

# PIZZA SALES

## *Pizza* SALES ANALYSIS



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Next

**₦817,860**

**Total Sales**

**60**

**Average Order Per Day**

**2**

**Average Pizza in an order**

**21350**

**Total Orders**

### **INSIGHT**

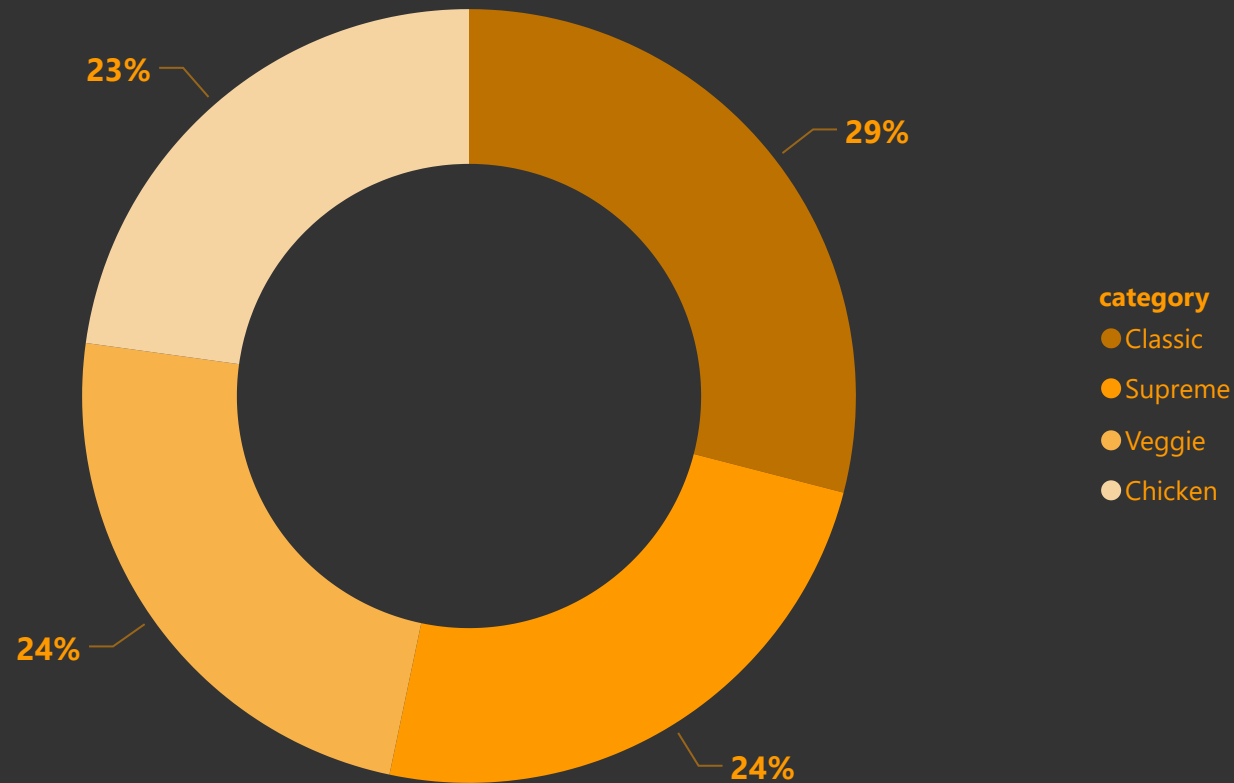
- 1) Consistent Daily Sales: 60 orders per day and 21,350 total orders indicate stable daily sales.
- 2) High volume sales: 21,350 total orders demonstrate significant customer demand.

