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VEPH/20B/DA191

Task Number 39

Topic: Pz Pizza Sales Record Analysis 2025 Technical Report

PZ PIZZA SALES RECORD ANALYSIS 2025

In this project, I aim to analyse the 2025 PZ Pizza Sales Records to gain insights into sales performance, customer preferences, and operational trends. By examining key metrics such as total revenue, order volume, popular pizza types, sizes, and sales patterns over time, the analysis aims to identify factors driving demand and profitability. The findings from this study are intended to support data-driven decision-making, improve inventory planning, optimise pricing strategies, and enhance overall business performance within the pizza sales operation.

The issue of insufficient data was a challenge in the analysis, as such, limited data comparison for easy analysis.

Data Source: Kaggle, youtube

Project Split:

Data category

- **Dependent data:** Quantity, unit_price, total_price, order_id, order_time, order_date
- **Independent data:** pizza_name, pizza_size, pizza_id, pizza_ingredient, pizza_category,

Industry: Food & Beverage Industry

Stakeholders: Chief executive officers, managers, consumers

Story of Data: This data describes the sales record of pizza by a shop over a period of time, displaying the unit price, total price and details of the different types of pizza sold in the restaurant. The data also gives details of order time and date, which would help us in finding the sales trend for the period under review, and this was analysed with the use of **Microsoft Excel** for data cleaning, SQL (**PostgreSQL**) for data manipulation like calculation, **PowerBI** for data visualisations.

Success in the industry:

- Reduce waiting time for customers
- Reduce the time spent per order by the staff in charge

- More revenue and sales
- What is the total revenue generated
- What are the possible highest-selling pizzas
- Which pizza is the best-selling
- What is the sum of the quantity ordered for the period under review
- What is the possible total pizza sold
- What is the total order made
- Top pizzas category

POTENTIAL ANALYSIS INSIGHT

- Daily sales trend by revenue
- Monthly sales trend by revenue
- Percentage_of Total_revenue
- Percentage (%) (percentage_TR where TR is total_revenue) of Sales by Pizza Size
- Total pizzas sold by pizza category
- Top 5 pizzas by revenue
- What are the top 5 Pizzas by total orders
- Bottom 5 pizzas by revenue
- What are the bottom 5 pizzas by total orders
- What are the top 5 pizzas by quantity
- What are the bottom 5 pizzas by quantity

In-analysis Observations:

1. Orders are highest on weekends Friday/Saturdays Evenings
2. There are maximum orders from month of July and January
3. Classic category contributes to maximum sales & total
4. Large size pizza contributes to maximum sales
5. Thai Chicken Pizza Contributes to maximum Revenue

6. Classic Deluxe Pizza contributes to maximum total quantities
7. The Classic Deluxe Pizza contributes to maximum total orders
8. The Brie Carre Pizza Contributes to Minimum Revenue
9. The Brie Carre Pizza Contributes to Minimum total quantities
10. The Brie Carre Pizza Contributes to Minimum Total orders

In-analysis Observations:

