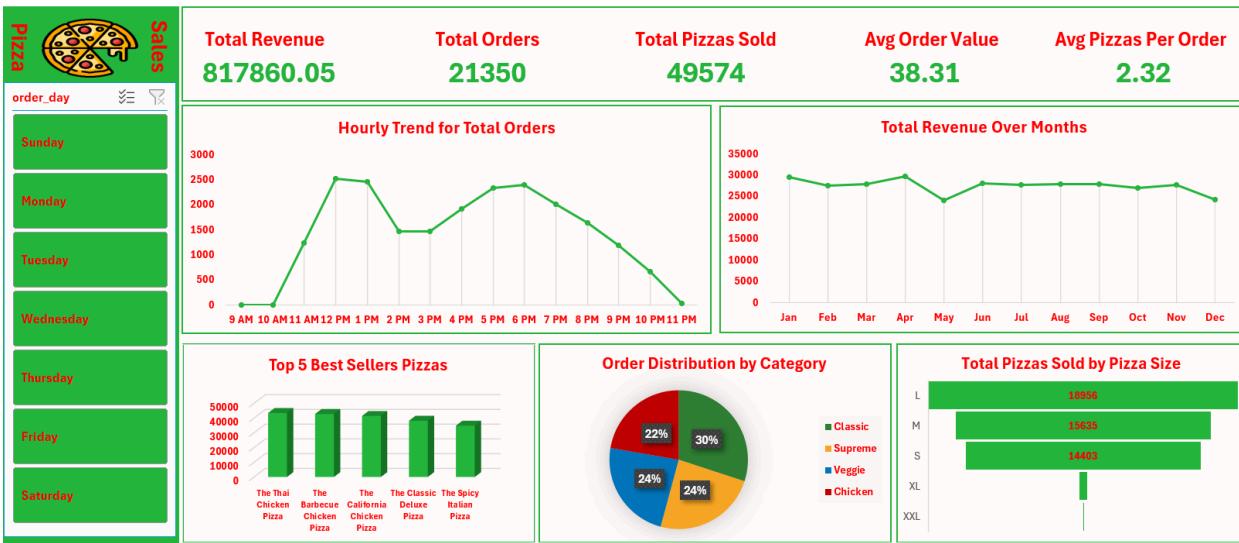


# Pizza Restaurant Analysis

## Dashboard



## KPIs

- **Total Revenue = 817860.05**

- **Total Orders = 21350**
- **Total Pizzas Sold = 49574**
- **AVG Order Value = 38.31**
- **AVG Pizzas Per Order = 2.32**

## Insights

- The business generated **strong overall revenue (817,860)** with a healthy **average order value of 38.31**, indicating good customer spending behavior.
- Customers order an average of **2.32 pizzas per order**, which shows a strong opportunity for bundles and upselling.
- Order volume peaks during **lunch hours (12–1 PM)** and **dinner hours (5–7 PM)**, reflecting typical customer dining behavior.
- Monthly revenue shows **seasonality**, with **April** having the highest revenue, while **May and December** experience noticeable declines.
- **Chicken-based pizzas** dominate the top-selling products, indicating a clear customer preference for chicken flavors.
- The **Classic category** contributes the largest share of orders (30%), followed by Supreme and Veggie categories.
- **Large-sized pizzas** are the most popular, while **XL and XXL sizes** have very low demand.

## Recommendations

- Introduce **combo deals and bundle offers** (e.g., 2 Large pizzas + drinks) to increase the average order value.
- Implement **upselling strategies** by encouraging customers to upgrade from Medium to Large pizzas at a small additional cost.
- Launch **time-based promotions** during off-peak hours (2–4 PM and 9–11 PM) to increase order volume.

- Plan **targeted marketing campaigns** during low-performing months such as May and December to reduce seasonal revenue drops.
- Expand and promote **chicken pizza variations**, as they align strongly with customer preferences.
- Focus marketing efforts on **Large-sized pizzas** as the “best value” option and reduce emphasis on low-demand XL and XXL sizes.
- Optimize menu placement by highlighting best-selling pizzas to guide customer purchasing decisions.