

Maven Pizza Challenge

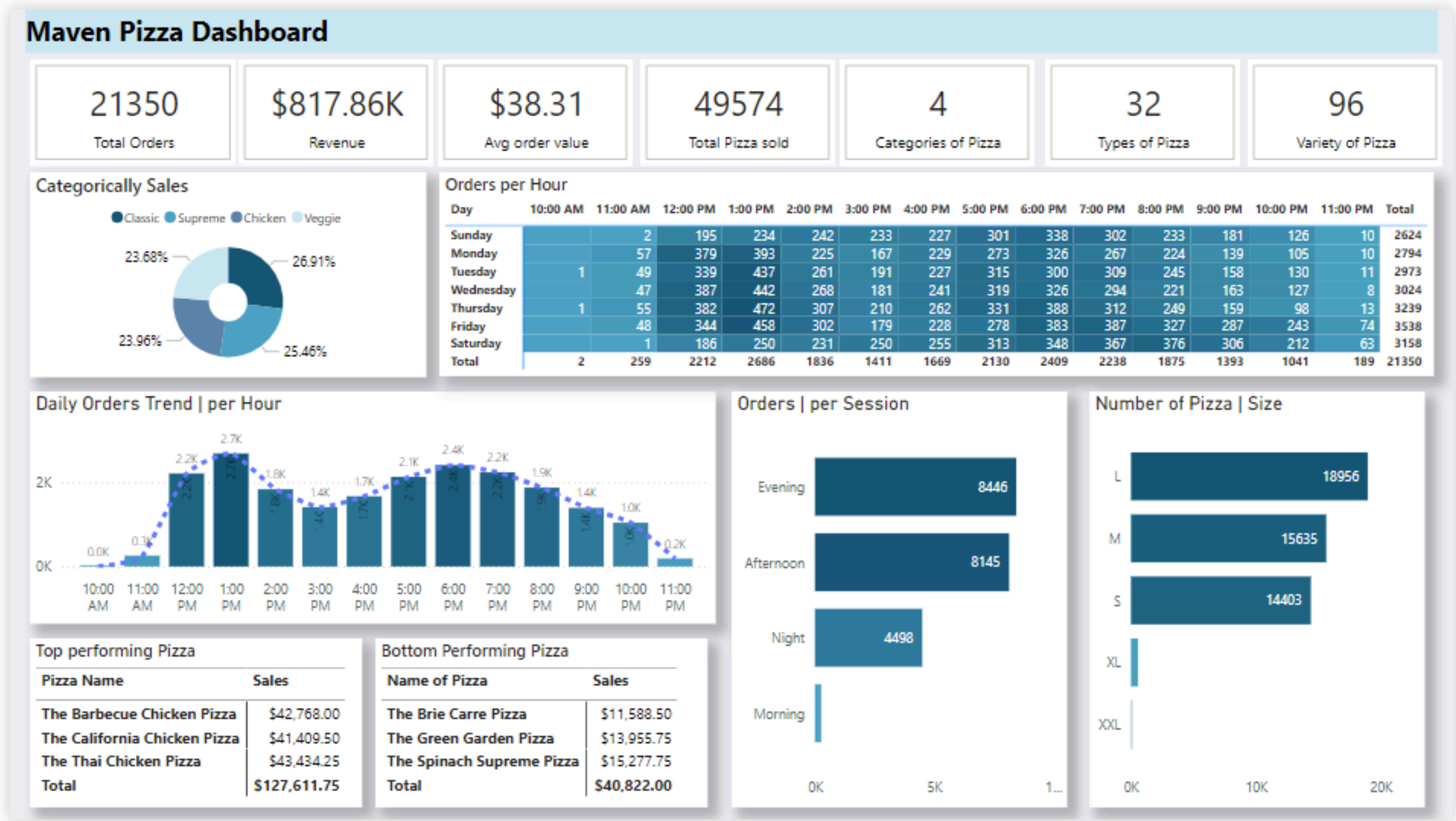
Data Analysis

Project

By Saurabh Kulkarni



Maven Pizza Dashboard



Financials

\$817.86K

Revenue

21350

Total Orders

\$38.31

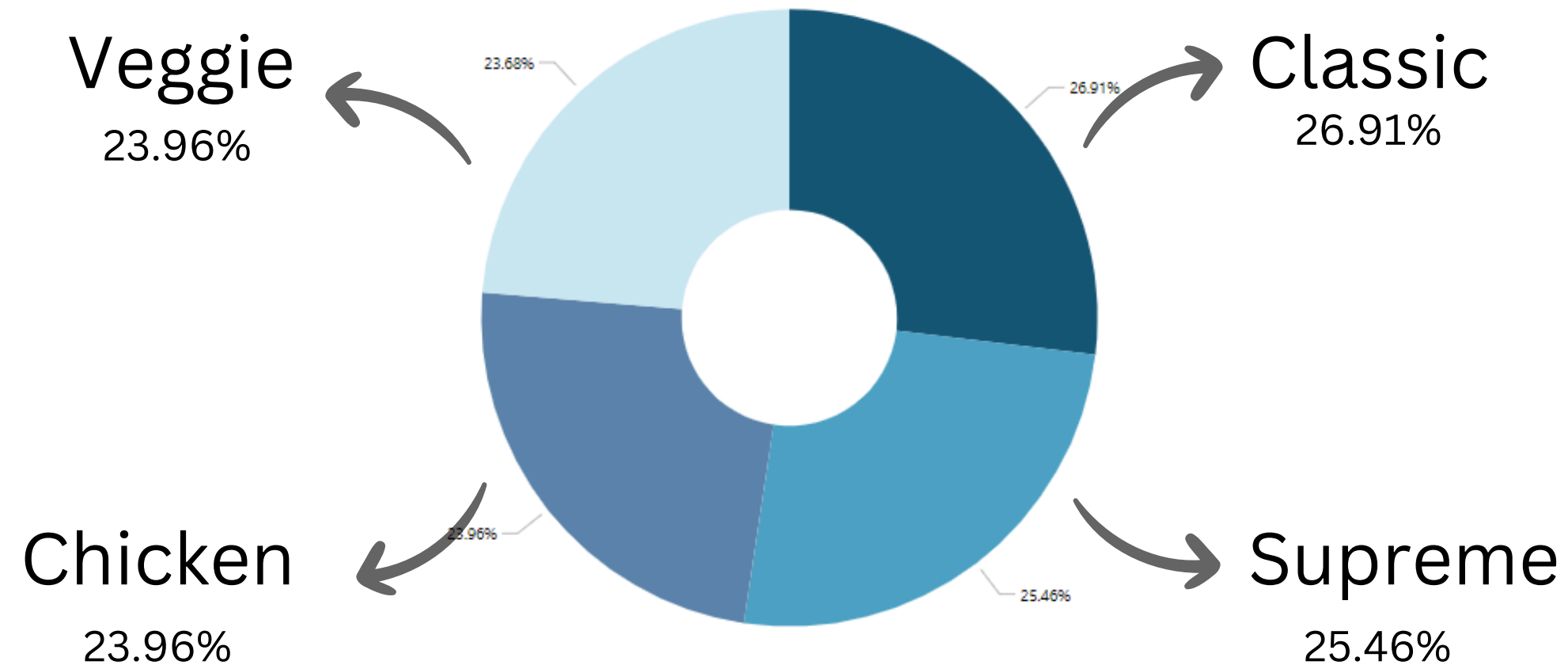
Avg order value

49574

Total Pizza sold

- The store achieved a total revenue of \$817.86K from 21,350 orders, with an average order value of \$38.31.
- A total of 49,574 pizzas were sold, highlighting strong sales performance and customer demand.
- This analysis provided critical insights into revenue generation and sales trends, supporting strategic business decisions to optimize future growth.

Categorical Contribution



- The revenue distribution across Maven Pizza's four categories Classic, Supreme, Chicken, and Veggie demonstrates a well-balanced contribution.
- Classic pizzas led with 26.91%, followed closely by Supreme at 25.46%, Chicken at 23.96%, and Veggie at 23.68%.
- This near-equal contribution across categories highlights the store's diverse appeal and the popularity of each pizza type among customers.

