Pizza Sales Performance & Business Analytics

Power BI: https://app.powerbi.com/groups/me/reports/740bd8ee-3556-4109-97fa-188aa54d6ef6/fc317158b8f7a84a9633?experience=power-bi
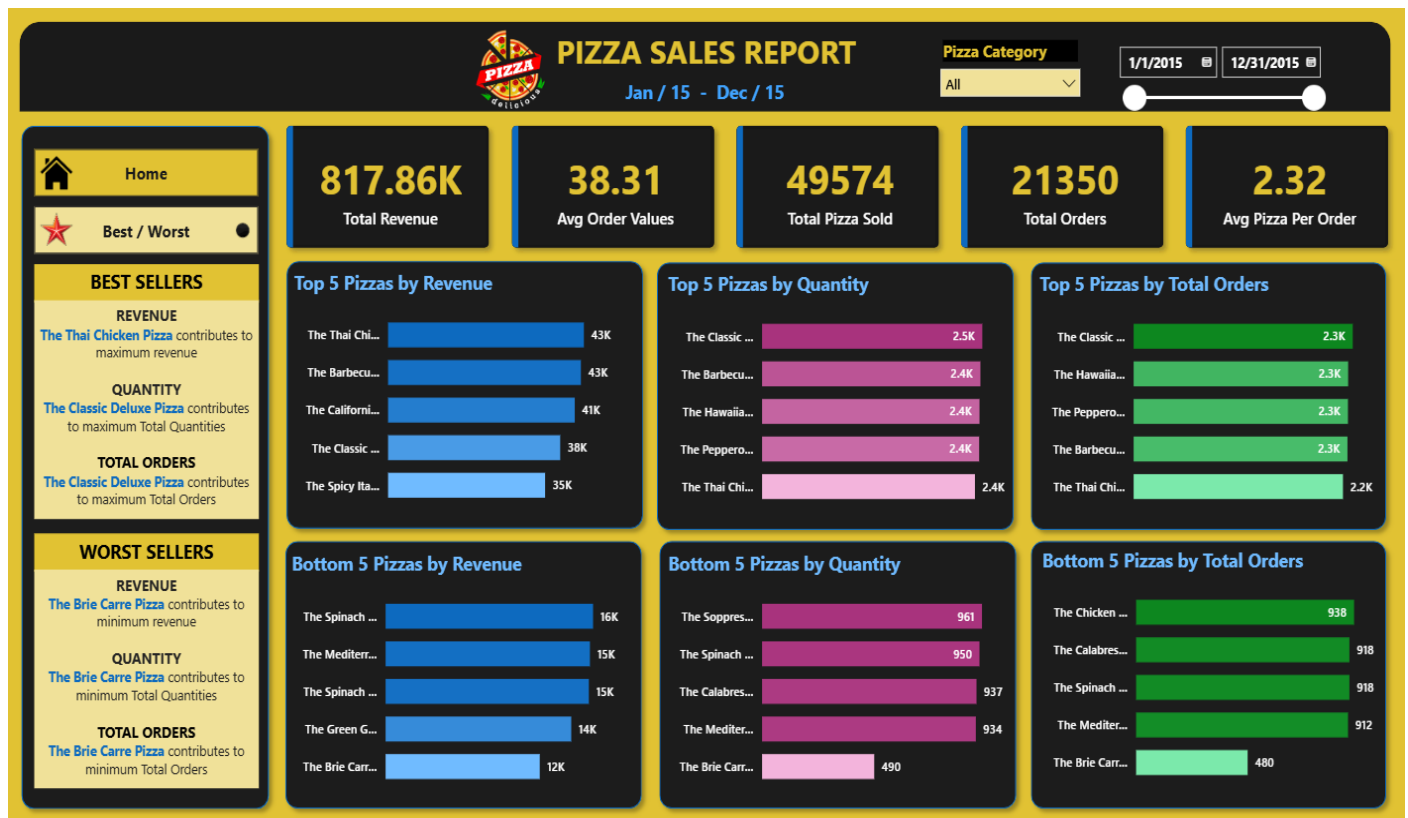
PIZZA SALES REPORT
Jan / 15 - Dec / 15

