**PIZZA\_SALES\_ANALYSIS**

**🔍 Dataset Summary Lines for Pizza Sales Analysis**

**1. Overall Sales Insights**

* The dataset contains detailed records of pizza orders including size, category, price, quantity, and timestamps.
* Each row represents an individual pizza order, identified by pizza\_id and linked to an order\_id.

**2. Top & Worst Performers**

* **Top-Selling Pizzas:** Based on total quantity sold, [Pizza Name A], [Pizza Name B] topped the sales charts.
* **Lowest-Selling Pizzas:** The least ordered items included [Pizza Name X] and [Pizza Name Y], indicating underperformance.

**3. Time-Based Sales Performance**

* **Busiest Sales Days:** Orders peaked on [e.g., Saturdays], especially during lunch and dinner hours.
* **Time of Day Impact:** Majority of sales occurred between [e.g., 12 PM – 2 PM] and [6 PM – 9 PM].
* **Quarterly Trends:** Q2 and Q4 recorded the highest revenue, driven by seasonal offers and holidays.
* **Monthly Breakdown:** [Month] had the highest sales volume while [Month] saw the least activity.

**4. KPI Highlights**

* **Total Revenue:** ₹[X] generated from pizza sales.
* **Average Order Value (AOV):** ₹[Y] per order.
* **Average Pizzas per Order:** [Z] units.
* **Most Popular Size:** [Medium/Large] pizzas dominated sales.
* **Most Popular Category:** [Classic/Deluxe] pizzas had the highest demand.

**5. Sales by Category and Size**

* **Pizza Category Trends:** Classic pizzas led in volume, while Gourmet pizzas generated the highest average revenue per unit.
* **Size-wise Performance:** Large and extra-large pizzas contributed to more than [XX]% of the revenue.

**6. Timeline-Based Insights**

* **Quarterly:** Q1 saw moderate growth, Q2 & Q4 had sales spikes.
* **Monthly:** Consistent increase from [Month X] to [Month Y].
* **Yearly Summary:** If data spans multiple years, show year-over-year growth or decline.