### **RECOMMENDATION**

- 1) Invest in customer feedback and analytics.
- 2) Offer combos ,bundles or value meals

**Dashboard**

## Total Orders by category



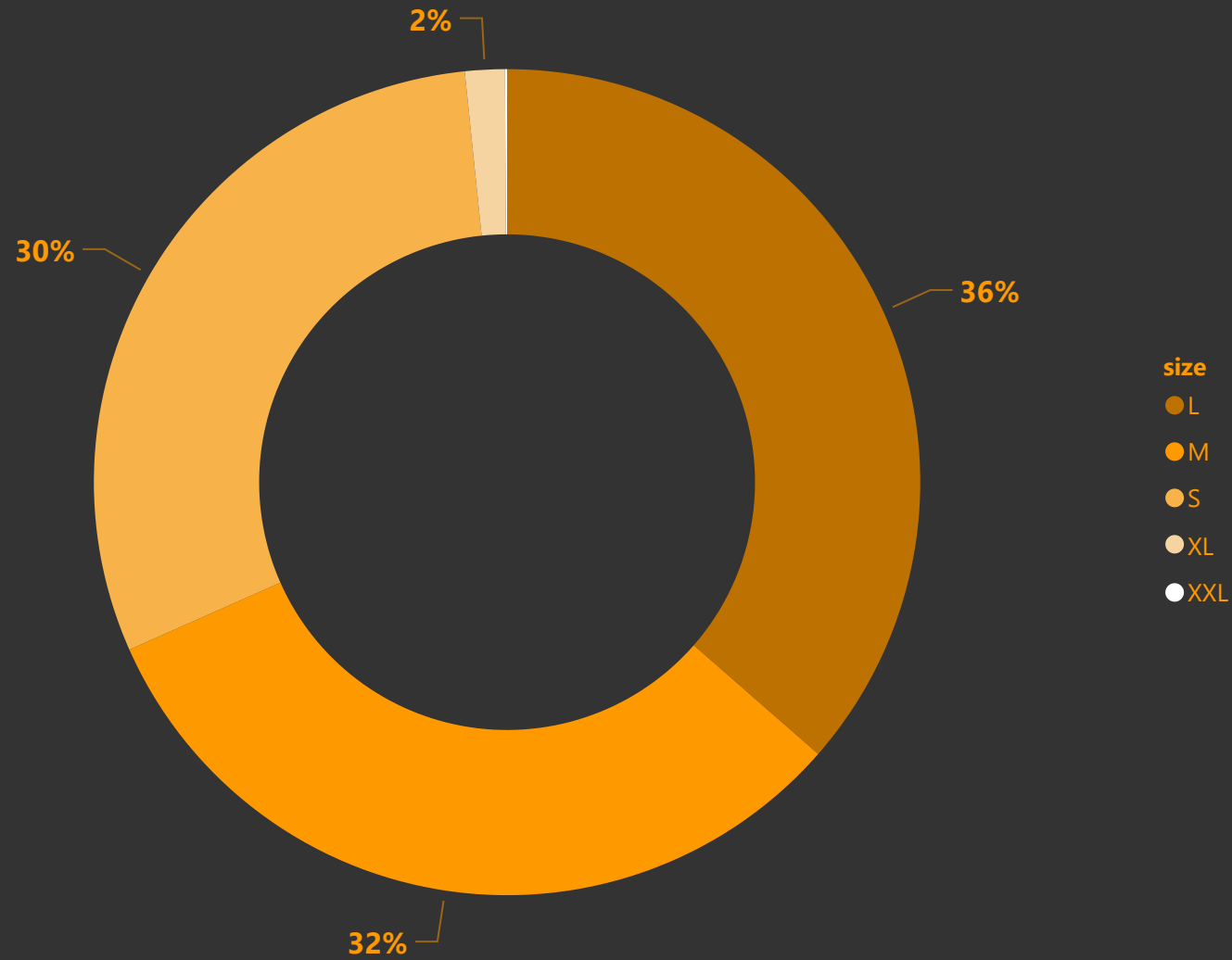
## INSIGHT

- 1)The four categories have relatively equal market share indicating a diverse customer base.
- 2)Supreme, Veggie and Chicken have similar market share ,suggesting strong competition.
- 3)With 29.02% market share, Classic category is the top performer.

