

# PIZZA SALES



Total Revenue

\$817,860

Avg Order Vaue

\$38.31

Total Pizzas Sold

49574

Total Orders

21350

Avg Pizzas Per Order

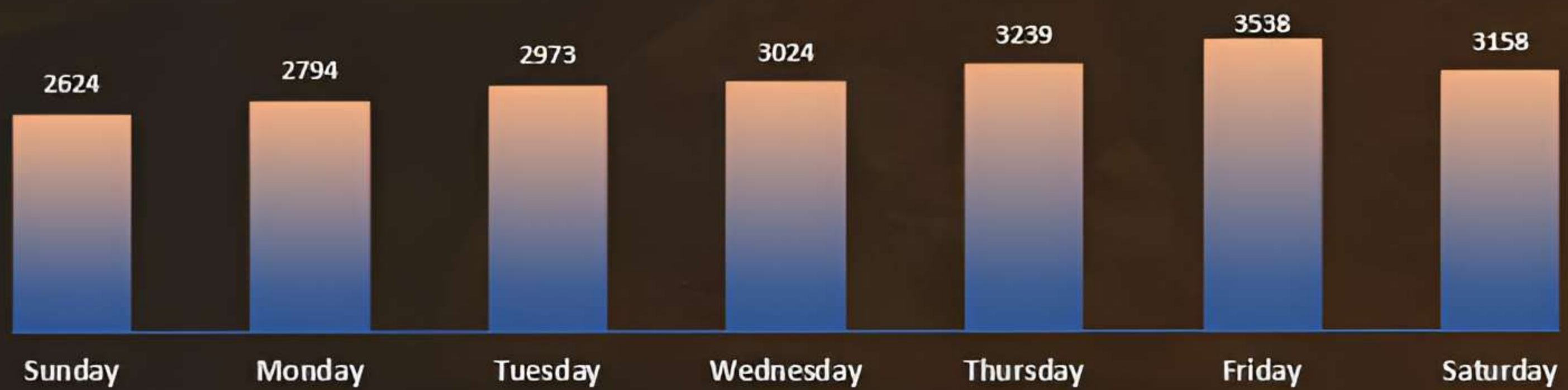
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## Busiest Days & Times

Orders are **highest** on weekends **Friday/Saturday** evenings.

There are **maximum** orders from 12-01pm & after 5-8pm.