Varieties available in the store

4

Categories of Pizza

32

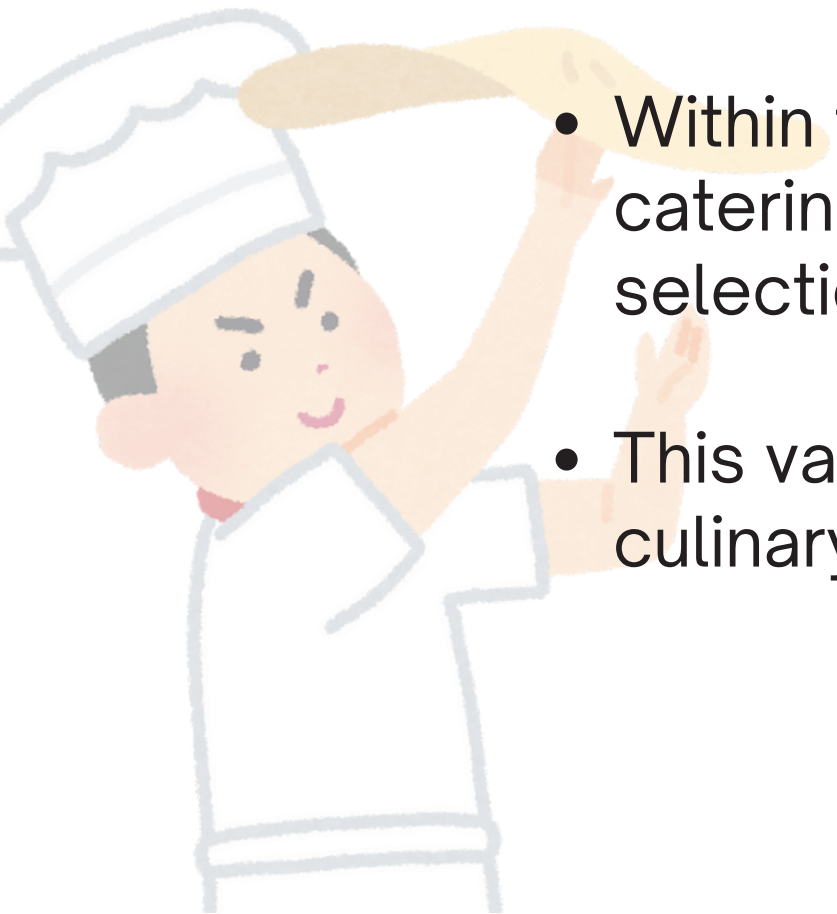
Types of Pizza

96

Variety of Pizza



- Maven Pizza offers an extensive range of pizzas, with 32 unique types spread across four main categories: **Classic, Chicken, Veggie, and Supreme.**
- Within these categories, the store boasts a remarkable 96 pizza varieties, catering to diverse customer preferences and ensuring a comprehensive selection that appeals to a wide audience.
- This variety reflects the store's commitment to providing a rich and varied culinary experience.



