# PROJECT 1: PIZZA SALES REPORT

**Problem Statement:**

To enhance strategic decision-making and optimize business performance, it is a need to conduct a comprehensive analysis of pizza sales data. This analysis will focus on several key indicators and trends to provide a holistic view of our operations. Specifically, the aim is to:

1. Calculate Key Metrics:

Total Revenue: Measure the overall revenue generated from pizza sales to evaluate financial performance.

Average Order Value: Determine the average amount spent per order to understand customer spending patterns.

Total Pizzas Sold: Quantify the total number of pizzas sold to assess demand and product popularity.

Total Orders: Calculate the total number of orders placed to gauge overall business activity.

Average Pizzas Per Order: Analyse the average number of pizzas ordered per transaction to identify purchasing behaviours.

2. Analyse Trends and Patterns:

Daily Trend for Total Orders: Examine daily fluctuations in order volume to identify peak and off-peak times.

Monthly Trend for Total Orders: Assess monthly variations in order volume to uncover seasonal trends and long-term patterns.

3. Segment Sales Data:

Percentage of Sales by Pizza Category: Determine the sales distribution across different pizza categories to understand product preferences.

Percentage of Sales by Pizza Size: Evaluate the sales distribution based on pizza size to tailor inventory and marketing strategies.

4. Evaluate Product Performance:

Total Pizzas Sold by Pizza Category: Calculate the number of pizzas sold within each category to identify high-performing and low-performing categories.

Top 5 Best Sellers: Identify the top five best-selling pizzas based on revenue, quantity sold, and total orders to recognize successful products.

Bottom 5 Worst Sellers: Determine the bottom five worst-selling pizzas by revenue, quantity sold, and total orders to address underperformance.

By analysing these key indicators and trends, the goal is to gain valuable insights into the pizza sales business performance, optimize the product offerings, enhance marketing strategies, and improve overall customer satisfaction and profitability.