



Pizza Hut Dashboard

Sales Analysis

Month

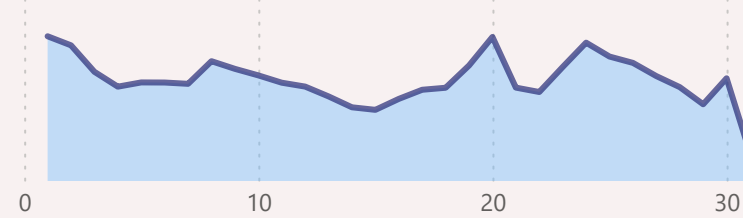
All

Year

All

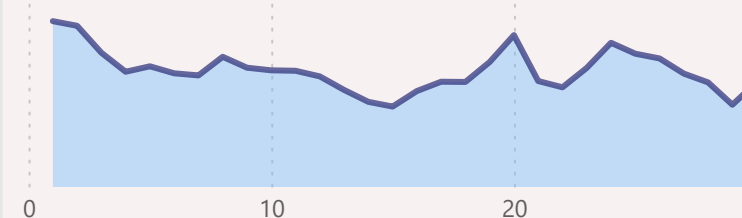
Total Sales

320bn



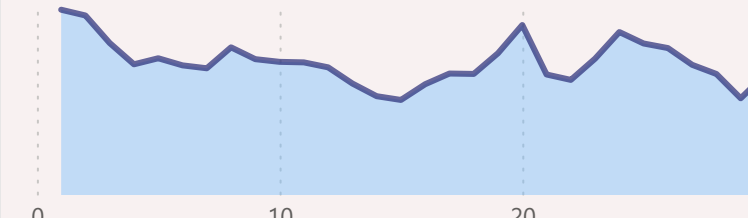
Total Customers

583.64K



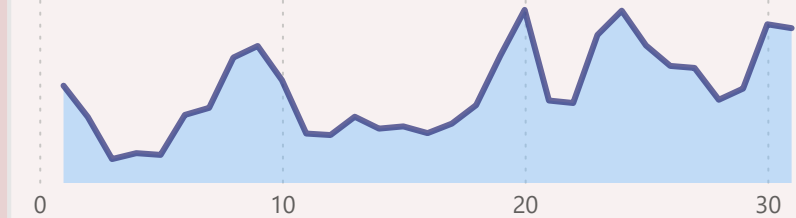
Total Orders

1,048.58K



Average Sales

304.87K



Sales Analysis

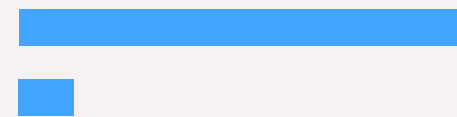
Customer Behaviors

Cohort Analysis

Customer Details

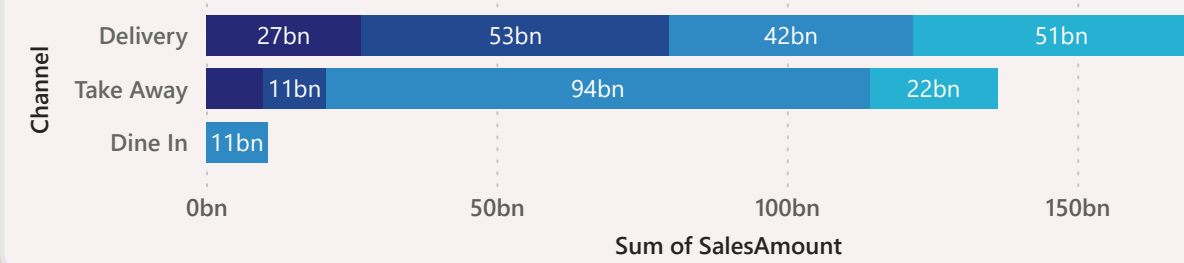
CustomersVouchers

VoucherStatus	Total Sales	% Total
No	284033675192	88.85%
Yes	35647719232	11.15%

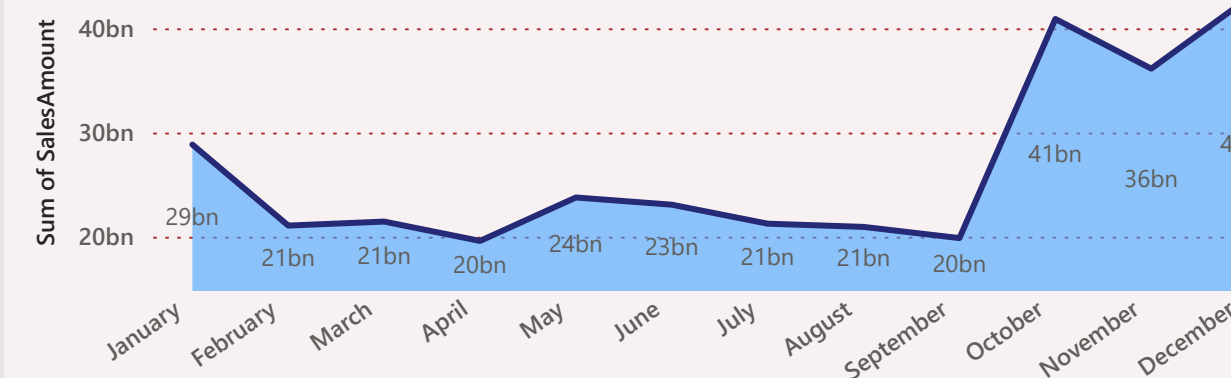


Sales per Channel and OrderFrom

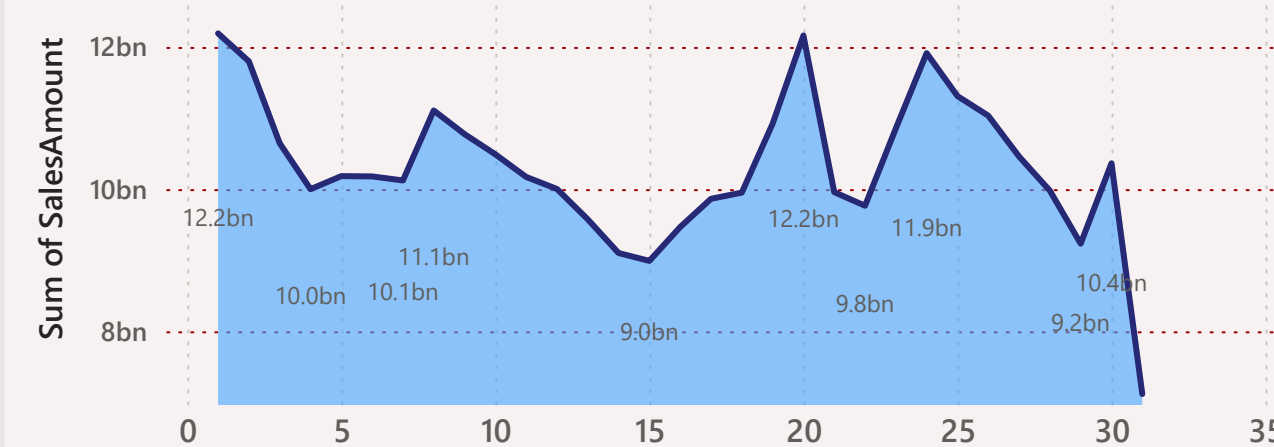
OrderFrom ● APP ● CALL CENTER ● STORE ● WEBSITE



