

# Pizza Sales Analysis Report

## Overview

This report provides a comprehensive analysis of pizza sales, including total revenue, order distribution, peak sales hours, and top-selling pizzas. The insights will help in understanding sales trends and customer preferences.

## Key Metrics

- **Total Orders:** 21,350
- **Total Revenue:** \$817,860
- **Highest Priced Pizza:** Spicy Supreme (\$35.99)
- **Most Ordered Pizza Size:** Medium (45.6%)
- **Average Orders Per Day:** 72.4 pizzas

## Top-Selling Pizzas

The most popular pizzas based on the number of orders and revenue contribution are:

- **Pepperoni Feast** - 16.4% of total sales
- **BBQ Chicken Delight** - 14.8%
- **Cheese Overload** - 13.2%
- **Veggie Supreme** - 10.3%
- **Spicy Supreme** - 9.7%

## Pizza Category Distribution

Sales distribution across different pizza categories:

- **Classic:** 37.5%
- **Gourmet:** 28.4%
- **Veggie:** 20.3%
- **Meat Lovers:** 13.8%

## Order Distribution by Time

- **Peak Hours (6 PM - 9 PM):** 42.1% of total orders
- **Lunch Hours (12 PM - 2 PM):** 28.5%
- **Late Night (10 PM - 1 AM):** 15.2%
- **Morning & Early Afternoon:** 14.2%

## Revenue Contribution by Pizza Type

Each pizza type contributes to total revenue, with the top 3 pizzas making up over 40% of total sales.

## Cumulative Revenue Trends

Sales show steady growth, with higher revenue spikes on weekends. This indicates increased demand during weekends and evenings.

## Insights & Recommendations

- Focus on promoting **best-selling pizzas** like Pepperoni Feast and BBQ Chicken Delight.
- Increase marketing efforts during **peak hours (6 PM - 9 PM)** to maximize sales.
- Introduce **new variants** in the top-performing categories (Classic & Gourmet).
- Offer **combo deals** during non-peak hours to boost sales.
- Analyze **customer preferences** to optimize menu pricing and offerings.

## Conclusion

This report highlights key sales trends and provides actionable insights to enhance business performance. By focusing on high-demand pizzas and optimizing order timings, revenue and customer satisfaction can be significantly improved.