Daily Trend For Total Orders



Hourly Trend For Total Orders

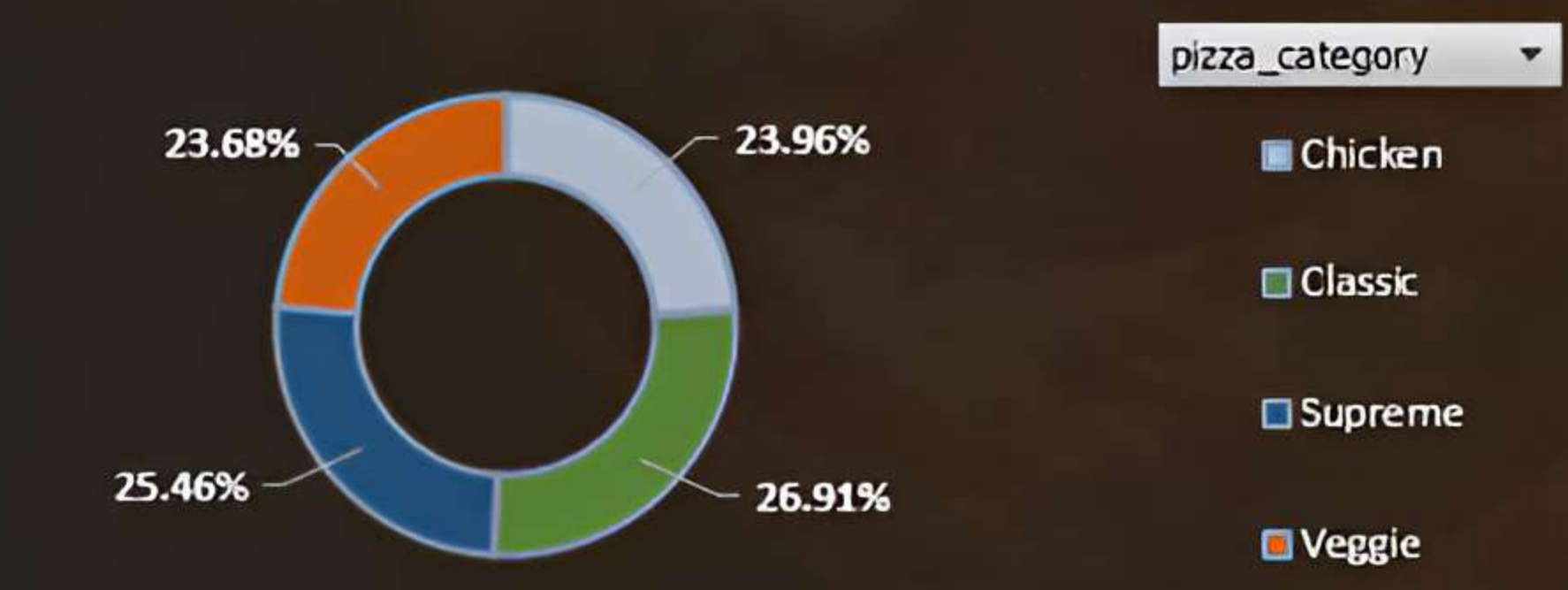


## Sales By Category & Size

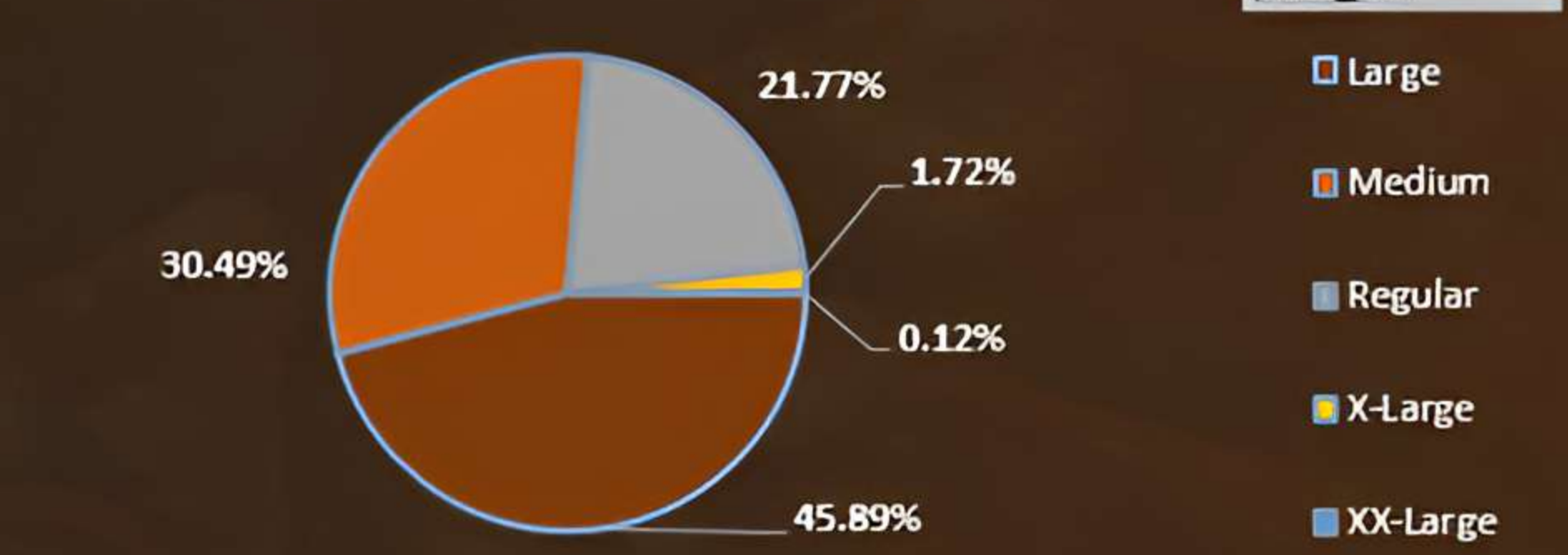
**Classic** Category contributes to **maximum** sales & total orders.