## RECOMMENDATION

- 1)Analyze customer loyalty and retention strategies.
- 2)Identify unique selling point for each category.
- 3)Analyze customer preference and purchasing habits

## Total Orders by size



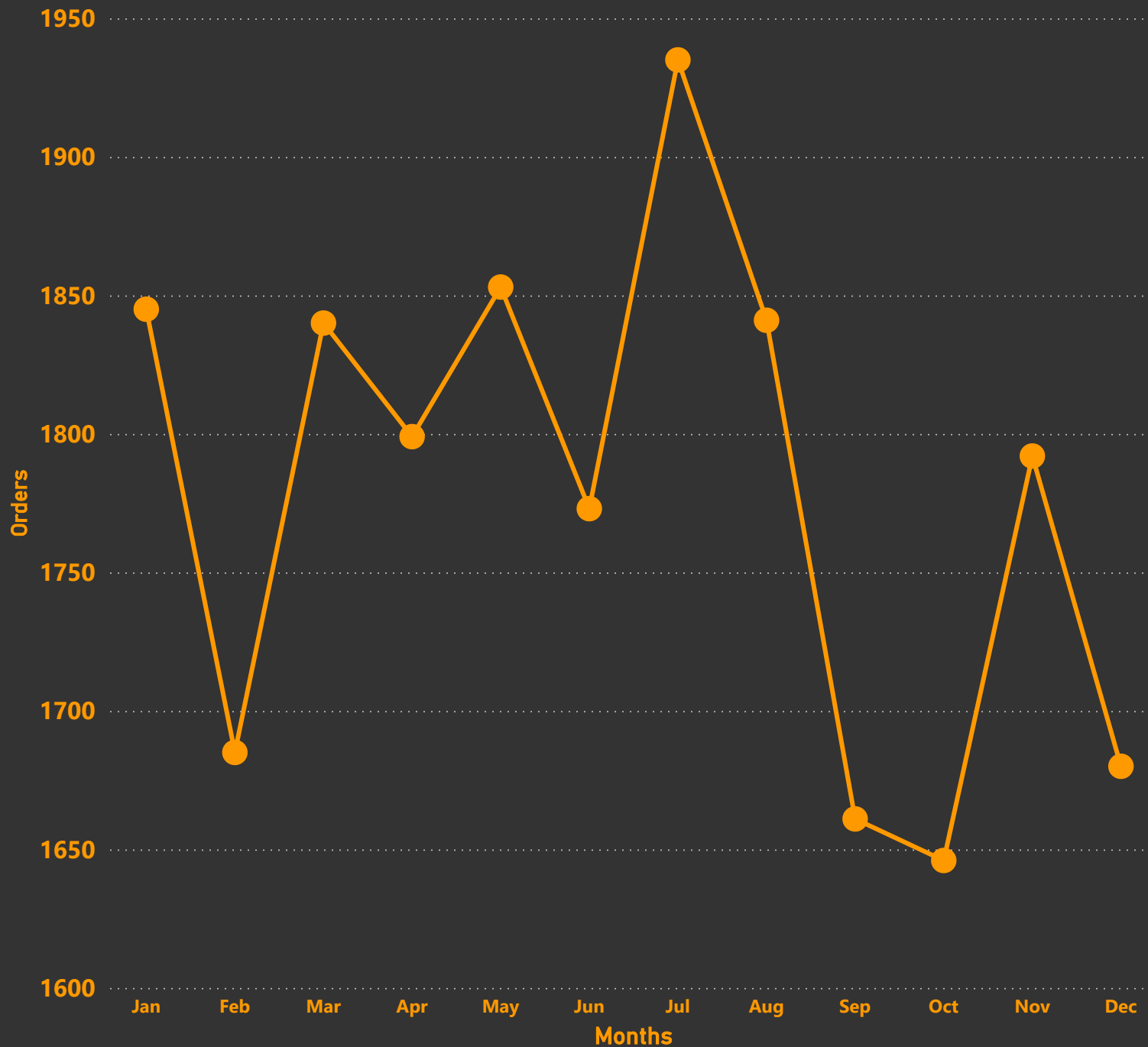
## INSIGHTS

- 1) Large size is the clear market leader with a total order of 12,736.
- 2) Medium size and small size (32% and 30% respectively) have significant market share.
- 3) XL size has a small but loyal customer base.