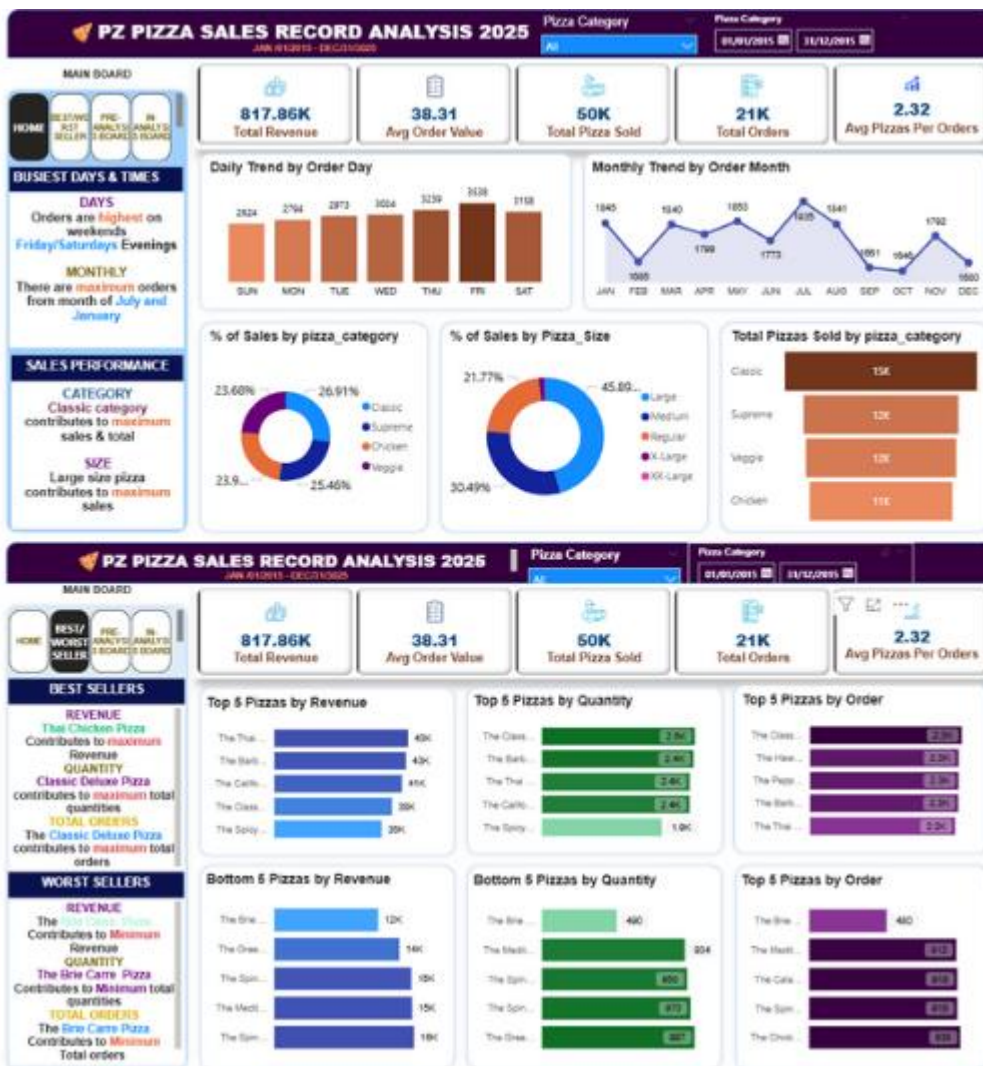
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In-Analysis Recommendations:

- Since observations show orders are highest on weekends, Friday/Saturdays Evenings, stock must not be allowed to go out for those periods
- Observations show there are maximum orders from July and January superperiod'sdy this period activity and possibly enforce sales principles in the month in others
- Observations shows Classic category contributes to maximum sales & total, and the Large size pizza contributes to maximum sales, ensure these products are available during the busy schedules
- Since observations show Thai Chicken Pizza can reach maximum Revenue replicantributeste the taste for others, and possibly employ a jingle for those poor performing

