

Pizza Sales & Performance Report

1. Executive Summary

This report presents an analysis of pizza sales performance using an interactive Power BI dashboard. The objective of the report is to evaluate revenue trends, customer ordering behaviour, and product performance to support data-driven business decisions.

The dashboard highlights key performance indicators such as total revenue, total orders, pizzas sold, average order value, and average pizzas per order. Insights derived from the analysis help identify peak demand periods, top-performing pizza categories, and opportunities for improvement.

2. Key Performance Metrics

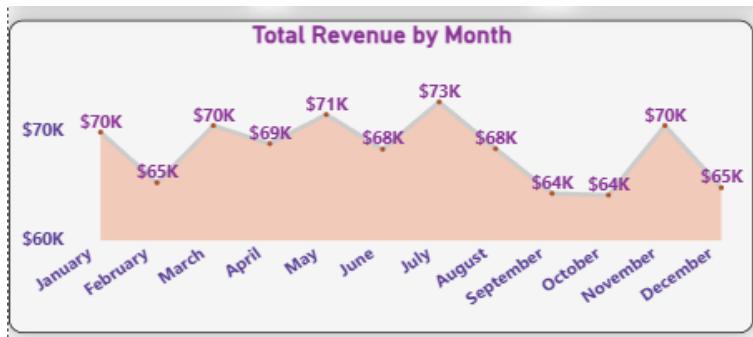
- Total Revenue:** \$817.86K
- Total Orders:** 21K
- Total Pizzas Sold:** 50K
- Average Order Value:** \$38
- Average Pizzas per Order:** 2

These KPIs provide a high-level overview of business performance and customer purchasing behaviour.

3. Sales Trend Analysis

Monthly Revenue Trend

Revenue shows seasonal variation across months, with noticeable peaks during mid-year months and slight declines during early fall. This indicates potential seasonality in customer demand.



Day-wise Order Analysis

Orders are higher towards the end of the week, with Friday and Saturday contributing the maximum order volume. This suggests stronger demand during weekends compared to weekdays.



Time Slot Analysis

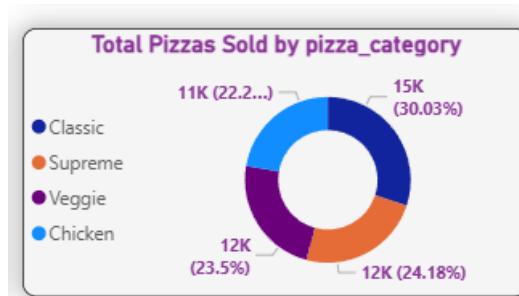
Dinner time records the highest number of orders, followed by lunch hours. Late-night and breakfast time slots contribute comparatively lower order volumes.



4. Product Performance Analysis

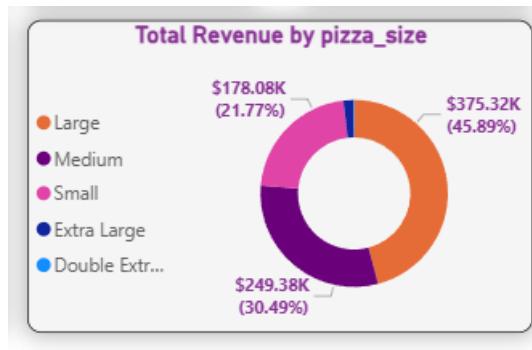
Revenue by Pizza Category

- Classic pizzas generate the highest revenue
- Supreme and Chicken categories closely follow
- Veggie pizzas contribute the least revenue



Revenue by Pizza Size

Large-sized pizzas account for the maximum share of total revenue, indicating a customer preference for larger portions.



Top & Bottom Performing Pizzas

- Top Pizzas:** Spicy Italian Pizza, Thai Chicken Pizza, Classic Deluxe Pizza
- Bottom Pizzas:** Brie Carre Pizza, Green Garden Pizza, Spinach Pesto Pizza

This comparison helps identify high-performing products and items that may require promotion or review.

| Top 5 Pizzas | | | Bottom 5 Pizzas | | |
|----------------|--------------------------|---------------|-----------------|-----------------------|---------------|
| pizza_category | pizza_name | Total Revenue | pizza_category | pizza_name | Total Revenue |
| Supreme | Spicy Italian Pizza | \$34,831.25 | Veggie | Spinach Pesto Pizza | \$15,596 |
| Classic | Classic Deluxe Pizza | \$38,180.5 | Veggie | Mediterranean Pizza | \$15,360.5 |
| Chicken | California Chicken Pizza | \$41,409.5 | Supreme | Spinach Supreme Pizza | \$15,277.75 |
| Chicken | Barbecue Chicken Pizza | \$42,768 | Veggie | Green Garden Pizza | \$13,955.75 |
| Chicken | Thai Chicken Pizza | \$43,434.25 | Supreme | Brie Carre Pizza | \$11,588.5 |

5. Key Insights

- Dinner time generates the highest number of orders
- Large size pizzas are the top revenue contributors
- Weekend demand is consistently higher than weekdays

6. Business Recommendations

- Focus marketing campaigns on dinner hours and weekends
- Promote large-size pizzas through combo offers
- Improve visibility or pricing strategies for low-performing pizzas
- Plan inventory and staffing based on peak demand periods

7. Conclusion

The Pizza Sales & Performance Dashboard provides clear and actionable insights into sales trends and customer behaviour. By leveraging these insights, the business can optimize product strategy, improve revenue performance, and enhance customer satisfaction.