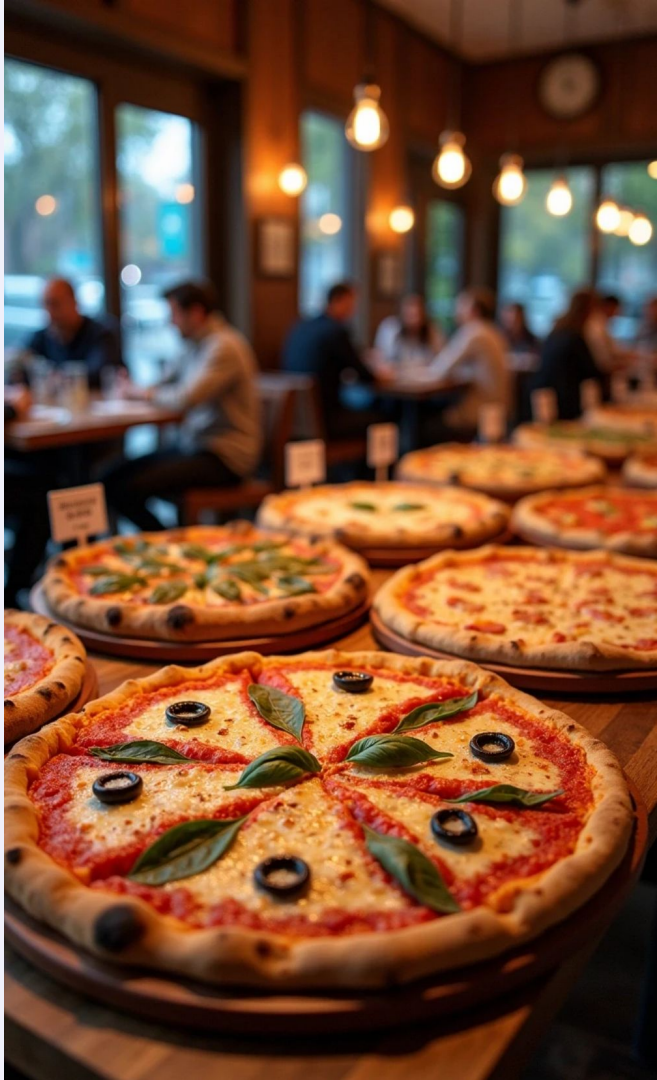
The average value of each customer order

Best-Selling Pizza

The pizza with the highest sales

Peak Sales Hour

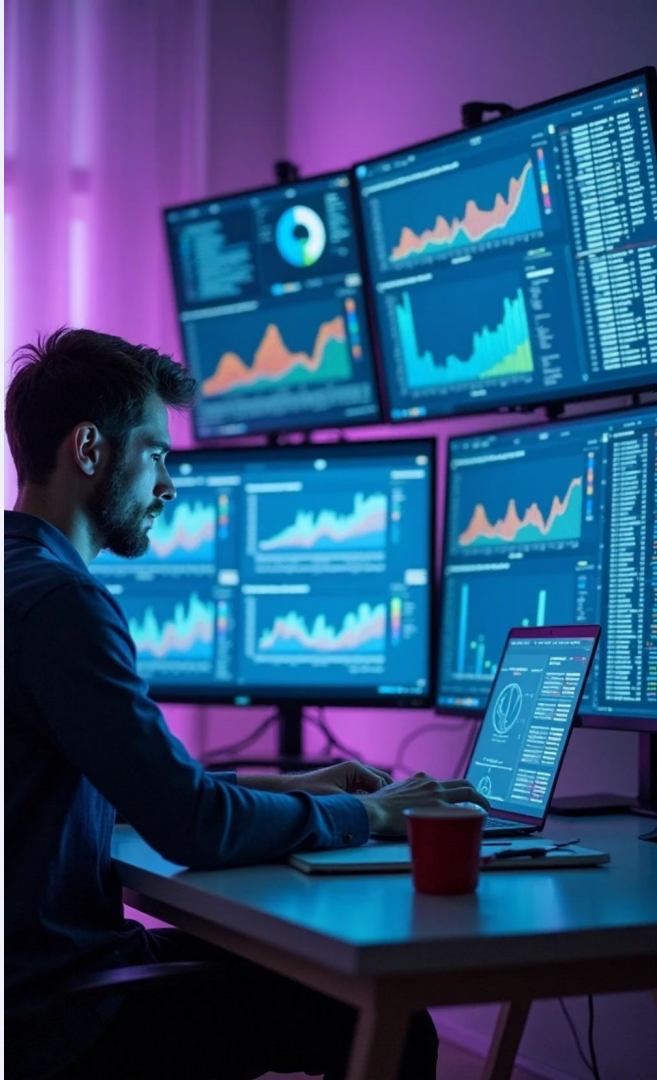
The time period with the highest number of orders



5. Tools & Techniques

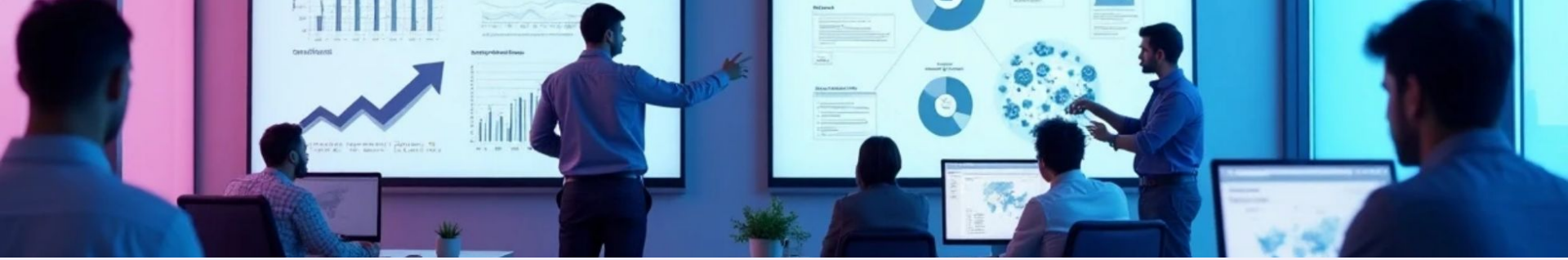
Python (Pandas), SQL, and data visualization tools like Excel/PowerBI.

- Data cleaning
- Analysis
- Visualization



6. Findings & Insights

1	2
Peak orders during lunch hours and weekends	Medium pizzas are most popular
3	4
Classic Deluxe and Hawaiian pizzas have highest sales	Increasing sales trend over time



7. Conclusion

The dataset helped identify valuable sales patterns and business insights. It is useful for strategic decisions and marketing.

➢ Future scope: add customer data or forecasting models.

Thank You

“Questions are welcome.”