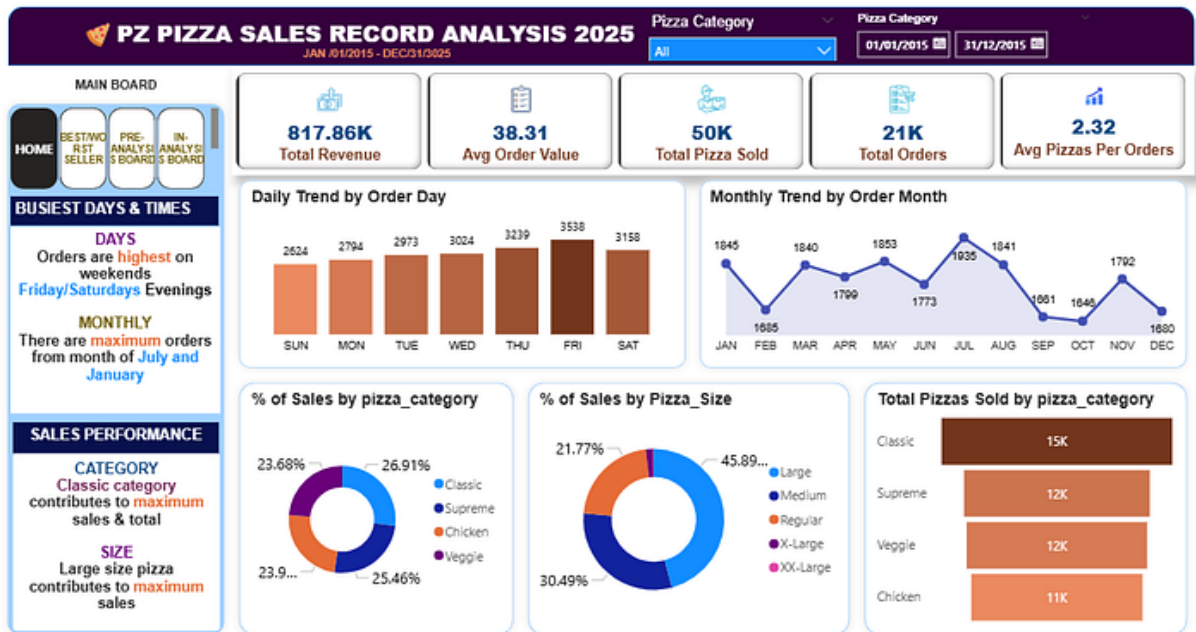
- Observations reveal that Classic Deluxe Pizza contributes to maximum total quantities, ensuring more of this pizza is done, and its ingredient be readily available
- Since observations show The Classic Deluxe Pizza contributes to maximum total orders and the Brie Carre Pizza contributes to Minimum Revenue, an approach would be to discount each order placed on these classes of pizza
- Observations show that the Brie Carre Pizza contributes to Minimum total quantities and the Brie Carre Pizza contributes to Minimum Total orders, discount the pizzas and reward every one piece sold by your staff

Data Visualisation:

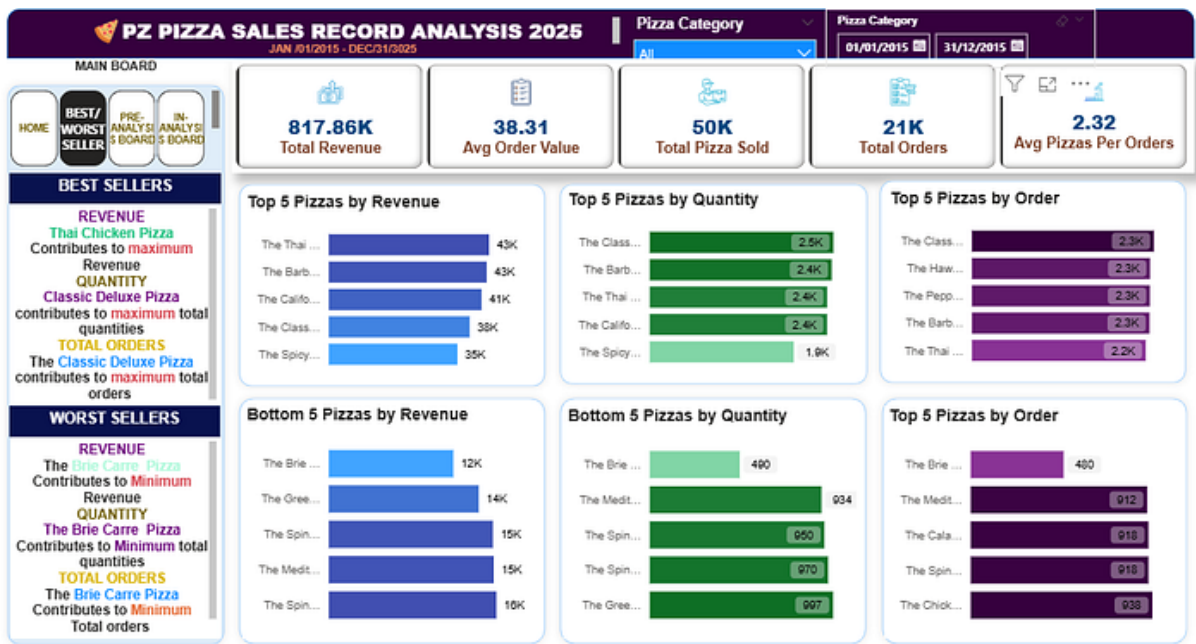


PowerBI Dashboard for Home Board and Best/ Worst Sellers

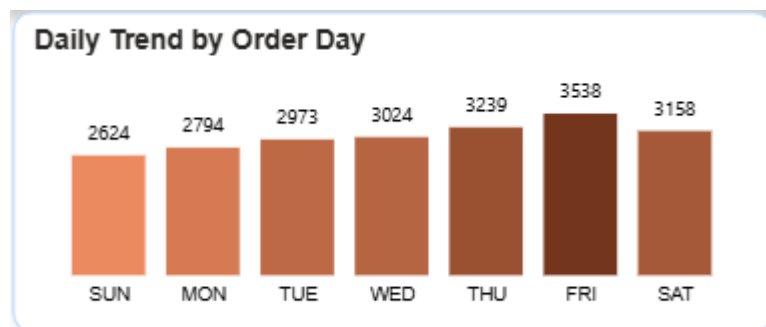
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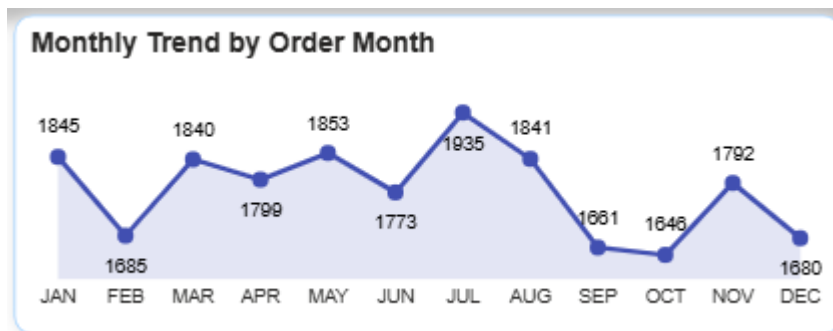
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Daily Trend by Order Day: This is the result of the day-to-day order trend analysis

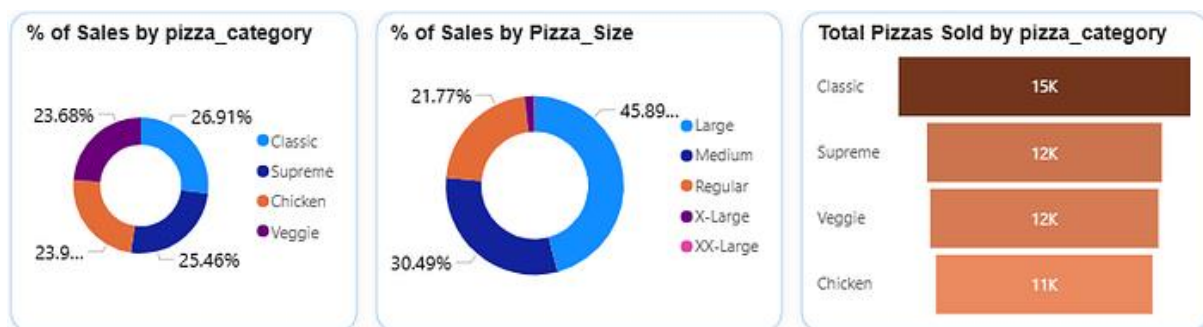


Monthly Trend by Order Month: This chart explains the order trend by month, peaking in July at its top level