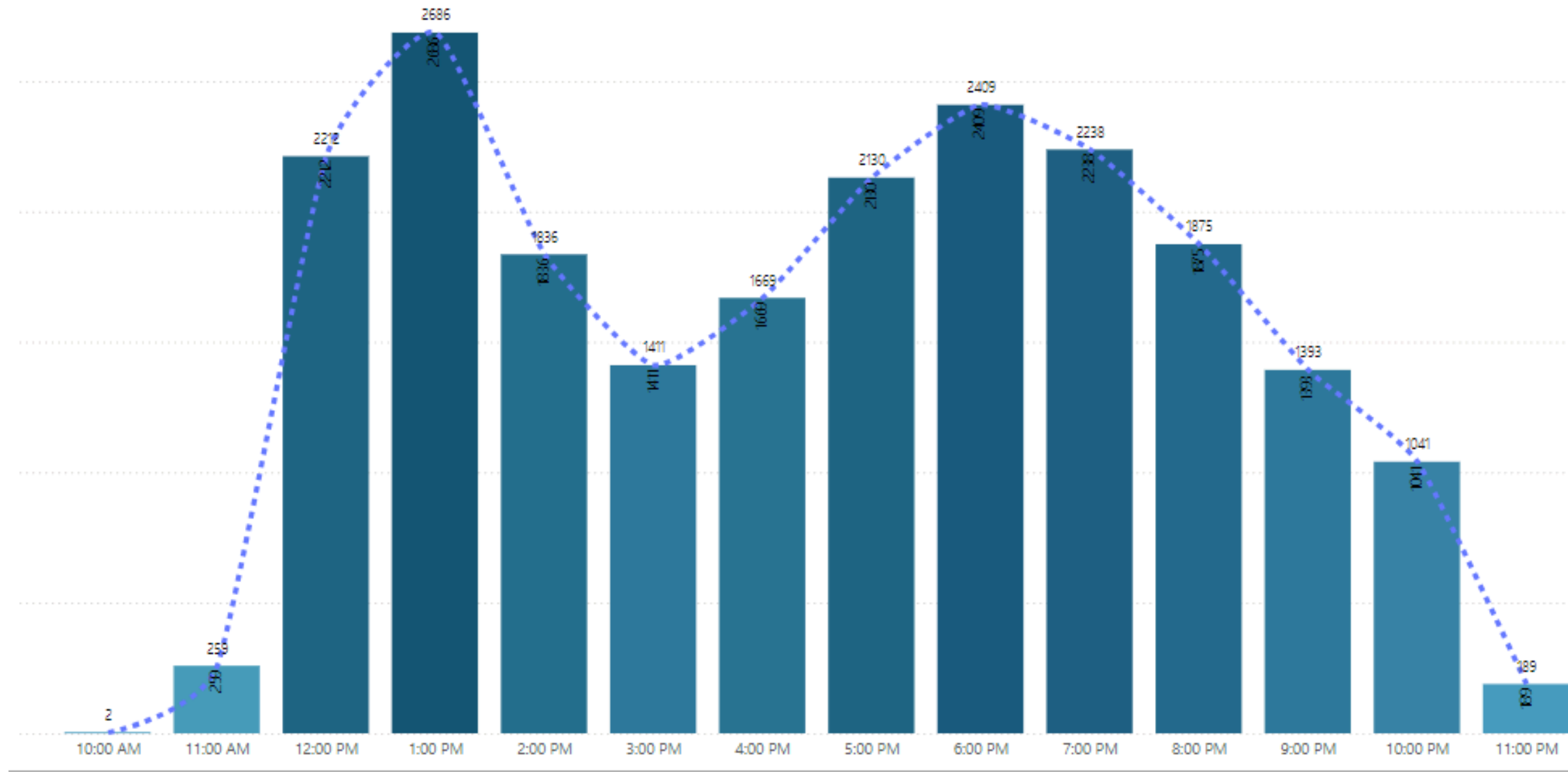
Orders Heatmap

Day	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM	9:00 PM	10:00 PM	11:00 PM	Total
Sunday		2	195	234	242	233	227	301	338	302	233	181	126	10	2624
Monday		57	379	393	225	167	229	273	326	267	224	139	105	10	2794
Tuesday	1	49	339	437	261	191	227	315	300	309	245	158	130	11	2973
Wednesday		47	387	442	268	181	241	319	326	294	221	163	127	8	3024
Thursday	1	55	382	472	307	210	262	331	388	312	249	159	98	13	3239
Friday		48	344	458	302	179	228	278	383	387	327	287	243	74	3538
Saturday		1	186	250	231	250	255	313	348	367	376	306	212	63	3158
Total	2	259	2212	2686	1836	1411	1669	2130	2409	2238	1875	1393	1041	189	21350