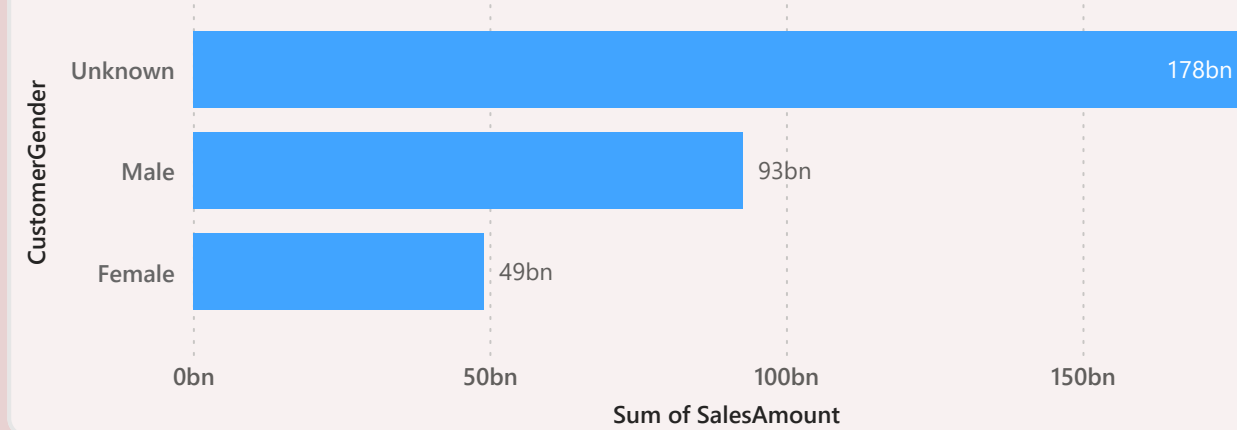
Sales per Month



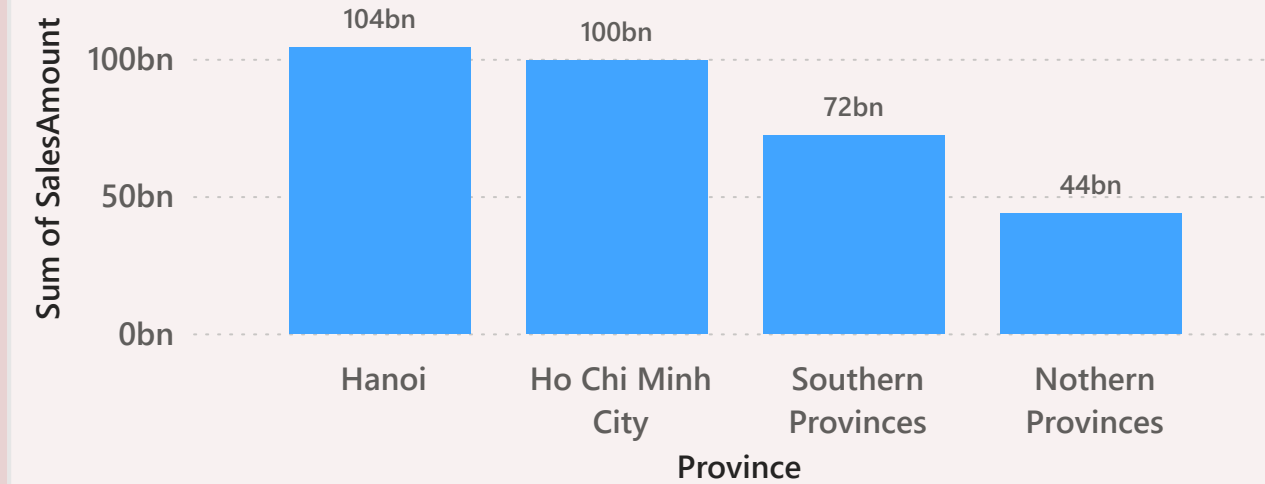
Sales per Day



Sales by Gender

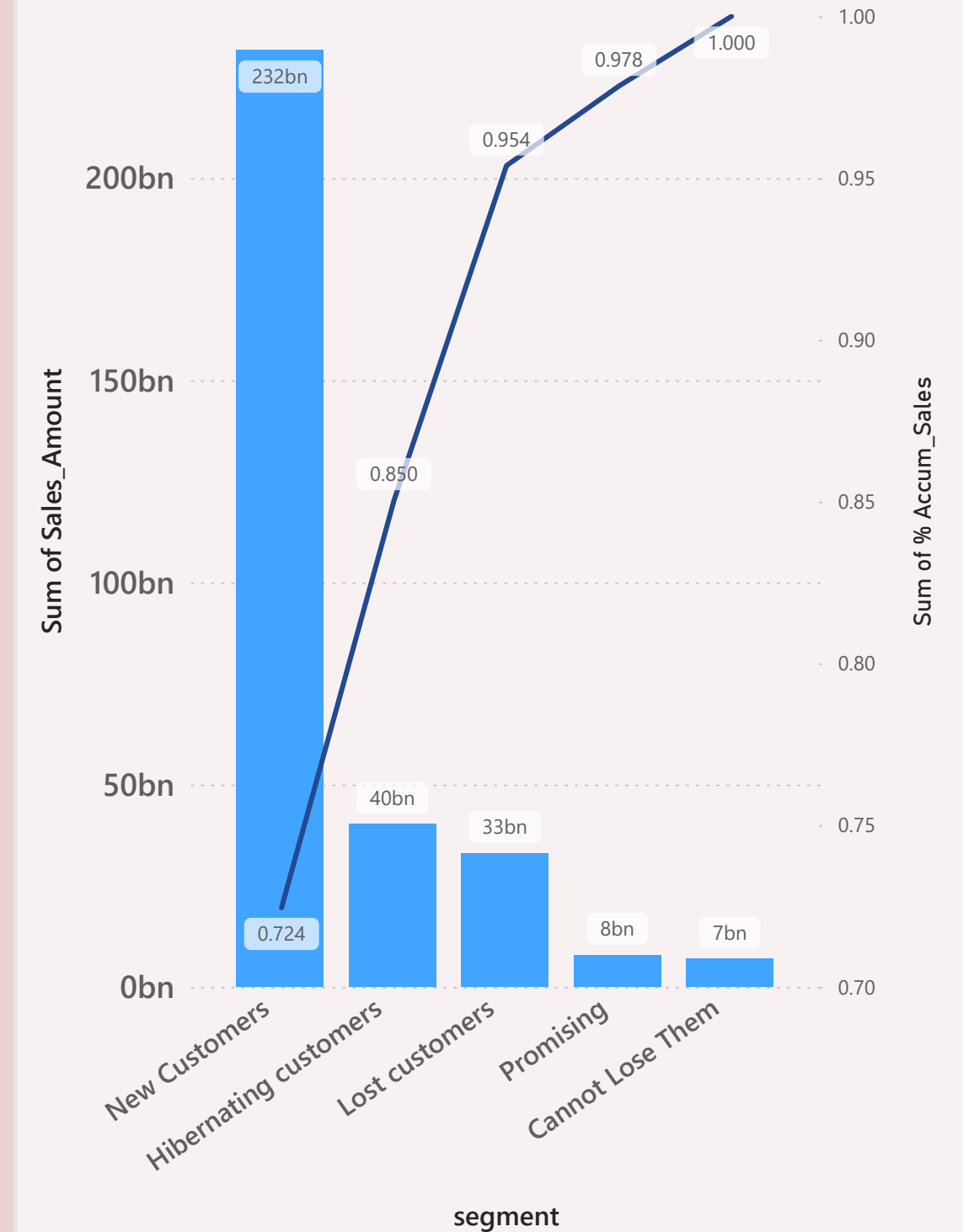


Sales by Provinces



Pareto of Segment

● Sum of Sales_Amount ● Sum of % Accum_Sales





Sales Analysis

Customer Behaviors