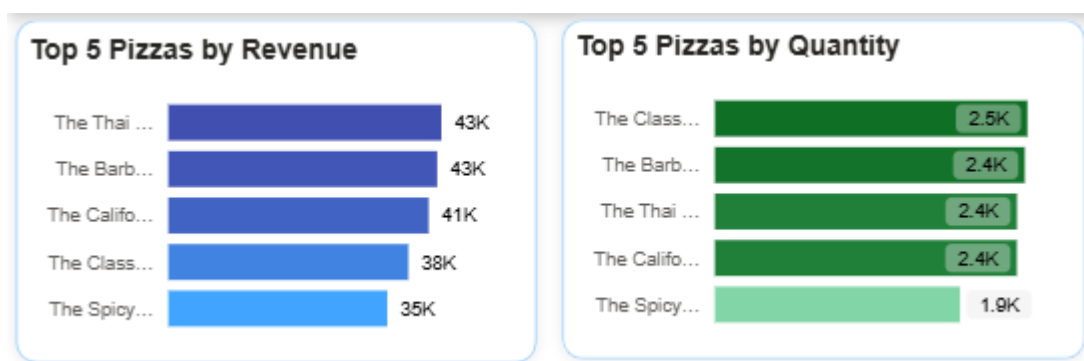


Percentage of Pizza Sales by Categories/ Size/ Total Pizza Sold by Category

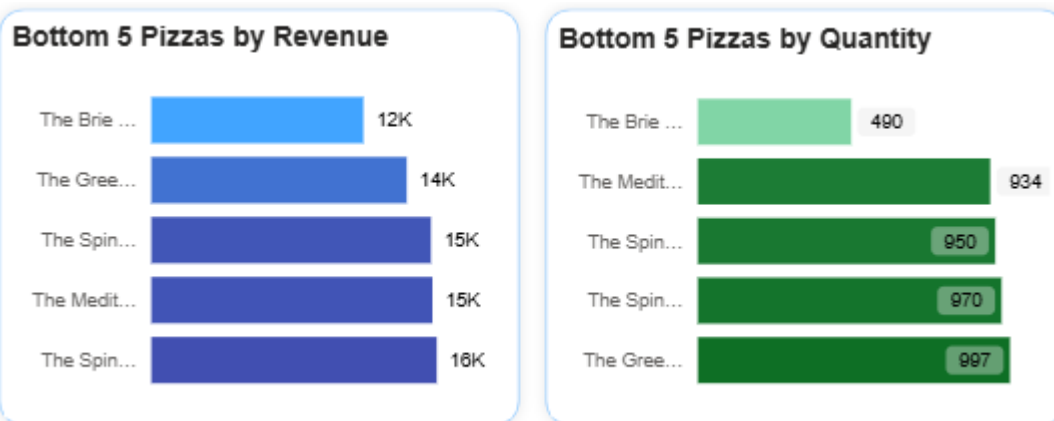
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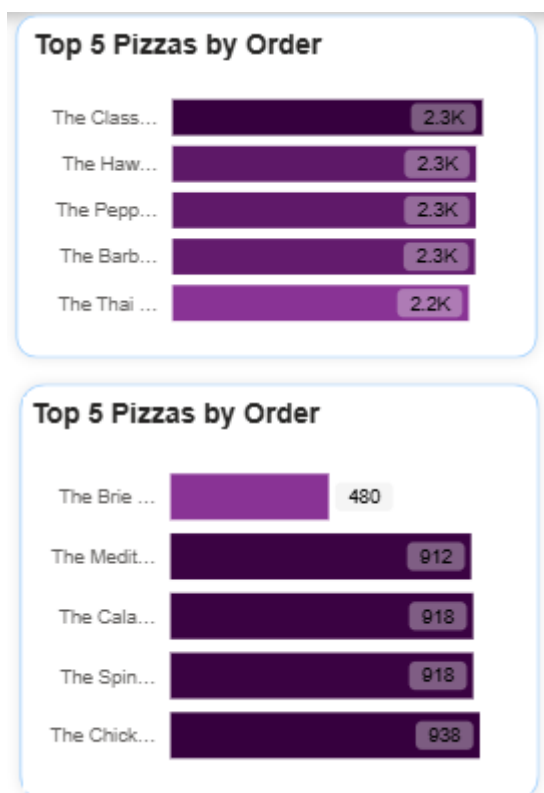
Top 5 Pizzas by Revenue/ Quantity: As seen here in the chart is a summary of the top 5 pizzas by revenue generated and quantity ordered



