**ANALYSIS AND RECOMMENDATION TO THE MANAGEMENT ON DFORD PARTNERING WITH LINDA PIZZA**

1. Exploration and analysis of the Linda Pizza data uncovered the top 10 most ordered pizzas, the average price per pizza size, average price by pizza type irrespective of the size, and the most expensive pizzas in general. Sequel to exploration of the sales and order details.
2. I will recommend emphasis is placed on the top 10 most ordered pizzas as obviously sales from these types of pizzas will enhance revenue, because they point to be the consumer favourites. Customer satisfaction is pivotal in achieving sales growth. Also, increase in the sales of Linda pizzas will amount to an increase in the patronage of pizza ingredients from Dford.

2. In terms of pizza sizes, Large had the highest order followed by medium, then small-sized pizza, so I recommend that the two sizes should be produced more.

3. In terms of category, whilst classic pizzas had the highest orders , chicken pizzas made the least orders with Supreme and Veggie respectively having.

4. During this analysis, it was discovered although xxlarge pizzas made the lowest sales, there it is recommended not to produce much of it.

5. In all of the orders, pizzas with tomatoes had the highest number of orders followed by pizzas with cheese and bacon pizzas made the least number of orders. Therefore it is recommended that Dford supply pizza ingredients with tomato, cheese and bacon more.