Cohort Analysis

Customer Details

Pizza Hut Dashboard

Customer Behaviors

Month

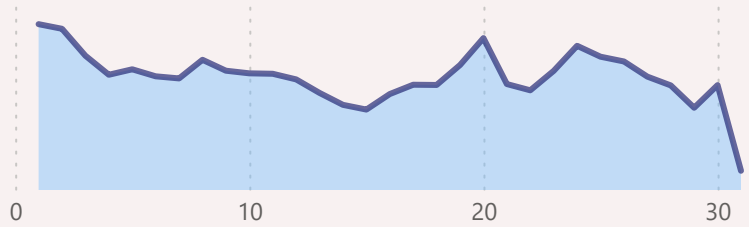
All

Year

All

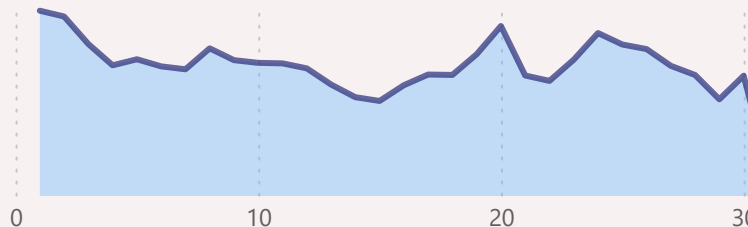
Total Customers

583.64K



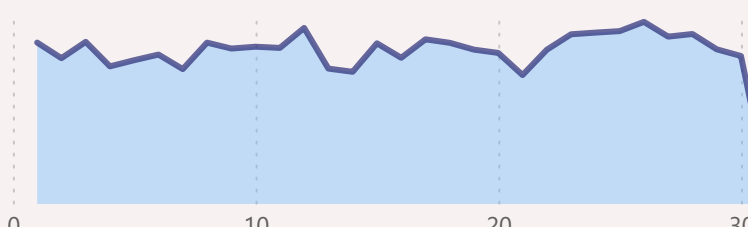
Total Bills

1,048.58K