## RECOMMENDATION

- 1) Focus on top selling sizes.
- 2) Consider eliminating or rebranding the underperforming size.

Total Orders by Month Name



### INSIGHT

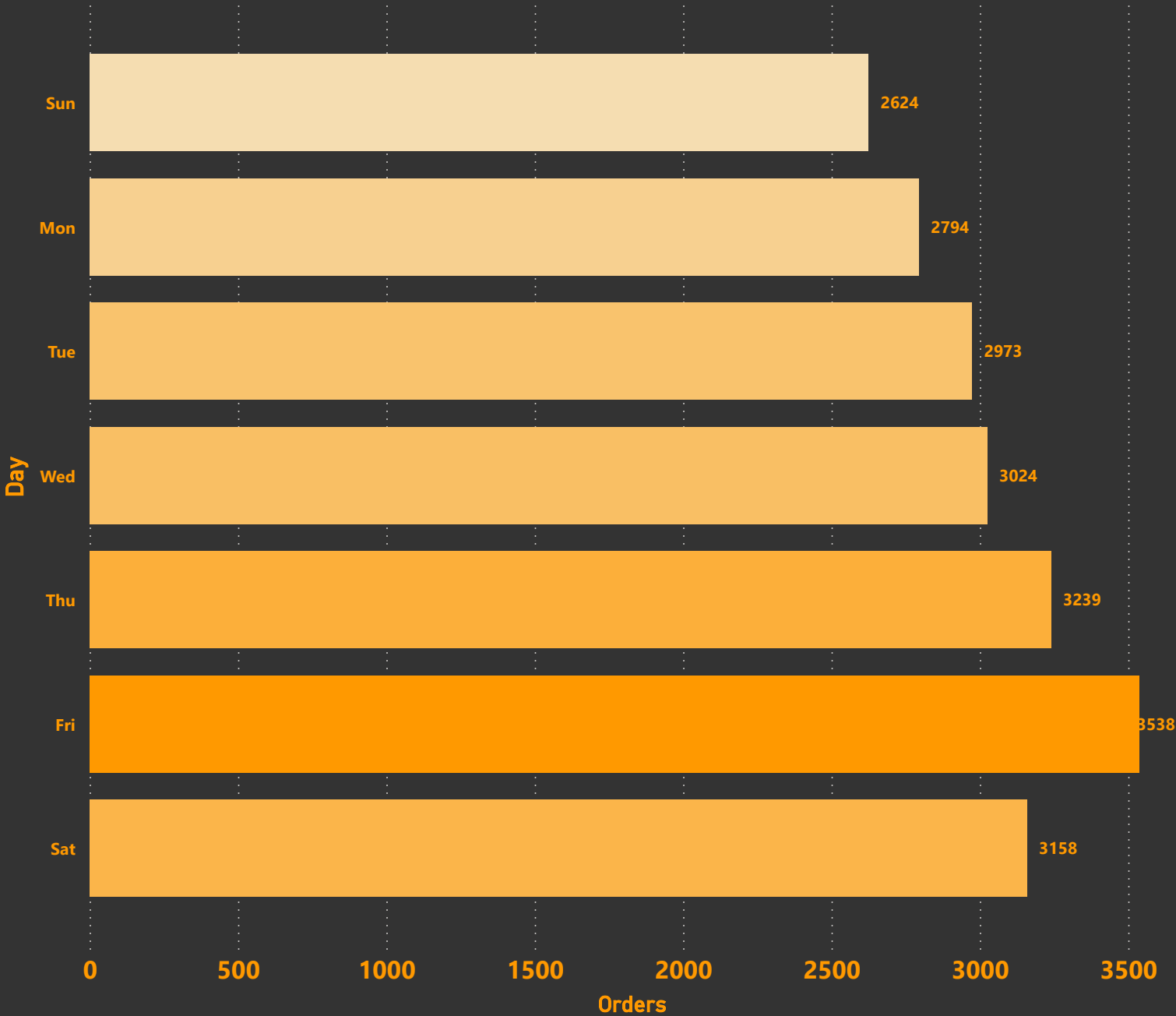
- 1)Orders remain above 1600 throughout the year suggesting a consistent demand of pizza.
- 2)July has the highest orders of 1935 orders.