**Large size** pizzas contributes to **maximum** sales.

% Of Sales By Pizza Category



% Of Sales By Pizza Size



Total Pizzas Sold By Pizza Category



## Best & Worst Sellers

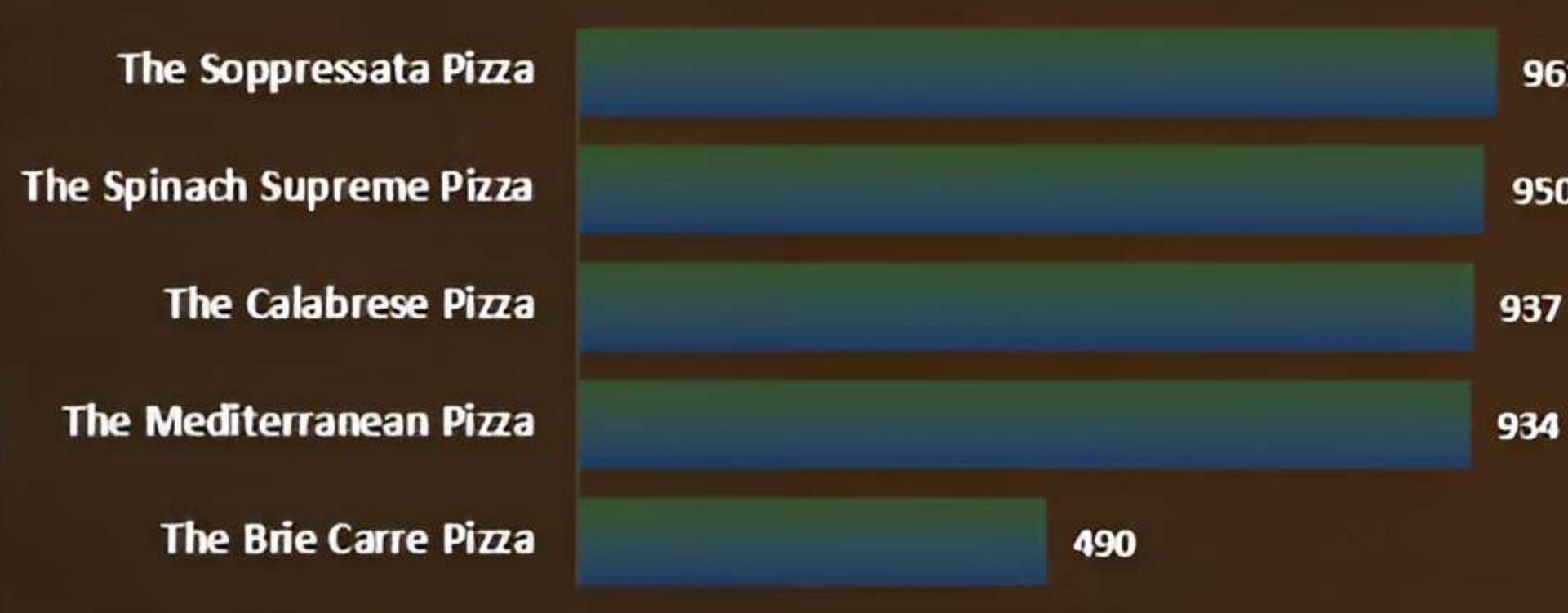
**Classic Delux & Chicken** pizzas are the **Best** Sellers and **Revenue** Generators.

**The Brie Carre** is at the **bottom** in both **orders** and **revenue**.

Top 5 Best Pizza Sellers



Top 5 Worst Pizza Sellers



order\_date







# PIZZA SALES INSIGHTS



# Key Metrics & Business Impact

## ✓ Total Revenue: \$817,860

- Strong revenue performance, indicating high demand.
- Opportunity to increase revenue through upselling combos & premium toppings.

## ✓ Total Orders: 21,350

- Large customer base actively purchasing pizzas.
- Enhancing order efficiency can improve customer experience & reduce wait times.

## ✓ Average Order Value (AOV): \$38.31

- Decent AOV, but could be improved by promoting higher-value combos & side dishes.
- Suggest "Buy More, Save More" offers to increase basket size.



## **Total Pizzas Sold: 49,574**

- Consistently high pizza sales reflect strong market presence.
- Identify best-selling pizzas & optimize inventory to avoid stockouts.



## **Business Takeaway**

- Focus on upselling & cross-selling to boost revenue per order.
- Improve order efficiency during peak times to handle high demand.
- Promote underperforming pizzas with discounts to balance sales distribution.

# Sales Trends & Peak Order Timings



## Daily & Hourly Sales Trends

✓ **Peak Order Days: Friday  
& Saturday Evenings**

- Indicates a strong weekend dining & takeaway culture.
- Highest sales occur during weekends, especially in the evening (5 pm - 8 pm).



## Business Impact & Recommendation

**Increase Staff During Peak Hours**  
**Stock Up on Inventory in Advance**  
**Run Time-Sensitive Promotions**

- Reduce wait times & improve customer experience and ensure popular pizzas & ingredients are always available.
- Offer discounts during non-peak hours to distribute demand evenly and encourage weekday sales to maintain steady revenue flow.



# Best & Worst-Selling Pizzas



## Top-Selling Pizzas

- ✓ Classic Deluxe
- ✓ Chicken
- ✓ Hawaiian
- ✓ Pepperoni
- ✓ Thai Chicken

### 💡 Why They Perform Well?

- Popular & widely preferred flavors.
- Strong customer demand and repeat orders.
- Likely well-marketed & part of combos.



## Worst-Selling Pizzas

- ✗ Brie Carre
- ✗ Mediterranean
- ✗ Calabrese
- ✗ Spinach Supreme
- ✗ Soppresata

### 💡 How to Improve Sales?

- Introduce discounts & combo deals for underperforming pizzas.
- Promote these pizzas with tasting events or special deals.
- Collect customer feedback to improve flavors.





# Category & Size Insights

## # Top-Performing Pizza Category:

- Classic Pizzas generate the highest sales.
- Strong customer preference for traditional flavors.

## # Most Popular Pizza Size:

- Large Pizzas contribute to maximum sales.
- Customers prefer bigger portions for value & group dining.

## # Business Action Plan:

- Highlight Classic Pizzas in special deals & ads.
- Offer family-size meal combos featuring Large Pizzas.
- Create limited-time offers to boost sales further.



Hey there!  
Enjoy Pizza From My Side 😊

**Thanks**

**By Anurag Mishra**