

## KEY MATRICS

1. **Total Orders** – Count of all orders placed

Ans : 21350

2. **Total Quantity Sold** – Total number of pizza units sold

Ans : 49574

3. **Total Revenue** – Sum of revenue generated from all sales

Ans : ₹20.45M

4. **Average Revenue per Order** – Revenue divided by number of orders

Ans : ₹957.68

5. **Highest & Lowest Pizza Price** – Extremes in pricing across the menu  
highest pizza price

pizza_type_id	name	size	price
the_greek	The Greek Pizza	XXL	898.75

Lowest pizza price

pizza_type_id	name	size	price
pepperoni	The Pepperoni Pizza	S	243.75

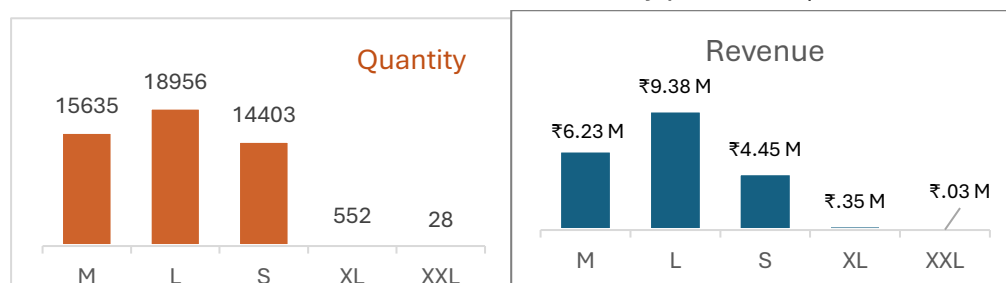
6. **Highest Order Value** – Maximum value of a single order

order_id	total_revenue
18845	11105

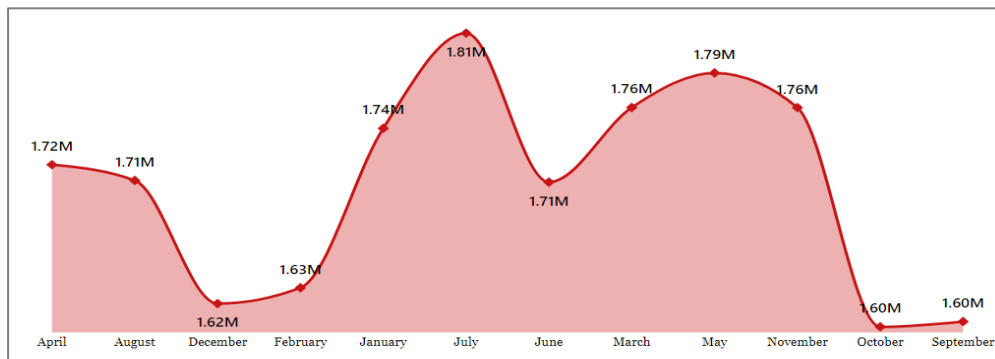
7. **Lowest Order Value** – minimum value of a single order

₹243.75

8. **Pizza Size-wise Sales** – Distribution of sales by pizza size (S, M, L, XL, XXL)



## 9. Monthly Sales Trend – Sales tracked month-wise over the year



## 10. Monthly Growth Rate – Percentage growth in sales each month

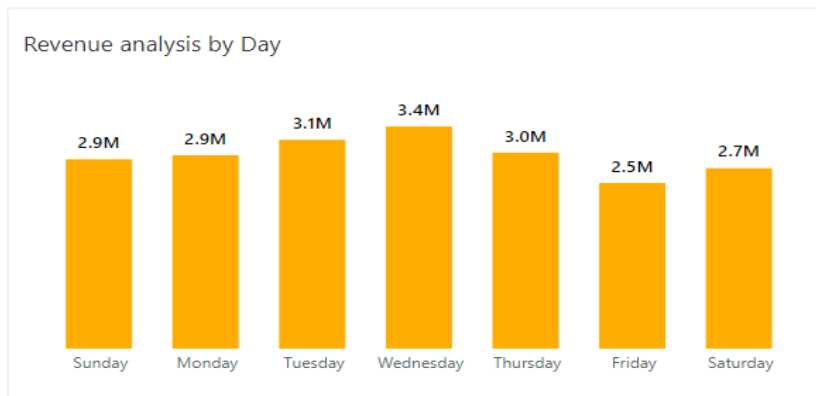
Month_year	Revenue	PM Revenue	MOM %
Jan-24	1.74 M	-	-
Feb-24	1.63 M	1.74 M	-6.32%
Mar-24	1.76 M	1.63 M	7.98%
Apr-24	1.72 M	1.76 M	-2.27%
May-24	1.79 M	1.72 M	4.07%
Jun-24	1.71 M	1.79 M	-4.47%
Jul-24	1.81 M	1.71 M	5.85%
Aug-24	1.71 M	1.81 M	-5.52%
Sep-24	1.6 M	1.71 M	-6.43%
Oct-24	1.6 M	1.6 M	0.00%
Nov-24	1.76 M	1.6 M	10.00%
Dec-24	1.62 M	1.76 M	-7.95%

