**Executive Summary**

This dashboard provides a comprehensive analysis of Domino’s Pizza sales data, highlighting key performance metrics, customer preferences, and time-based trends. The insights presented are based on 48.6K total orders resulting in 49.6K pizzas sold and generating total revenue of $817.9K.

**Key Performance Highlights**

* **Total Orders:** 48.6K
* **Total Pizzas Sold:** 49.6K
* **Total Revenue:** $817.9K
* **Average Price per Pizza:** $16.49

**Customer Preferences**

* **Most Popular Size:** Large (38.2%), followed by Medium (31.5%)
* **Top-Selling Category:** Classic pizzas lead all categories in total sales.
* **Best Seller:** The Classic Deluxe Pizza ranks #1 in both orders and revenue.

**Sales Trends**

* **Peak Revenue Hours:** 12 PM – 2 PM, indicating strong lunchtime demand.
* **Strongest Months:** July and August show the highest monthly orders.
* **Stable Daily Orders:** Orders remain consistent with occasional spikes likely due to promotions or weekends.

**Business Implications**

* Focus on stocking and promoting **Large-sized Classic pizzas**.
* Capitalize on high-performing hours and months with **targeted marketing campaigns**.
* Leverage best-selling items to design **bundled offers or combo deals**.
* Monitor and improve performance during **off-peak months (e.g., October–November)**.