

Pizza Hut Sales Analysis Report

Prepared using Power BI

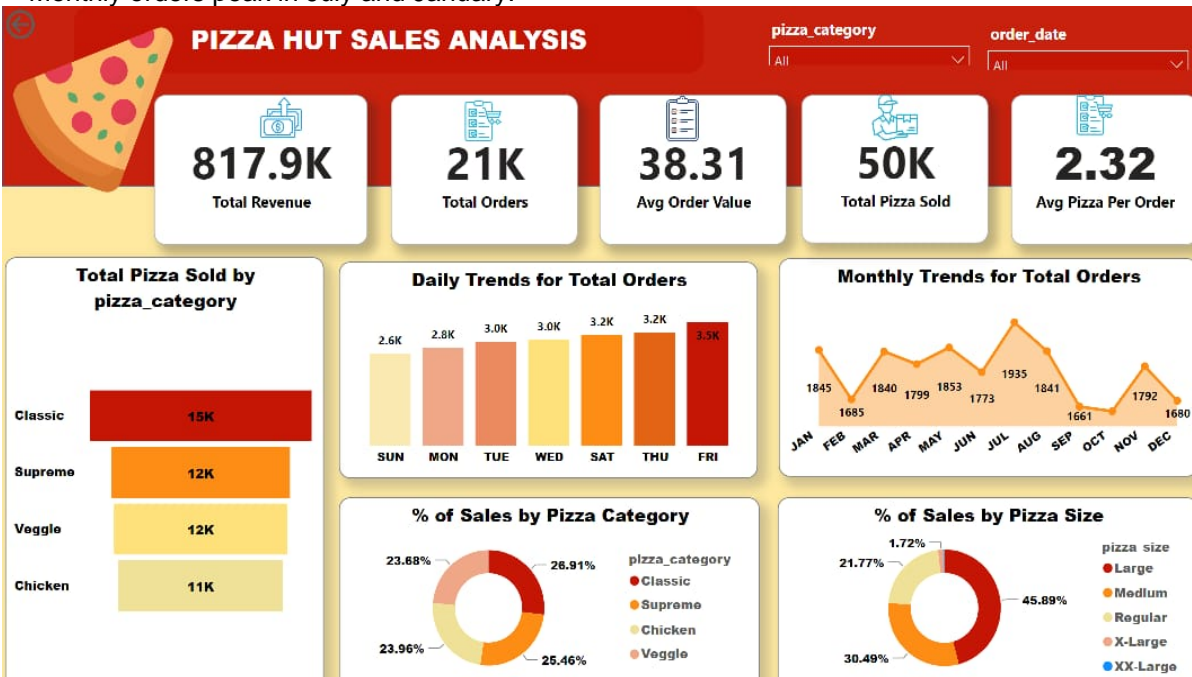
This report presents a detailed analysis of Pizza Hut's sales data using Power BI. It includes key metrics, order trends, category and size analysis, top and bottom-selling pizzas, and actionable insights.

Key Performance Indicators (KPIs)

Total Revenue	817.9K
Total Orders	21K
Average Order Value	38.31
Total Pizza Sold	50K
Average Pizza per Order	2.32

Order Trends Summary

- Daily orders peak on Fridays and weekends.
- Monthly orders peak in July and January.



Category and Size Insights

- Classic category generates the most sales.
- Large-sized pizzas contribute the most to revenue.

Top 5 Pizzas by Revenue

Pizza	Revenue (K)
The Thai Chicken Pizza	43

The Barbecue Chicken Pizza	43
The California Chicken Pizza	41
The Classic Deluxe Pizza	38
The Spicy Italian Pizza	35

Bottom 5 Pizzas by Revenue

Pizza	Revenue (K)
The Spinach Pesto Pizza	16
The Mediterranean Pizza	15
The Spinach Supreme Pizza	15
The Green Garden Pizza	14
The Brie Carre Pizza	12

Top 5 Pizzas by Quantity Sold

Pizza	Quantity
The Classic Deluxe Pizza	2.5K
The Barbecue Chicken Pizza	2.4K
The Hawaiian Pizza	2.4K
The Pepperoni Pizza	2.4K
The Thai Chicken Pizza	2.4K

Bottom 5 Pizzas by Quantity Sold

Pizza	Quantity
The Soppressata Pizza	961
The Spinach Supreme Pizza	950
The Calabrese Pizza	937
The Mediterranean Pizza	934
The Brie Carre Pizza	490

Top 5 Pizzas by Total Orders

Pizza	Orders
The Classic Deluxe Pizza	2.3K
The Hawaiian Pizza	2.3K
The Pepperoni Pizza	2.3K
The Barbecue Chicken Pizza	2.3K
The Thai Chicken Pizza	2.2K

Bottom 5 Pizzas by Total Orders

Pizza	Orders
The Brie Carre Pizza	480
The Mediterranean Pizza	912
The Calabrese Pizza	918
The Spinach Supreme Pizza	938
The Chicken Pesto Pizza	938

Recommendations

- Focus marketing on top-selling pizzas (e.g., Classic Deluxe, Thai Chicken).
- Improve sales of underperforming pizzas (e.g., Brie Carre, Mediterranean).
- Offer promotions on weekends and Fridays to boost traffic.
- Maintain high inventory for large-sized pizzas due to their popularity.