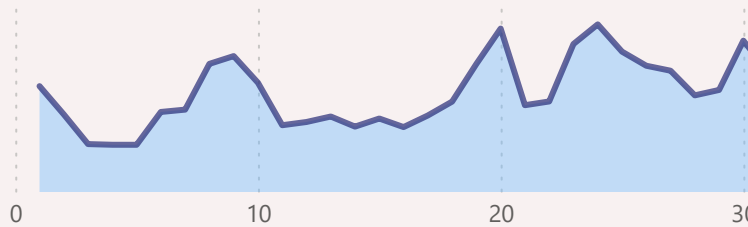
Avg Orders Per Customer

1.80



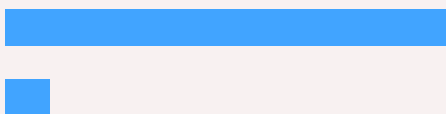
Avg Sales Per Customer

547.74K

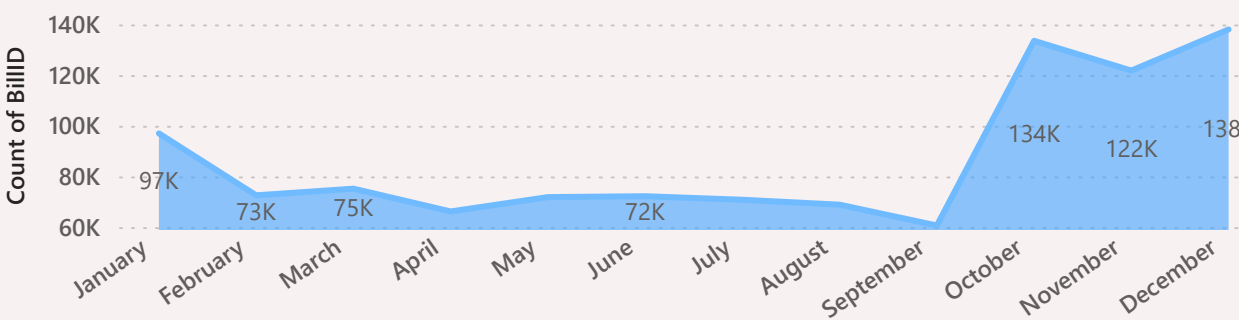


CustomersVouchers

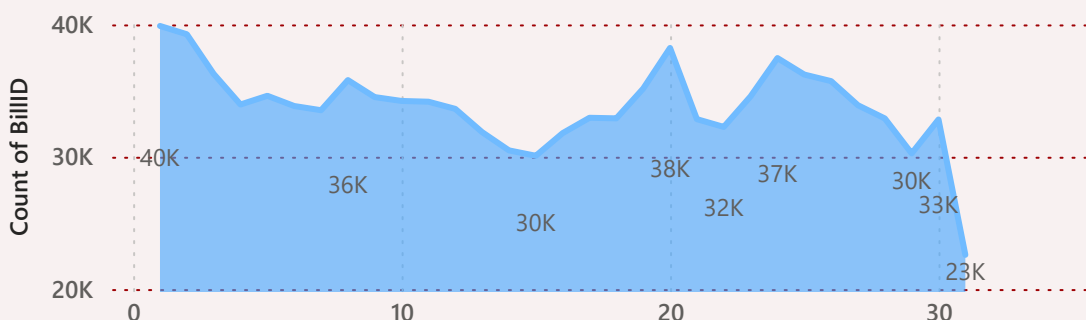
VoucherStatus	Customers	% Total
No	952452	90.83%
Yes	96123	9.17%



