**Pizza Sales Analysis**

**1. Key Metrics and KPIs Performance**

* **Total Revenue:**  
  $817,860 in total sales revenue.
* **Total Orders:**  
  21,350 pizza orders placed.
* **Total Pizzas Sold:**  
  49,574 pizzas sold.
* **Average Order Value:**  
  $38.31 per order.
* **Average Pizzas Per Order:**  
  2.32 pizzas per order.

**2. Sales and Order Trends**

* **Daily Trend for Total Orders:**  
  Lower order volumes at the beginning of the week (Sunday: 2,600; Monday: 2,800).  
  Highest volumes on Fridays (3,500) and strong sales continuing into Saturday (3,200).  
  Suggestion: Focus promotional activities on weekends.
* **Monthly Trend for Total Orders:**  
  Peak orders in August (1,935), with strong months in May and January.  
  Significant decline in September (661), indicating a potential off-season or opportunity for promotions.

**3. Category and Size Insights**

* **Pizza Category Performance:**  
  Sales distributed among categories as follows:
  + Classic: 26.91%
  + Supreme: 25.46%
  + Chicken: 23.96%
  + Veggie: 23.68%  
    Highest volume sold: Classic (14,888 pizzas).
* **Pizza Size Preferences:**
  + Large: 45.89%
  + Medium: 30.49%
  + Regular: 21.77%  
    Minimal sales for X-Large (1.72%) and XX-Large (0.12%).

**4. Best & Worst Sellers**

* **Top 5 Pizzas by Revenue:**  
  The Thai Chicken ($43,435), The Barbecue Chicken, The California Chicken, The Classic Deluxe, The Spicy Italian.
* **Top 5 Pizzas by Quantity/Orders:**  
  The Classic Deluxe (2,453 units; 2,329 orders), The Barbecue Chicken (2,432 units), The Hawaiian Pizza (2,422 units; 2,280 orders), The Pepperoni Pizza (2,418 units; 2,278 orders), The Thai Chicken (2,371 units).
* **Bottom 5 Pizzas by Revenue, Quantity, Orders:**  
  The Spinach Pesto, The Mediterranean, The Spinach Supreme, The Green Garden, and The Brie Carre Pizza show lowest sales by all metrics.  
  Recommended review for underperforming SKUs.

**5. Actionable Insights & Recommendations**

* Maximize sales during weekends with targeted promotions.
* Stock and market large-sized pizzas more aggressively.
* Classic and Supreme pizzas are the most popular; maintain quality and availability.
* Monitor and improve underperforming menu options.
* Implement targeted marketing in September to address the seasonal dip in orders.

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