Pizza Category: All

1/1/2015 — 12/31/2015

817.86K	38.31	49574	21350	2.32
Total Revenue	Avg Order Value	Total Pizza Sold	Total Orders	Avg Pizzas Per Order

- Home
- Best / Worst

BUSIEST DAYS & TIMES

DAYS
Orders are highest on weekends **Friday / Saturday** Evenings

MONTHLY
There are maximum order from the month of **July / January**

SALES PERFORMANCE

CATEGORY
Classic Category contributes to maximum sales and total orders

SIZE
Large Size Pizza contributes to maximum sales.

Daily Trend for Total Orders

SUN	MON	TUE	WED	THU	FRI	SAT
2.6K	2.8K	3.0K	3.0K	3.2K	3.5K	3.2K

Monthly Trend for Total Orders

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1845	1685	1840	1799	1853	1773	1935	1841	1661	1646	1792	1680

Percentage (%) of Sales by Pizza Category
- Classic — 220.05K (26.91%)
- Supreme — 208.2K (25.46%)
- Chicken — 195.92K (23.96%)
- Veggie — 193.69K (23.68%)

Percentage (%) of Sales by Pizza Size
- Large — 375.32K (45.89%)
- Medium — 249.38K (30.49%)
- Regular — 178.08K (21.77%)
- X-Large — 14.08K (1.72%)
- XX-Large

Total Pizza Sold by Pizza Category

Category	
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

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BEST SELLERS

REVENUE
The Thai Chicken Pizza contributes to maximum revenue

QUANTITY
The Classic Deluxe Pizza contributes to maximum Total Quantities

TOTAL ORDERS
The Classic Deluxe Pizza contributes to maximum Total Orders

WORST SELLERS

REVENUE
The Brie Carre Pizza contributes to minimum revenue

QUANTITY
The Brie Carre Pizza contributes to minimum Total Quantities

TOTAL ORDERS
The Brie Carre Pizza contributes to minimum Total Orders

Top 5 Pizzas by Revenue

Pizza	
The Thai Chi...	43K
The Barbecu...	43K
The Californi...	41K
The Classic ...	38K
The Spicy Ita...	35K

Top 5 Pizzas by Quantity

Pizza	
The Classic ...	2.5K
The Barbecu...	2.4K
The Hawaiia...	2.4K
The Peppero...	2.4K
The Thai Chi...	2.4K

Top 5 Pizzas by Total Orders

Pizza	
The Classic ...	2.3K
The Hawaiia...	2.3K
The Peppero...	2.3K
The Barbecu...	2.3K
The Thai Chi...	2.2K

Bottom 5 Pizzas by Revenue

Pizza	
The Spinach ...	16K
The Mediterr...	15K
The Spinach ...	15K
The Green G...	14K
The Brie Carr...	12K

Bottom 5 Pizzas by Quantity

Pizza	
The Soppres...	961
The Spinach ...	950
The Calabres...	937
The Mediter...	934
The Brie Carr...	490

