**Executive Summary**

**By Chirag Sharma**

Domino’s Pizza has demonstrated strong sales performance over the past year, generating **24.5 million in revenue** from **49,000 orders**, with an **average order value of ₹1,150**. While these metrics reflect a healthy business foundation, targeted strategies can unlock further growth by addressing seasonal gaps, optimizing high-demand periods, and enhancing customer engagement.

**Key Highlights**

**Top-Selling Pizzas**

The **Classic Deluxe, BBQ Chicken, Hawaiian, Pepperoni, and Thai Chicken** dominate sales, collectively representing over **80% of total orders**. This suggests that customers have a strong preference for these flavors, indicating an opportunity to expand related menu items or create special variations based on these bestsellers.

**Seasonal Trends**

Sales peak in **June and July (₹2.1M+ monthly)**, driven by summer promotions and holidays. However, a noticeable dip occurs in **September and October (₹1.9M monthly)**, suggesting a potential gap in seasonal marketing efforts. Addressing this decline with targeted promotions and new offerings could help maintain revenue consistency throughout the year.

**Daily Patterns**

* **Monday sees the highest order volume (8,100 orders),** likely due to the start of the workweek and meal planning habits.
* **Fridays lag behind (5,800 orders),** presenting an opportunity for weekend-focused promotions.
* Orders surge during **lunch (12 PM - 2 PM) and dinner (6 PM - 9 PM)**, highlighting prime time slots for discount-driven strategies and promotional bundles.

**Strategic Priorities**

**1. Leverage Peak Demand**

* Introduce **exclusive promotions for high-volume periods**, such as **“Summer BBQ Bundles” in June/July** and **“Monday Meal Deals”** to sustain momentum.
* Optimize lunch and dinner rushes with **time-sensitive discounts and pre-order incentives**.

**2. Address Underperforming Periods**

* Test **“Weekend Prep” Friday promotions** to boost sales leading into the weekend.
* Experiment with **late-night limited menus** to capture more after-hours customers.
* Launch **autumn-focused campaigns**, including **“Back-to-School” partnerships** and **seasonal pizza flavors** to increase sales in September and October.

**3. Enhance Digital & Loyalty Initiatives**

* Streamline the mobile app experience with **AI-driven recommendations** and **pre-order incentives** to enhance customer convenience.
* Implement a **tiered rewards program** to encourage repeat purchases.
* Introduce **personalized offers and targeted promotions** based on customer purchase history.

**Conclusion**

Domino’s is well-positioned to capitalize on its strengths while addressing gaps in demand cycles. By focusing on **data-driven promotions, digital optimization, and customer loyalty programs**, the company can sustain revenue growth, improve market competitiveness, and strengthen brand engagement.

**Next Steps:**

* Finalize **priority initiatives** and allocate resources for pilot campaigns.
* **Monitor key performance metrics** to assess the effectiveness of implemented strategies.
* **Continuously iterate and refine marketing efforts** to ensure sustained sales growth throughout the year.