PIZZA SALES REPORT

JANURAY 2015 - December 2015

- Vikash singh

CONTENTS

Introduction

Project Overview:

• Conducted an in-depth analysis of pizza sales data to uncover key trends and insights.

• Utilized Microsoft Excel for cleaning and transforming the data, SQL Server for querying the data and Power BI for creating interactive dashboards.

Objectives and Goals:

• **Sales Analysis:** To understand sales performance across different pizza sizes, categories, and time periods.

• **Customer Behavior Analysis:** To explore customer ordering patterns, preferences, and the relationship between order quantity and price.

Tools Used:

• SQL Server

• Power BI

• PostgreSQL Server

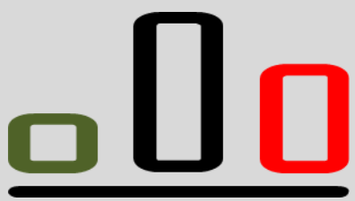
Scope:

• Data from January 2015 to December 2015.
• Focused on providing actionable insights to drive decision-making and optimize sales strategies.

Descriptive Statistics

45 Unique Pizzas

4 Pizzas Category supreme, Chicken, Veg, Classic

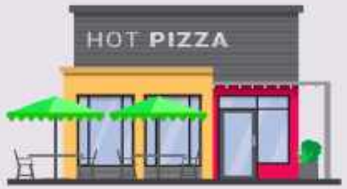


5 Different Pizza sizes R, M, L, X-L, XXL

KPI'S

$ 817.86K	$ 38.31	49574	21350	2.32
Total Revenue	Avg sell per order	Total pizzas sold	Total Orders	pizzas per order
Total revenue for period from Jan 2015 – Dec 2015 is 817.86k dollars	Avg sell per order is for pizzas is Of $ 38.31	Total Pizzas sold during a period are 49574	Total orders received in a year are 21350	We have sold 2.32 pizzas per order

Sales Dashboard



Home | Customer Behaviour

Pizza Sales Report

January 2015 - December 2015

Pizza Category: All

817.86K	38.31	49574	21350	2.32
Total Revenue	Avg Order Value	Total Pizzas Sold	Total Orders	Avg Pizzas Per Order

BUSSIEST DAYS AND TIMES

DAYS

Orders are highest on Working Days Friday ,Thursday etc.

Monthly

Summer Months Have the Highest Sale, _June, July.

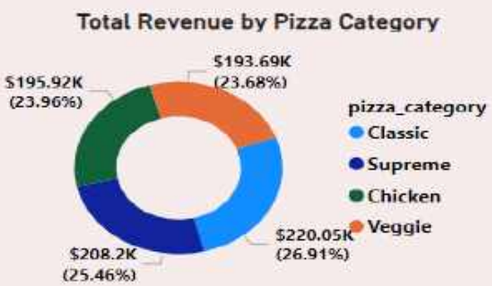
Sales Performance

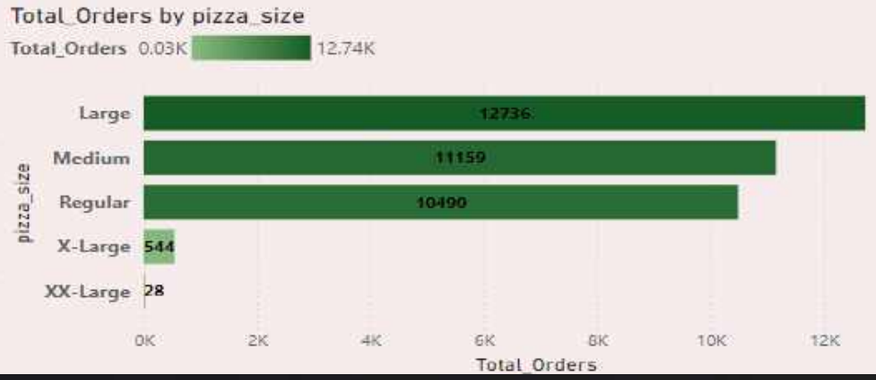
Category

Classic and Supreme Pizzas generates the highest revenue

Pizza Size

Large and Medium size Pizzas generates the maximum revenue



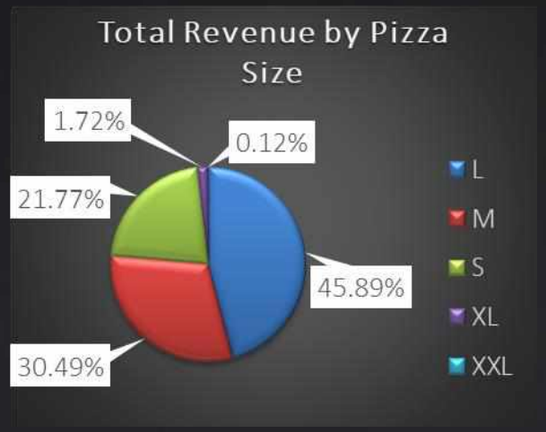


Sales Analysis Insights

Total Revenue by Pizza Size:

•**Insight**: Large and Medium pizzas generated the highest revenue, with Large pizzas contributing 45.89% of total sales.