Bottom 5 Pizzas by Total Orders

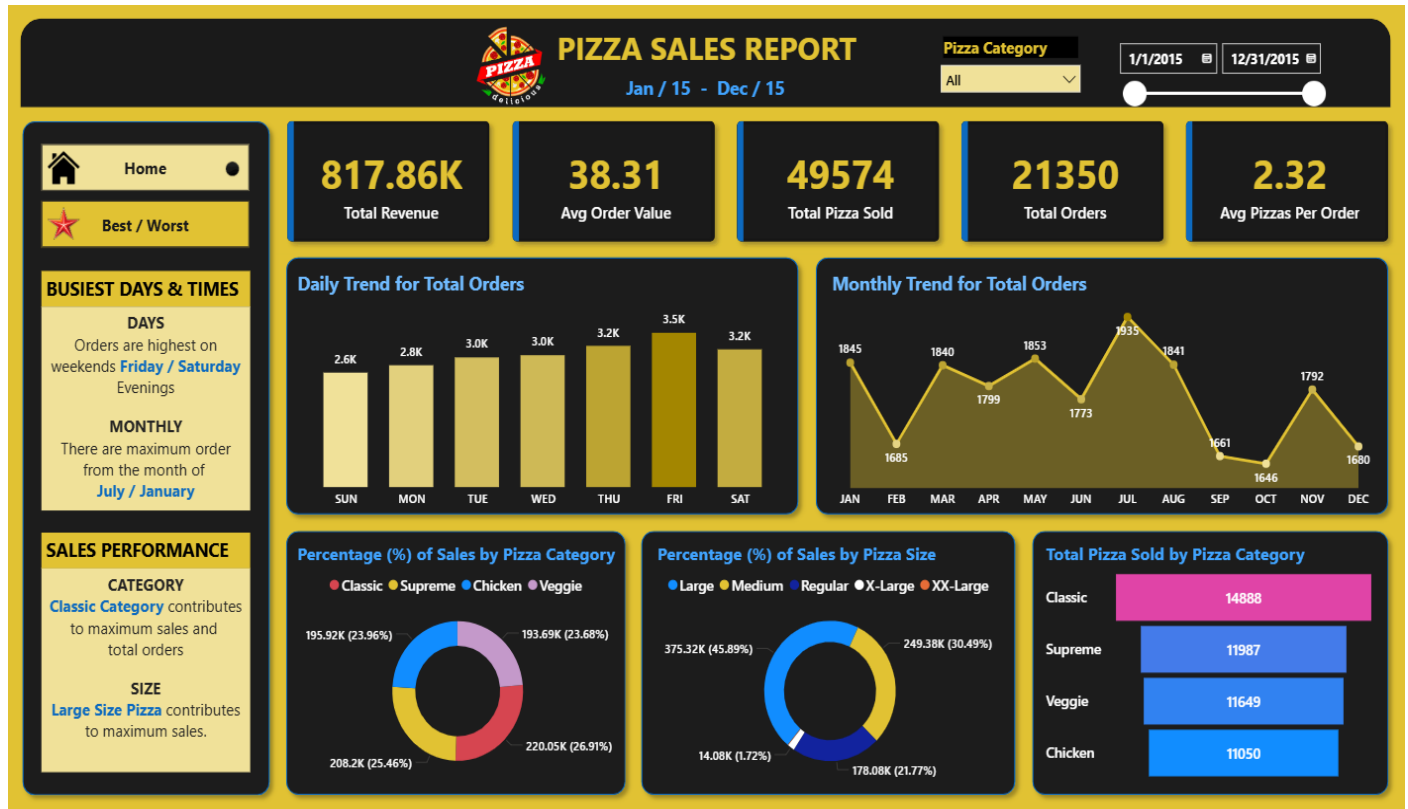| Pizza	
The Chicken ...	938
The Calabres...	918
The Spinach ...	918
The Mediter...	912
The Brie Carr...	480

Tableau: https://public.tableau.com/app/profile/bharath.raj.s4486/viz/Pizza SalesAnalytics_17670844999630/Home

PIZZA SALES ANALYTICS
1/1/2015 - 12/31/2015

Pizza Category: (All)   Order Date: 1/1/2015 — 12/31/2015

Home
Best / Worst Sellers

Total Revenue	Avg Order Value	Total Pizzas Sold	Total Orders	Avg Pizzas Per Order
$817.9K	$ 38.31	49.6K	21.4K	2.32

BUSIEST HOURS & WEEKS

HOURS
Peak orders occur between 12:00 PM and 1:00 PM, and again in the evening from 4:00 PM to 7:00 PM.