### RECOMMENDATION

- 1)Align staffing levels with seasonal demands.
- 2)Implement loyalty programs, email marketing or social media engagement to maintain customer interest during slower months.

Total Orders by Day Name

Orders 2.62K 3.54K

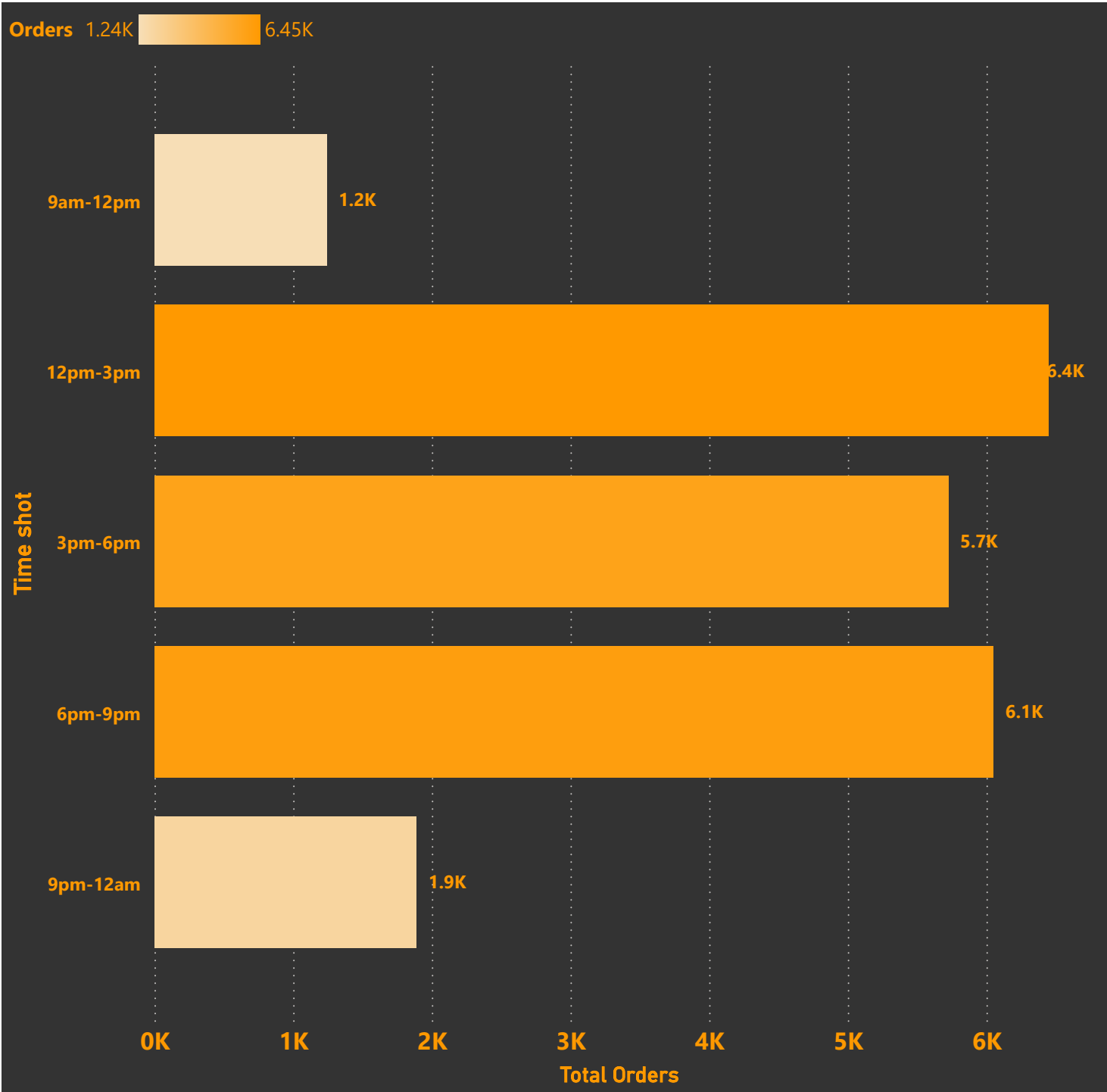


INSIGHT

- 1)Peak days: Friday (3538) orders and Saturday(3158) orders have highest demand.
- 2)Strong Weekends: Friday and Saturday drives significant sales.

RECOMMENDATION

- 1)Ensure adequate staffing on Thursday, Friday and Saturday.
- 2)Increase innovative levels on peak days.
- 3)Ensure availability of popular demands



### INSIGHT

- 1)12pm-9pm have highest orders indicating peak hours.
- 2)Night and morning slump (9pm-12am) shows relatively lower demands.

### RECOMMENDATION

- 1)Ensure adequate staffing during peak hours(12pm-9pm)
- 2)Increase inventory levels during peak hours.

category	name	Total Sales
Chicken	The Thai Chicken Pizza	₦43,434.25
Chicken	The Barbecue Chicken Pizza	₦42,768.00
Chicken	The California Chicken Pizza	₦41,409.50
Classic	The Classic Deluxe Pizza	₦38,180.50
Supreme	The Spicy Italian Pizza	₦34,831.25
Total		₦200,623.50

**INSIGHT**

- 1) Listed here are the top 5 pizzas with the highest sales.
- 2) The Thai Chicken Pizza has the highest sales with
- 3) The Barbecue Chicken Pizza is the second highest sold with a total sale of 42,768 naira

**RECOMMENDATION**

- 1) Offer combos or deals including top selling pizzas.
- 2) Consider high pricing for top selling pizzas.
- 3) Provide discounts or promotions for lower selling pizzas.
- 4) Introduce new versions of highest selling pizzas (e.g., Thai Chicken Deluxe)