•**Visual**: A pie chart illustrating revenue distribution across different pizza sizes.



Total Revenue by Pizza Category:

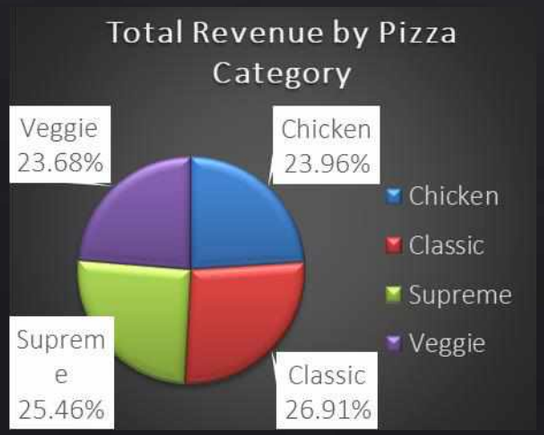
•**Insight**: The Classic and Supreme categories dominate the sales, contributing over 50% of the total revenue.

•**Visual**: A donut chart showing revenue contributions by pizza category.

Sales Trend by Month:

Insight: Revenue peaks during the summer months (June, July) and Fridays and Thurs days are the busiest days.

Visual: A line graph showing monthly sale s trends.

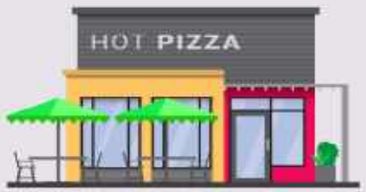


Orders by Day of the Week:

•**Insight:** Weekdays, particularly Fridays and Thursdays, see the highest number of orders, while Sundays have the lowest.

•**Visual**: A bar chart comparing the number of orders across different days of the week.

Customer Behavior Dashboard



Home | Customer Behaviour

Pizza Sales Report

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Pizza Category: All

817.86K	38.31	49574	21350	2.32
Total Revenue	Avg Order Value	Total Pizzas Sold	Total Orders	Avg Pizzas Per Order

BUSSIEST TIMINGS

Timing

Mostly Orders have came at the lunch time or after the office Working Hours This Shows that most of the pizzas sold when customers are free from there office works.

Sales Performance

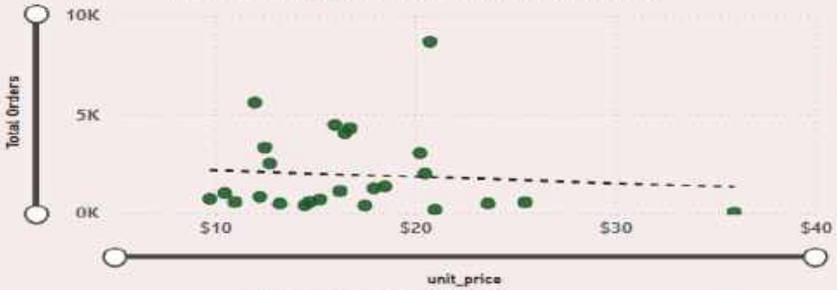
Top 5 Pizzas

The top 5 pizzas ordered by Customers can be be seen in the box plot

Ingredients

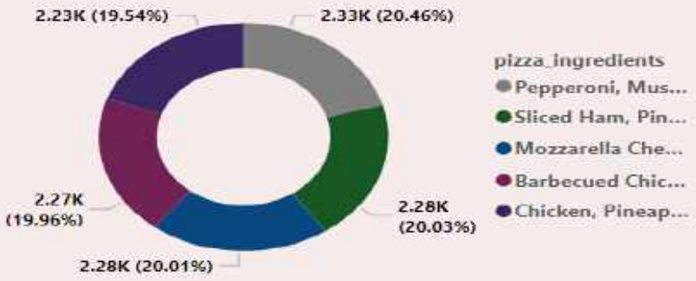
Top 5 ingredients loved by customers in their pizzas can be seen the the donut chart