Bottom 5 Pizzas by Revenue/ Quantity: As seen here in the chart is a summary of the bottom 5 pizzas by revenue generated and quantity ordered



Top 5 Pizzas by Order/ Bottom 5 by Order: This chart display the top 5 and bottom 5 order made for the years under review



Summary of Revenue and Orders: These cards display the various total revenue generated along with average orders made

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Analysis Observation:

- Total revenue generated \$195.92K Avg order value 20.26, total pizzas sold 15K, Total Order 11K and Avg Pizza sales 1.37
- Daily trend by order day, the trend was observed to always increase forward from Sunday 1343, Monday 1404, through Wednesday, Thursday 1658, topped at Friday 1823 and Saturday 1661.
- Monthly trend by other months; the sales begin in January with 920, February 871, March 917, April 923, May 930, June 865, July 962, August 936, September 867, October 865, November 948, and December 846.
- Percentages by pizza category: chicken 100% percentage is by pizza size, large 52.24%, medium 33.29% and Regular 14.47%.
- From observation, the Thai chicken pizza 43k, the barbecue chicken pizza 43k, the California deluxe pizza 41k, the classic deluxe pizza 35k, and the spicy Italian pizza 17k were in the top 5 pizzas by revenue, while far at the bottom is the brie carre pizza 12K.
- Total revenue generated \$220.05K Avg order value 22.95, total pizzas sold 11K, Total Order 9K and Avg Pizzas sales 1.29
- Daily trend by order day, the trend was observed to always increase forward weekend from Sunday 1015, Monday 1171, through Wednesday, Thursday 1267, topped at Friday 1440 and Saturday 1296
- Monthly trend by other months; the sales begin in January with 714, February 674, March 764, April 715, May 735, June 706, July 757, August 728, September 77 October 639 November 738 December 659.
- Percentages by pizza category: chicken 100% percentage is by pizza size, large 52.24%, medium 33.29% and Regular 14.47%.
- From observation, the Thai chicken pizza 43k, the barbecue chicken pizza 43k, the California deluxe pizza 41k, the classic deluxe pizza 35k, and the spicy Italian pizza 17k were in the top 5 pizzas by revenue, while far at the bottom is the brie carre pizza 12K.

Analysis Recommendations:

- Since observations show orders are highest on weekends, Friday/Saturdays Evenings, stock must not be allowed to go out for those periods, and manpower must be increased during this period to avoid undue congestion.
- Observations show there are maximum orders in July and January. Study this period activity and possibly enforce sales principles in other months, and implement sales promotion like two for the price of one.

- Observations shows Classic category contributes to maximum sales & total, and the Large size pizza contributes to maximum sales. Ensure these products are available during the busy schedules, and assign a sales representative to these products of interest.
- Since observations show that taste contributes to maximum revenue, replicate the taste for others, and possibly employ a jingle for those poor performing
- Observations reveal that Classic Deluxe Pizza contributes to maximum total quantities, ensuring that more of this pizza is restocked, and its ingredient be readily available
- Since observations show The Classic Deluxe Pizza contributes to maximum total orders and the Brie Carre Pizza contributes to Minimum Revenue, a discount approach would be applied to each order placed on these classes of pizza
- Observations show the Brie Carre Pizza contributes to Minimum total quantities and the Brie Carre Pizza contributes to Minimum Total orders, discount the pizzas and reward every one piece sold by your staff.

Conclusion:

The PZ Pizza Sales Record Analysis reveals key trends in customer preferences, sales performance, and peak ordering periods. These insights should be applied in menu planning, inventory management, and sales strategies, ultimately helping to improve efficiency and increase revenue drive, and for future analysis purposes, every data generated must be kept properly and made available to analysis team.