## 11. Highest & Lowest Revenue Months – Peak and slump revenue periods

month_	Min_Max_sales
July	1.814M(max)
October	1.601M(Min)

## 12. Day-wise Sales Analysis – Revenue trend across days of the week

Highest revenue day: **Wednesday** Lowest revenue day: **Friday**



### 13. Time-based Sales Analysis – High-performing sales hours (e.g., 12–1 PM)

Hours	total_Quantity	total_Revenue
10-11	18	7.59K
11-12	2728	1,123.40K
12-13	6776	2,796.95K
13-14	6413	2,651.64K
14-15	3613	1,480.04K
15-16	3216	1,324.81K
16-17	4239	1,751.39K
17-18	5211	2,155.94K
18-19	5417	2,232.42K
19-20	4406	1,815.72K
20-21	3534	1,455.39K
21-22	2545	1,050.75K
22-23	1386	570.38K
23-24	68	28.03K
9-10	4	2.08K

➤ Peak Business hours: **12.00 pm – 01.00 pm**

➤ Least busy Hours: **09.00 am -10.00 am**

### 14. Top-selling Pizzas by Month(Quantity) – Best-performing pizzas for each month

Month_name	Pizza_types	sold_quantity
April	The Hawaiian Pizza	219
August	The California Chicken Pizza	231
December	The Hawaiian Pizza	209
February	The Pepperoni Pizza	205
January	The Pepperoni Pizza	239
July	The Classic Deluxe Pizza	227
June	The California Chicken Pizza	222
March	The Barbecue Chicken Pizza	231
May	The Pepperoni Pizza	241
November	The Hawaiian Pizza	227
October	The Pepperoni Pizza	199
September	The Classic Deluxe Pizza	209

**15. Pizza types (name) Analysis** – Performance metrics by pizza types  
(top 5 in point of revenue)

name	Quantity	revenue
The Thai Chicken Pizza	2371	₹1.09M
The Barbecue Chicken Pizza	2432	₹1.07M
The California Chicken Pizza	2370	₹1.04M
The Classic Deluxe Pizza	2453	₹0.95M
The Spicy Italian Pizza	1924	₹0.87M

**16. Pizza Sales by Category** – Sales split across different pizza categories

category	orders	Sold_quantity	revenue
Chicken	10815	11050	4.9 M
Classic	14579	14888	5.5 M
Supreme	11777	11987	5.2 M
Veggie	11449	11649	4.84 M

**17. Revenue % Contribution by Category** – Category-wise contribution to total revenue

category	revenue	total_revenue	pct_revenue
Chicken	₹4.90M	₹20.45M	23.96%
Classic	₹5.50M	₹20.45M	26.91%
Supreme	₹5.20M	₹20.45M	25.46%
Veggie	₹4.84M	₹20.45M	23.68%

**18. Average Order Value by Category** – Avg spend per order in each category

category	AOV_category
Chicken	452.89
Classic	377.35
Supreme	441.96
Veggie	422.94

### 19. Top 3 Selling Pizzas by Category – Best-sellers in each category

category	name	total_quantity	revenue
Chicken	The Barbecue Chicken Pizza	2432	1.07 M
Chicken	The Thai Chicken Pizza	2371	1.09 M
Chicken	The California Chicken Pizza	2370	1.04 M
Classic	The Classic Deluxe Pizza	2453	0.95 M
Classic	The Hawaiian Pizza	2422	0.81 M
Classic	The Pepperoni Pizza	2418	0.75 M
Supreme	The Sicilian Pizza	1938	0.77 M
Supreme	The Spicy Italian Pizza	1924	0.87 M
Supreme	The Italian Supreme Pizza	1884	0.84 M
Veggie	The Four Cheese Pizza	1902	0.81 M
Veggie	The Vegetables + Vegetables Pizza	1526	0.61 M
Veggie	The Mexicana Pizza	1484	0.67 M

### 20. TOP SELLING PIZZAS BY SIZE – Best sold pizza in each size

size	name	total_quantity	revenue
L	The Thai Chicken Pizza	1410	0.73 M
M	The Classic Deluxe Pizza	1181	0.47 M
S	The Big Meat Pizza	1914	0.57 M
XL	The Greek Pizza	552	0.35 M
XXL	The Greek Pizza	28	0.03 M