**Problem & background**

The statement is “A year's worth of sales from a fictitious pizza place” in which various data are given like date and time of each order, type of pizzas served and some of additional details with it. The reason behind solving this problem is to know how many customers visit & order each day, what is the peak hours, which pizza is one of the bestseller and how much sales is been carried out each month of year 2015. The problem is quite tactical and a small project which can be solved by given data from source Maven Analytics.

**Solution**

A year's worth of sales data from customer insights are given from a fictitious pizza place. The problem can be solved by taking use of excel to carry out the recommended analysis. All the analysis are dependent on each other and can be solved with the help of pivot table in excel. So, that any person can calculate the sales of any pizza place on excel.

**Methodology & Project scope**

Final data should be calculated and easy to understand is the main focus behind the work of this project

* Firstly, you have to carry out the data dictionary from the source which includes 4 different table, different fields and its description.
* According to this data dictionary, we can solve the recommended analysis part from the other data provided.
* For execution of calculations part we need primary data, for this a data window is presented which collects the data for customer orders details, pizzas types, date, time, size and price of pizzas and then, calculations are carried out on excel.
* From each data collected we can make required pivot table from it and use excel functions to solved the calculation part and then create a understanding pivot charts for the recommended analysis part of this project to provide solution.
* Hence, a dashboard is prepared in which all the recommended analysis part is calculated and solved in excel.

**Goals & KPIs**

The success of my project is measured and carried out in following goals which includes:

* **Goal 1: Making a sales data understandable.**
* **Goal 2: Can calculate the peak hours, bestsellers and seasonality of pizzas from the data.**
* **Goal 3: It can calculate the revenue of any pizza place from its sales data.**

**Concepts Used**

* **Concept 1: COUNT, AVERAGE**
* **Concept 2: SUMPRODUCT**
* **Concept 3: NESTED SORTING, FILTERS**
* **Concept 4: PIVOT TABLE, GROUPING**
* **Concept 5: MAX, MIN**

**Conclusion**

Anyone can process their data and make an understandable sales data of any pizza company to know how many particular customers order each day, which type of pizza is the bestselling of that company, and how much revenue is been generated from its sales data. This data can be beneficial for customers, as they can make informed decisions about their orders based on the popularity of certain menu items and the company's overall sales performance. Therefore, it helps the customer to know the insights of that company if such kind of data is provided.

**Project owner**

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