PIZZA SALES ANALYSIS

Introduction:

This is a guided project by Data Analyst Miss Ayushi Jain . The project focuses on a pizza sales dataset where I am tasked to analyze in order to derive insights for the company.

Pizza Sales Analysis:

The dataset, "Pizza.csv," contains information about pizzas, orders, and sales.

The analysis covers various aspects, including identifying the best and worst selling pizzas, determining total revenue generated, calculating average revenue, and examining sales trends on various time scales.

Dataset Overview:

The dataset includes the following columns:

Pizza_id: Unique identifier for each pizza.

Pizza_name: Name of the pizza.

Order_id: Unique identifier for each order.

Order_date: Date when the order was placed.

Pizza_size: Size of the pizza.

Quantity: Number of pizzas ordered.

Unit_sold: Price per pizza.

Total_unit_sold: Total revenue generated for each pizza.

Order_time: Timestamp indicating the time of the order

Goal: Learn something new and advance in my knowledge of Excel

Process:

Data cleaning:

After successfully importing the dataset into Excel, I decided to glance through the data just to better understand it and then I check for outliers, null values, blanks rows and many more. I also ensured the data type of each column corresponds with the data inputted in it.

Data prepping:

After cleaning the dataset, I focus solemnly on the insights I could derive from the dataset and I did so by asking business related questions like:

· The Total Pizza Sold

· The Total Orders

· Average Pizza by Order

· Daily Trends for Total Order

· Monthly Trends for Total Order

· Sales by category

· Sales by Pizza Size

· Top 5 pizza

· Bottom 5 pizza

· Top 5 pizza by total orders

After successfully prepping the data, I decided to visualize the data.

Data visualization:

After successfully prepping the data, I decided to visualize my insights based on the questions I had ask but before I did that, I did a sketch of What I wanted each insights to represent and which charts I should use to represent them. I also did a quick sketch on what the dashboard would look like.

After visualizing the data I did the following things:

· Represented certain information using KPIs

· Visualized the data using charts in EXCEL

· Designed the dashboard using Tiled containers and chart

Finished Project:
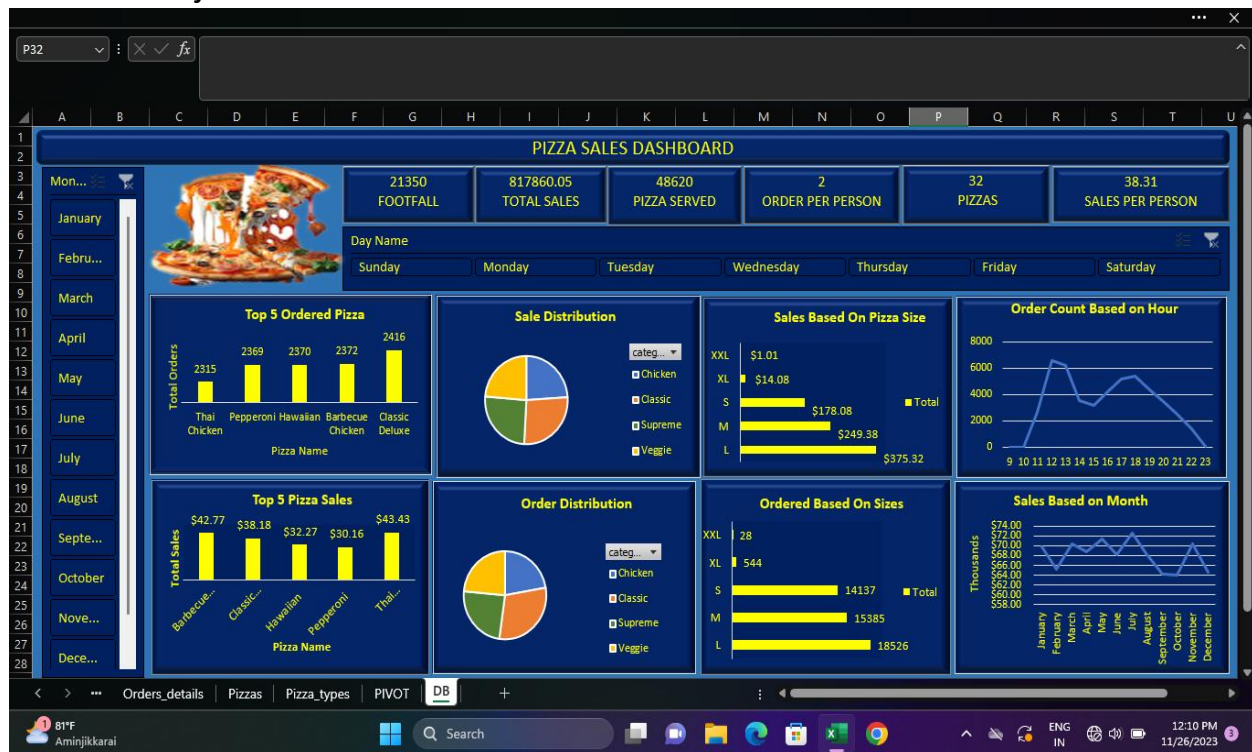
Insights:

Below are general insights from this dashboard:

· Orders are its maximum during weekdays Thursday and Friday.

· There are maximum orders May and July.

· Classic pizza has the highest sales and orders.

· The Highest sales by sales is the large size pizza.

· The Thai Chicken pizza has the highest sales by revenue

· The Classic Deluxe pizza has the highest total orders.

· The Classic Deluxe pizza has the highest sales by quantity

· The Brie Carre pizza has the least sales by revenue.

· The Brie Carre pizza has the least total orders.

· Brie Carre pizza has the least sales by quantity.

Conclusion:

It provides actionable information for product management, pricing strategies, and marketing efforts.

- Identification of best and worst-selling pizzas.
- Calculation of total revenue generated.
- Determination of average revenue per pizza.
- Visual representation of sales trends on different time scales.

The inclusion of line charts, bar charts, and Pie charts provides a rich visual context for understanding sales patterns, percentage breakdowns, and historical performance. These visualizations empower decision-makers with actionable insights to optimize pricing, marketing strategies, and operational planning.