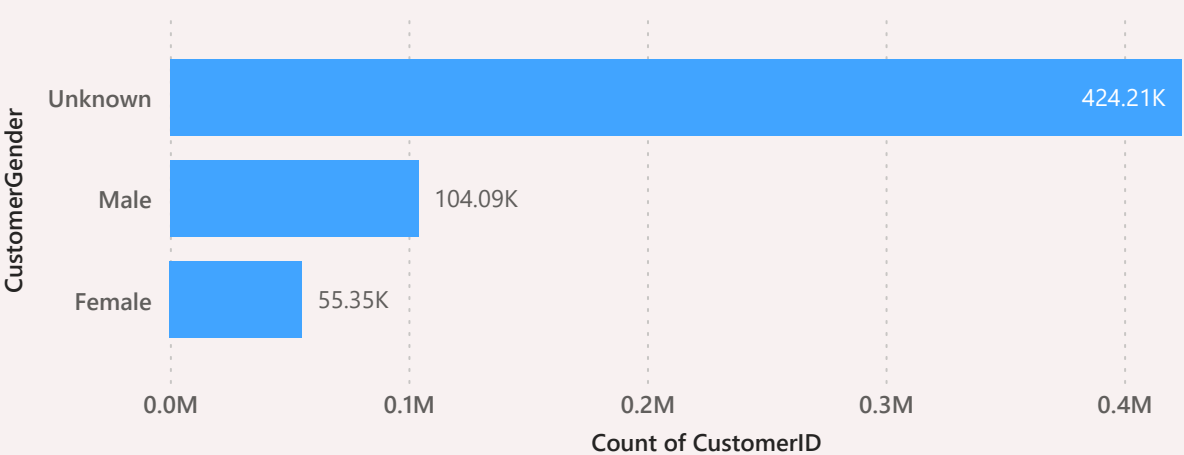
Bills per Month



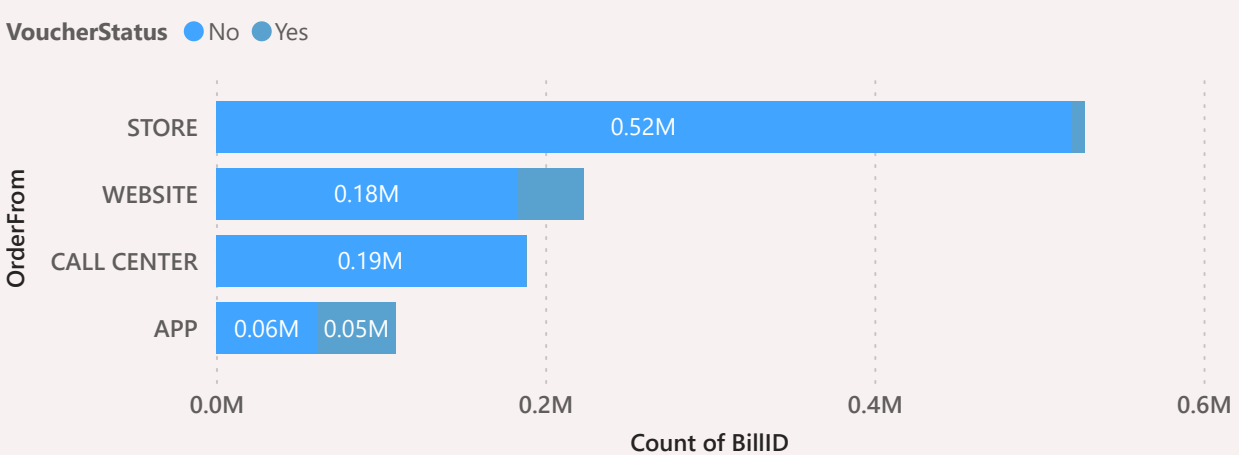
Bills per Day



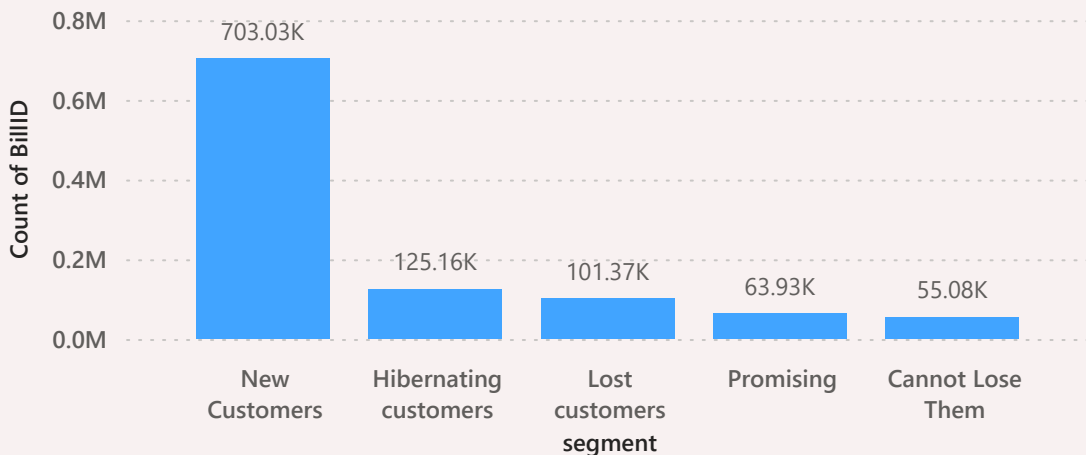
Customers by Gender



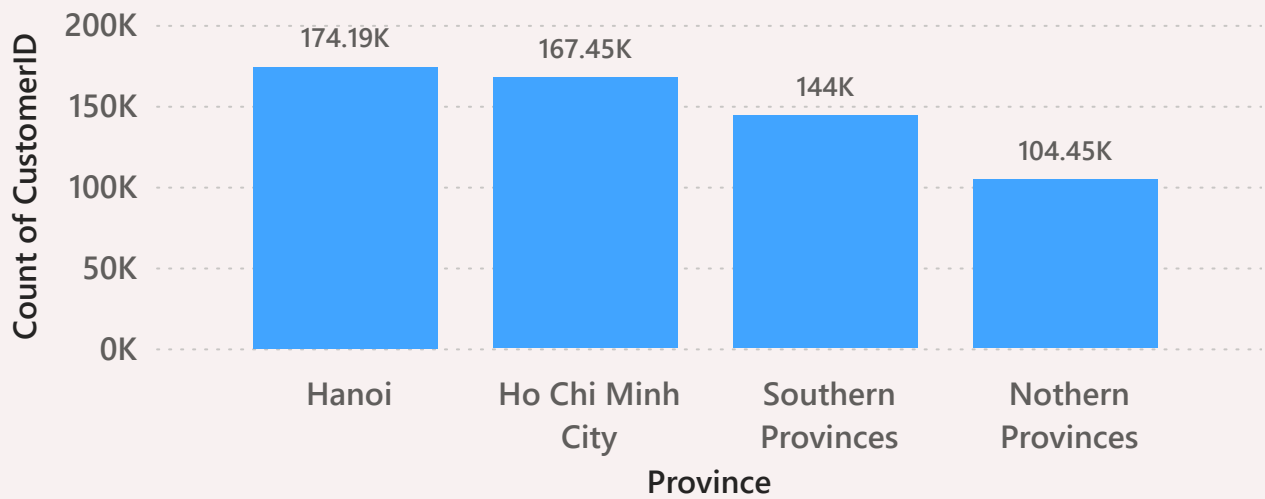
Bills per OrderFrom and Voucher Status



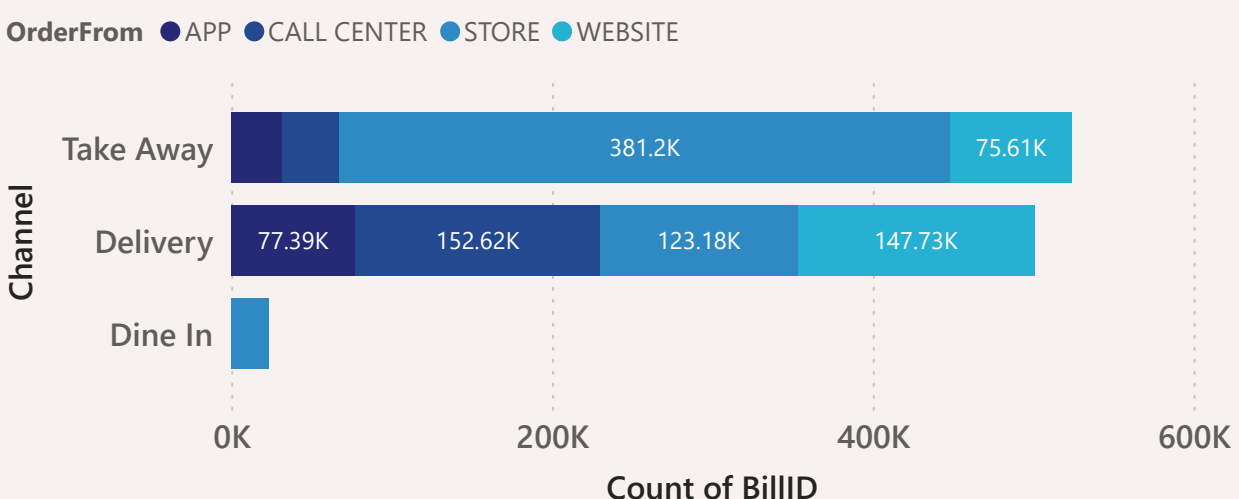
Bills by Customer Segment



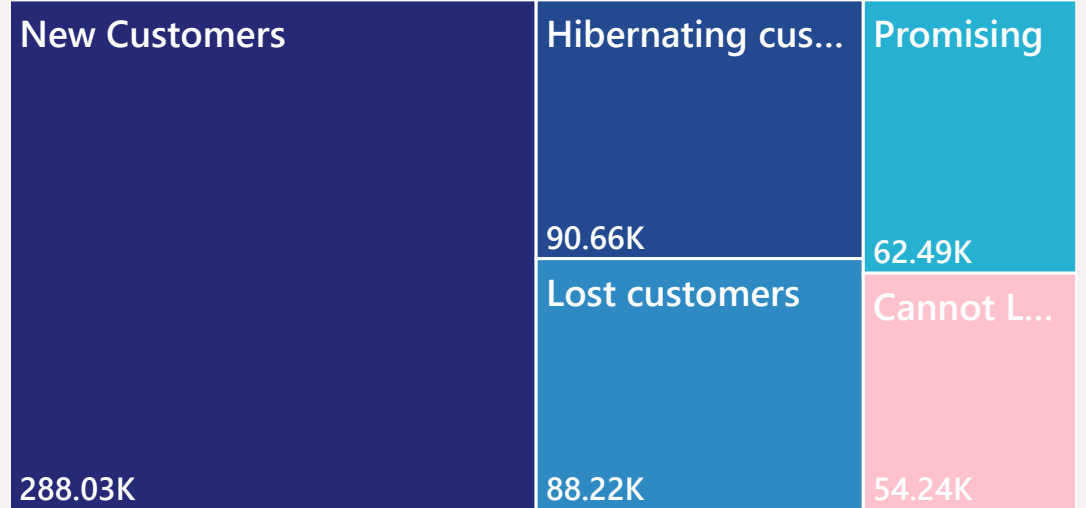
Customers by Provinces



Bills per Channel and OrderFrom



Customer segment





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Cohort Analysis

