

## KEY MATRICS

1. **Total Orders** – Count of all orders placed
2. **Total Quantity Sold** – Total number of pizza units sold
3. **Total Revenue** – Sum of revenue generated from all sales
4. **Average Revenue per Order** – Revenue divided by number of orders
5. **Highest & Lowest Pizza Price** – Extremes in pricing across the menu
6. **Highest Order Value** – Maximum value of a single order
7. **Lowest Order Value** – minimum value of a single order
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
11. **Highest & Lowest Revenue Months** – Peak and slump revenue periods
12. **Day-wise Sales Analysis** – Revenue trend across days of the week
13. **Time-based Sales Analysis** – High-performing sales hours (e.g., 12–1 PM)

14. **Top-selling Pizzas by Month** – Best-performing pizzas for each month
15. **Pizza types (name) Analysis** – Performance metrics by pizza types
16. **Pizza Sales by Category** – Sales split across different pizza categories
17. **Revenue % Contribution by Category** – Category-wise contribution to total revenue
18. **Average Order Value by Category** – Avg spend per order in each category
19. **Top 3 Selling Pizzas by Category** – Best-sellers in each category
20. **TOP SELLING PIZZAS BY SIZE** – Best sold pizza in each size