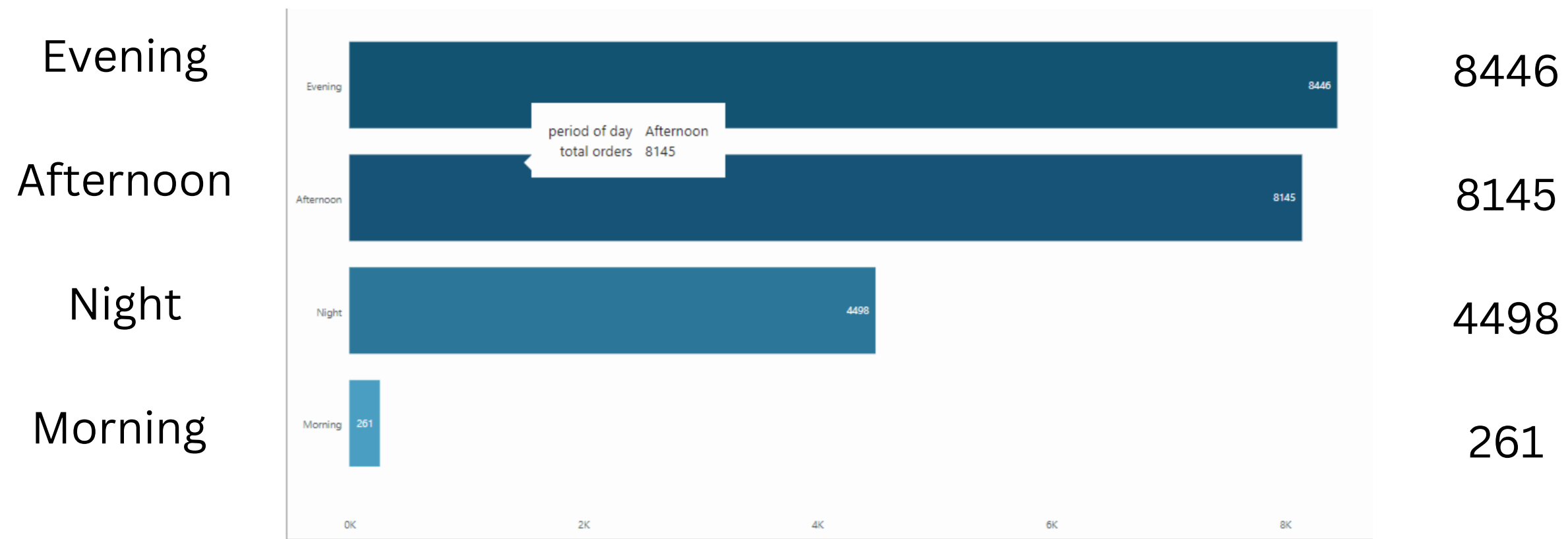
- Peak Hours - The heat map analysis reveals that Maven Pizza experiences the highest order volume between 12:00 PM and 1:00 PM on weekdays.
- Morning Order Trends - The data indicates a significant drop in order activity during the morning session, specifically between 10:00 AM and 12:00 PM.
- Weekend Evening Surge - On weekends, there is a noticeable increase in orders during the evening hours, with peak activity occurring between 6:00 PM and 10:00 PM.
- These insights can be leveraged for optimizing staffing, inventory management, and targeted promotions.



Hourly Orders Trend

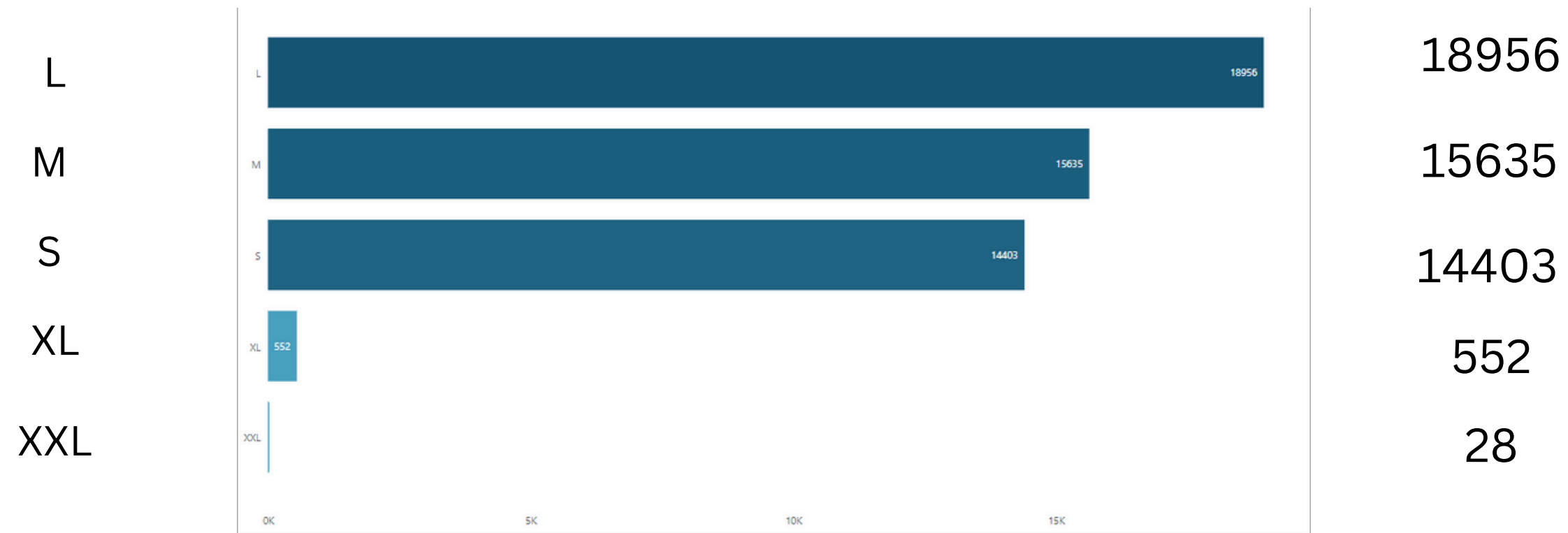


Orders received per Session



- The working hours were divided into four sessions: Morning, Afternoon, Evening, and Night.
- Our analysis indicates that the Evening session received the highest number of orders, totaling 8,446.
- The Afternoon session followed closely, with a total of 8,145 orders.
- The Night session recorded 4,498 orders.
- The Morning session received the fewest orders, with a total of 261