Month

All

Year

All

Sales Analysis

Customer Behaviors

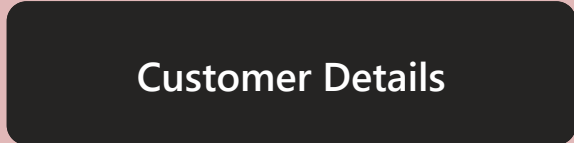
Cohort Analysis

Customer Details

Year	1	2	3	4	5	6	7	8	9	10	11	12
2021	100.00%	12.72%	11.62%	10.78%	9.90%	9.56%	8.82%	8.68%	8.28%	7.96%	7.68%	16.44%
2022												
January	100.00%	8.30%	7.85%	6.42%	6.67%	6.18%	6.14%	6.50%	5.23%	5.01%	4.27%	6.40%
February	100.00%	7.72%	5.74%	5.99%	5.38%	5.10%	5.48%	4.36%	4.38%	3.64%	4.03%	1.64%
March	100.00%	6.99%	6.34%	6.05%	5.55%	5.61%	4.72%	4.74%	4.00%	4.25%	1.56%	
April	100.00%	6.96%	6.23%	5.34%	5.58%	4.59%	4.59%	3.86%	4.22%	1.56%		
May	100.00%	6.83%	5.94%	5.77%	4.66%	4.51%	3.66%	4.18%	1.47%			
June	100.00%	7.11%	5.52%	4.44%	4.26%	3.70%	3.88%	1.35%				
July	100.00%	6.28%	4.96%	4.48%	3.85%	4.04%	1.55%					
August	100.00%	5.97%	5.30%	4.13%	4.54%	1.41%						
September	100.00%	6.13%	4.64%	4.86%	1.57%							
October	100.00%	5.70%	5.30%	1.60%								
November	100.00%	6.28%	1.75%									
December	100.00%	2.54%										
2023												