Relationship Between orders and price

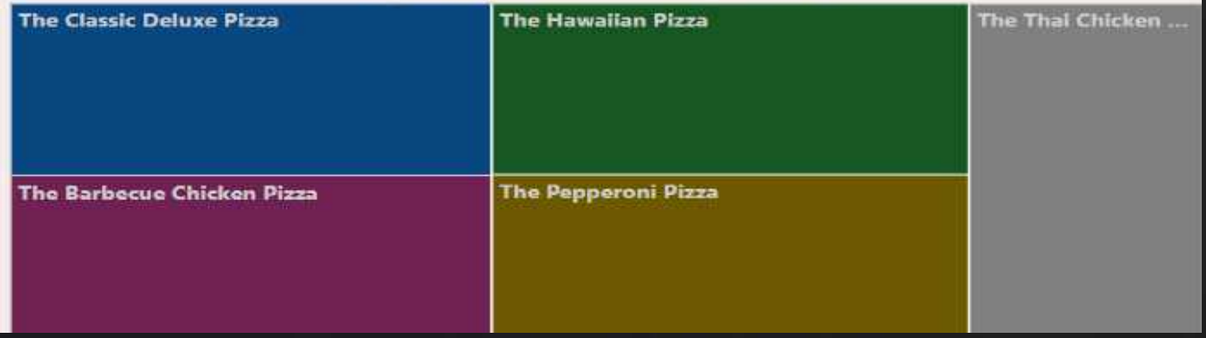


Timings when the orders placed

Top 5 Ingredients



Top 10 Most Ordered Pizzas by Customers



Customer Behavior Analysis Insights

Busiest Times for Orders:

•**Insight:** Most orders are placed during lunch hours (12 PM - 2 PM) and dinner hours (6 PM - 8 PM), indicating peak times when customers prefer to order pizzas.

•**Visual:** A line graph showing the distribution of orders across different times of the day.

Relationship between order and price:

•**Price Sensitivity:** Most orders are concentrated between $10 and $20, indicating customer preference for this price range.

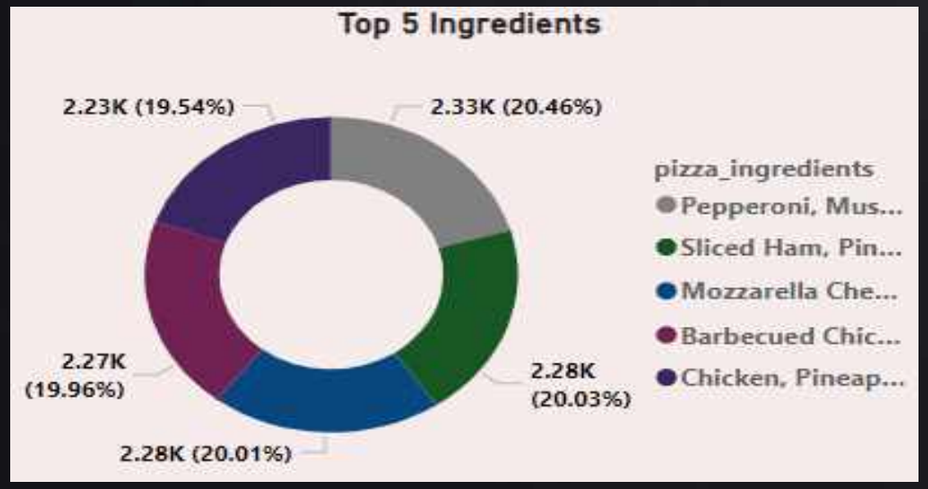
•**Decreasing Trend:** As prices increase, the total number of orders tends to decrease, suggesting customers are less inclined to purchase higher-priced pizzas.

Customer Behavior Analysis Insights

Top 5 Ordered Pizzas:

•**Insight:** The most popular pizzas include The Classic Deluxe, The Hawaiian Pizza, and The Barbecue Chicken Pizza. These pizzas are consistently among the top choices of customers.

•**Visual:** A tree map showing the top 5 pizzas ordered by customers.



Ingredient Preferences:

•**Insight:** Customers show a strong preference for pizzas with ingredients like Mozzarella Cheese, Pepperoni, and Barbecue Chicken, indicating the popular flavors and toppings.

•**Visual:** A donut chart highlighting the top 5 ingredients loved by customers.

Conclusion

- Seasonal and Weekly Sales Patterns: Sales peak during the summer months (June, July) and towards the end of the workweek (Fridays and Thursdays), indicating a strong season and weekly trend in pizza demand.
- Popular Pizza Sizes and Price Sensitivity: Large and medium pizzas generate the most revenue, and there is a noticeable price among customers, with mid-priced pizzas ($10-$20) being the most popular.

Implications

- Targeted Marketing: Utilize the identified peak seasons and weekdays for promotional campaigns to maximize sales during these high-demand periods.
- Pricing Strategy Optimization: Focus on mid-range pricing and explore flexible pricing strategies to attract customers, especially for higher-priced pizzas, without sacrificing profitability
- Product Focus: Continue emphasizing large and medium pizzas in product offerings and promotions, while considering the introduction of customizable options based on popular ingredients.

Q&A

Any Questions ?


THANK
YOU