Orders Volume by Pizza Size



- Large (L) size pizzas were the most popular, receiving a total of 18,956 orders.
 - Medium (M) size pizzas followed closely, with 15,635 orders.
 - Small (S) size pizzas garnered 14,403 orders.
 - Extra-Large (XL) pizzas saw significantly lower demand, with 552 orders.
 - XXL pizzas were the least ordered, with only 28 orders.
-
- Total Orders and Quantity Sold - The total number of orders received was 21,350, resulting in the sale of 49,574 pizzas across all sizes.



Top Selling Pizza

Pizza Name	Sales
The Barbecue Chicken Pizza	\$42,768.00
The California Chicken Pizza	\$41,409.50
The Thai Chicken Pizza	\$43,434.25
Total	\$127,611.75

Top 3 Selling Pizzas Contribution -

- The Thai Chicken Pizza leads with \$43,434.25 in revenue.
- The Barbecue Chicken Pizza follows closely, generating \$42,768.
- The California Chicken Pizza contributed \$41,409.50 to the total revenue.
- These top 3 selling pizzas collectively generated \$127,611.75, which accounts for approximately **15.6%** of the total revenue of \$817.86K.



Bottom Selling Pizza

Name of Pizza	Sales
The Brie Carre Pizza	\$11,588.50
The Green Garden Pizza	\$13,955.75
The Spinach Supreme Pizza	\$15,277.75
Total	\$40,822.00

Bottom 3 Selling Pizzas Contribution -

- The Spinach Supreme Pizza generated \$15,277.75 in revenue.
- The Green Garden Pizza contributed \$13,955.75.
- The Brie Carre Pizza brought in \$11,588.50.
- These bottom 3 selling pizzas collectively generated \$40,822, which represents approximately 5% of the total revenue of \$817.86K.
- These pizzas have a relatively low impact on overall revenue, providing an opportunity to evaluate their place on the menu or explore targeted marketing strategies.

Overall Analysis

- Strong Financial Performance:
 - Maven Pizza achieved a total revenue of \$817.86K from 21,350 orders, with an impressive average order value of \$38.31.
- High Sales Volume:
 - A total of 49,574 pizzas were sold, reflecting strong customer demand and robust sales performance.
- Balanced Revenue Distribution:
 - The revenue is evenly distributed across the four categories - **Classic, Supreme, Chicken, and Veggie** demonstrating the store's diverse appeal and broad customer base.
- Extensive Pizza Variety:
 - With 32 unique types and 96 total varieties, Maven Pizza offers a comprehensive selection that caters to a wide range of customer preferences.
- Optimal Order Timing:
 - Peak order volumes occur between 12:00 PM and 1:00 PM on weekdays, and from 6:00 PM to 10:00 PM on weekends, providing key insights for staffing and inventory management.



Overall Analysis

- Sessional Order Distribution:
 - The Evening session received the highest number of orders (8,446), followed by the Afternoon session (8,145), highlighting key periods for resource allocation.
- Pizza Size Popularity:
 - Large (L) size pizzas were the most popular, with 18,956 orders, indicating a preference that could influence product offerings and promotions.
- Top-Selling Pizzas:
 - The top three pizzas—Thai Chicken, Barbecue Chicken, and California Chicken—contributed \$127,611.75, accounting for 15.6% of total revenue, underscoring their significance in the menu.
- Low-Selling Pizzas:
 - The bottom three pizzas generated \$40,822, or 5% of total revenue, suggesting potential areas for menu optimization or targeted marketing.
- Strategic Insights:
 - These findings provide critical data to support strategic decisions in menu planning, marketing, and operational efficiency, positioning Maven Pizza for continued growth and success.






THANK YOU

For watching this presentation

Saurabh Kulkarni

 +91 8411070179

 saurabh8294@gmail.com

 [LinkedIn Profile](#)