Year	1	2	3	4	5	6	7	8	9	10	11	12
2021	53.962 B	7.999 B	7.453 B	6.703 B	6.086 B	6.094 B	5.829 B	5.781 B	5.450 B	5.256 B	5.116 B	16.473 B
2022												
January	14.846 B	1.385 B	1.275 B	1.108 B	1.246 B	1.171 B	1.125 B	1.171 B	0.989 B	0.906 B	0.784 B	1.311 B
February	13.475 B	1.184 B	0.885 B	1.022 B	0.882 B	0.807 B	0.886 B	0.758 B	0.725 B	0.601 B	0.722 B	0.266 B
March	12.628 B	1.015 B	1.005 B	0.946 B	0.822 B	0.885 B	0.769 B	0.774 B	0.630 B	0.731 B	0.227 B	
April	10.968 B	0.937 B	0.838 B	0.705 B	0.792 B	0.645 B	0.629 B	0.545 B	0.629 B	0.206 B		
May	13.278 B	0.977 B	0.795 B	0.794 B	0.695 B	0.644 B	0.544 B	0.636 B	0.224 B			
June	12.658 B	1.047 B	0.772 B	0.632 B	0.598 B	0.524 B	0.583 B	0.170 B				
July	10.707 B	0.812 B	0.622 B	0.568 B	0.498 B	0.536 B	0.178 B					
August	9.376 B	0.683 B	0.600 B	0.475 B	0.538 B	0.166 B						
Septembe	9.050 B	0.575 B	0.456 B	0.522 B	0.150 B							
October	8.605 B	0.576 B	0.599 B	0.138 B								
Novembe	6.950 B	0.554 B	0.123 B									
December	8.267 B	0.207 B										
2023												

CustomerID	Year	Month	Day	SalesAmount	VoucherStatus
0	2021	December	24	411663	No
1	2022	March	7	105503	No
8	2022	July	11	1098496	No
16	2022	September	16	286558	No
18	2022	January	29	287492	No
25	2022	June	20	86294	No
25	2022	December	17	95304	No
26	2022	November	13	269591	No
28	2021	October	18	312321	No
33	2022	May	24	179159	No
35	2022	June	13	27003	No
36	2022	March	8	182506	No
36	2022	May	28	136254	No
38	2022	June	11	448590	No
38	2022	August	15	292120	No
43	2022	June	5	420572	Yes
43	2022	August	5	296913	Yes
45	2022	February	5	309870	No
46	2022	December	12	291109	No
54	2021	November	25	122199	No
55	2022	February	26	33682	No
59	2021	October	4	143911	No
62	2022	October	16	208792	No
62	2022	October	20	201242	No
63	2022	April	9	389125	No
64	2022	January	10	269812	No
68	2022	September	18	516136	Yes



Customer Details

Year

All

CustomerID	CustomerGender	Province	Year	Month	Day	BillID	OrderFrom	Channel	SalesAmount	VoucherStatus
0	Unknown	Ho Chi Minh City	2021	December	24	194111	STORE	Delivery	411663	No
1	Unknown	Nothern Provinces	2022	March	7	383630	STORE	Delivery	105503	No
8	Unknown	Hanoi	2022	July	11	675515	CALL CENTER	Delivery	1098496	No
16	Unknown	Nothern Provinces	2022	September	16	822087	WEBSITE	Delivery	286558	No
18	Unknown	Hanoi	2022	January	29	290337	STORE	Take Away	287492	No
25	Unknown	Nothern Provinces	2022	June	20	628876	STORE	Take Away	86294	No
25	Unknown	Nothern Provinces	2022	December	17	998191	STORE	Take Away	95304	No
26	Unknown	Nothern Provinces	2022	November	13	936718	STORE	Take Away	269591	No
28	Unknown	Southern Provinces	2021	October	18	37318	STORE	Delivery	312321	No
33	Female	Nothern Provinces	2022	May	24	562447	STORE	Take Away	179159	No
35	Unknown	Ho Chi Minh City	2022	June	13	612646	WEBSITE	Take Away	27003	No
36	Unknown	Southern Provinces	2022	March	8	387219	CALL CENTER	Take Away	182506	No
36	Unknown	Southern Provinces	2022	May	28	569944	STORE	Take Away	136254	No
38	Unknown	Hanoi	2022	June	11	607150	WEBSITE	Delivery	448590	No
38	Unknown	Hanoi	2022	August	15	756656	CALL CENTER	Delivery	292120	No
43	Male	Southern Provinces	2022	June	5	594119	APP	Take Away	420572	Yes
43	Male	Southern Provinces	2022	August	5	731466	APP	Delivery	296913	Yes
45	Female	Ho Chi Minh City	2022	February	5	305568	WEBSITE	Delivery	309870	No
46	Unknown	Ho Chi Minh City	2022	December	12	989302	STORE	Take Away	291109	No