WEEKS
Significant variations in weekly orders are observed, with the highest peak during the 48th week in December.

Hourly Trend for Total Pizzas Sold
9: 0.0K, 10: 0.0K, 11: 2.7K, 12: 6.8K, 13: 6.4K, 14: 3.6K, 15: 3.2K, 16: 4.2K, 17: 5.2K, 18: 5.4K, 19: 4.4K, 20: 3.5K, 21: 2.5K, 22: 1.4K, 23: 0.1K

Weekly Trend for Total Orders
Avg402.8 — peak 491 — low 171

SALES PERFORMANCE

CATEGORY
The Classic category contributes the Maximum Sales and total pizzas sold.

SIZE
The Large pizza size contributes the Maximum total sales.

Percentage of Sales by Pizza Category
$ 817.9K
- Veggie 23.683% $ 193.7K
- Chicken 23.955% $ 195.9K
- Supreme 25.456% $ 208.2K
- Classic 26.906% $ 220.1K

Percentage of Sales by Pizza Size
- Large 45.89%
- Medium 30.49%
- Regular 21.77%
- X-Large 1.72%
- XX-Large 0.12%

Total Orders & Pizza Sold by Pizza Category
Total Pizzas Sold | Total Orders
- Chicken: (11,050) | 8,536
- Classic: (14,888) | 10,859
- Supreme: (11,987) | 9,085
- Veggie: (11,649) | 8,941

PIZZA SALES ANALYTICS
1/1/2015 - 12/31/2015

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Best / Worst Sellers

Total Revenue	Avg Order Value	Total Pizzas Sold	Total Orders	Avg Pizzas Per Order
$817.9K	$ 38.31	49.6K	21.4K	2.32

BEST SELLERS

REVENUE
The Thai Chicken Pizza contributes to maximum revenue.

QUANTITY
The Classic Deluxe Pizza contributes to maximum Total Quantities.

TOTAL ORDERS
The Classic Deluxe Pizza contributes to maximum Total Orders.

Top 5 Pizzas by Revenue
- The Thai Chicken Pizza: $ 43.43K
- The Barbecue Chicken Pizza: $ 42.77K
- The California Chicken Pizza: $ 41.41K
- The Classic Deluxe Pizza: $ 38.18K
- The Spicy Italian Pizza: $ 34.83K

Top 5 Pizzas by Total Pizzas Sold
- The Classic Deluxe Pizza: $2.45K
- The Barbecue Chicken Pizza: $2.43K
- The Hawaiian Pizza: $2.42K
- The Pepperoni Pizza: $2.42K
- The Thai Chicken Pizza: $2.37K

Top 5 Pizzas by Total Orders
- The Classic Deluxe Pizza: 2,329
- The Hawaiian Pizza: 2,280
- The Pepperoni Pizza: 2,278
- The Barbecue Chicken Pizza: 2,273
- The Thai Chicken Pizza: 2,225

WORST SELLERS

REVENUE
The Brie Carre Pizza contributes to minimum revenue.

QUANTITY
The Brie Carre Pizza contributes to minimum Total.

TOTAL ORDERS
The Brie Carre Pizza contributes to minimum Total.

Bottom 5 Pizzas by Revenue
- The Brie Carre Pizza: $11.59K
- The Green Garden Pizza: $13.96K
- The Spinach Supreme Pizza: $15.28K
- The Mediterranean Pizza: $15.36K
- The Spinach Pesto Pizza: $15.60K

Bottom 5 Pizzas by Total Pizzas Sold
- The Brie Carre Pizza: 490
- The Mediterranean Pizza: 934
- The Calabrese Pizza: 937
- The Spinach Supreme Pizza: 950
- The Soppressata Pizza: 961

Bottom 5 Pizzas by Total Orders
- The Brie Carre Pizza: 480
- The Mediterranean Pizza: 912
- The Calabrese Pizza: 918
- The Spinach Supreme Pizza: 918
- The Chicken Pesto Pizza: 938