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### **Problem & background**

### Business have provided a data asked to perform analysis and answer the following questions:

* How many customers do we have each day? Are there any peak hours?
* How many pizzas are typically in an order? Do we have any bestsellers?
* How much money did we make this year? Can we identify any seasonality in the sales?
* Are there any pizzas we should take off the menu, or any promotions we could leverage?

### **Solution**

### Step 1

There are 4 different csv file with data has been provided. So first will collect all the files and understand about the data.

Step 2

We come to know that the data is given for the sales of pizza for year. and rate, Type, Order is scattered in to different files.

Step 3

So, we will used Pivot table and make all possible date ready for our analysis.

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### **Methodology & Project scope**

Preparation

* Combine all csv file into Excel file to perform analysis.
* Check if any blank cell, Error or duplicate in the data.

Analysis

* Convert data into table to perform analysis.
* Used Excel Formulas, Functions and Pivot Table

### **Goals & KPIs**

GOAL is to answer all the questions asked by the business.

KPIs will be verification with given data with insight

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### **Concepts Used**

Following concept used to find answers to the questions asked

COUNTBLANK, Removed Duplicates used to ensure Data Integrity

Format as Table to convert Range into table and give name to specific table using table Name option.

UNIQUE, COUNTIF and AVERAGE used to find average daily order.

Create data table using pivot table in way that we could get time in rows, days in columns and COUNT of orders in value. Then plotted line chart using this data. At Slicer to toggle in between days.

used SEQUENCE LARGE and XLOOKUP to find top 5 ordered pizza and small to less order pizza.

### **Conclusion**

* How many customers do we have each day? Are there any peak hours?

We have 60 Daily average customers and peak hours has been as per following.

Weekday: - 12 pm to 14 pm

Weekend: - 17 pm to 19 pm

* How many pizzas are typically in an order? Do we have any bestsellers?

There are total 91 Pizzas in order.

We have top bestsellers

big\_meat\_s

thai\_ckn\_l

five\_cheese\_l

four\_cheese\_l

classic\_dlx\_m

* How much money did we make this year? Can we identify any seasonality in the sales?

We Made $801,945 this year. Seasonality is observed in spike in sell. But there is not fixed pattern. To know more we need to other details such as calendar events, pizza store promotional event.

* Are there any pizzas we should take off the menu, or any promotions we could leverage?

Yes, we observed some of the pizza which has been never ordered.

big\_meat\_l

big\_meat\_m

five\_cheese\_m

five\_cheese\_s

four\_cheese\_s

Also there are some of the pizza which were lowest in order qty

the\_greek\_xxl

green\_garden\_l

ckn\_alfredo\_s

calabrese\_s

mexicana\_s

And following Pizzas with highly order can be promote more to leverage.

big\_meat\_s

thai\_ckn\_l

five\_cheese\_l

four\_cheese\_l

classic\_dlx\_m

### **Project owner**

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