# PIZZA SALES DASHBOARD

## Total Sales by category

5.919.50

Veggie



₺193.690.45

Classic



₺220.053.10

Supr

₺817,860

Total Sales

60

Average Order Per Day

2

Average Pizza in an order

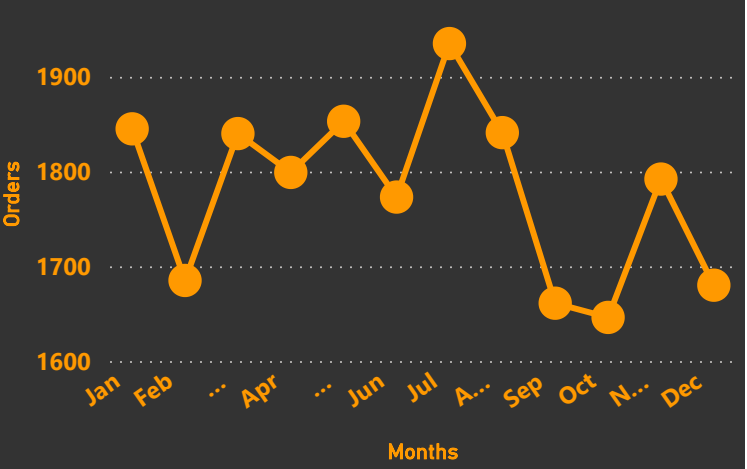
21350

Total Orders

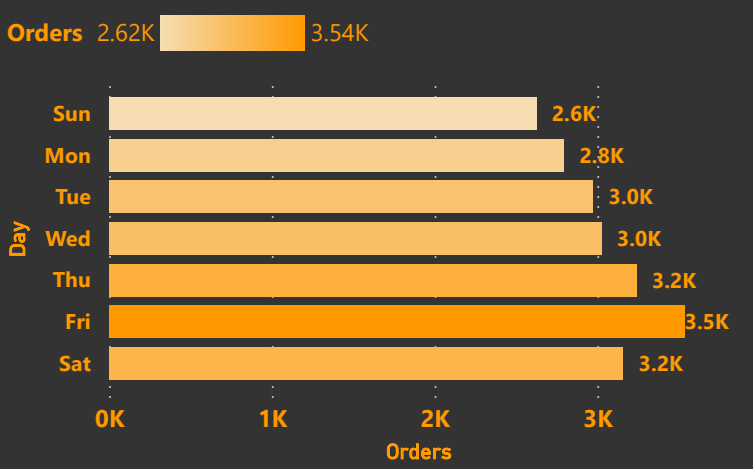
Category

All

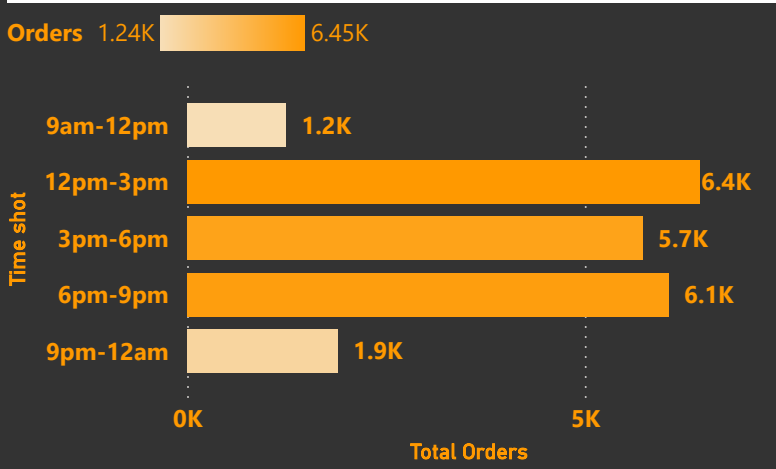
Total Sales by Month



Days we are likely busy.



What is the peak hour?



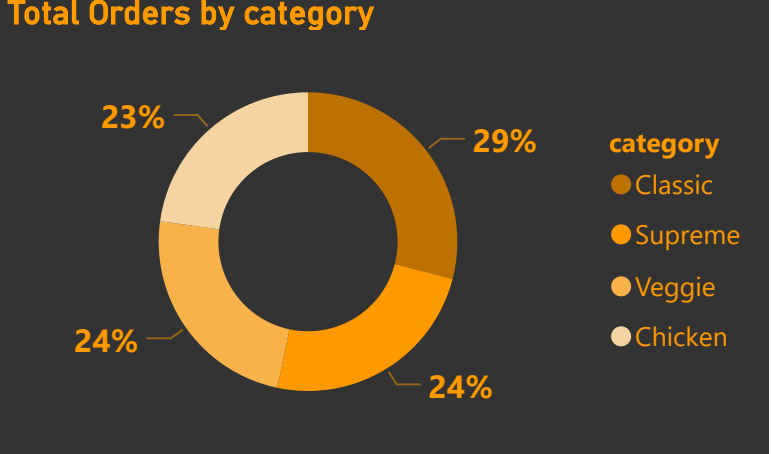
date

All

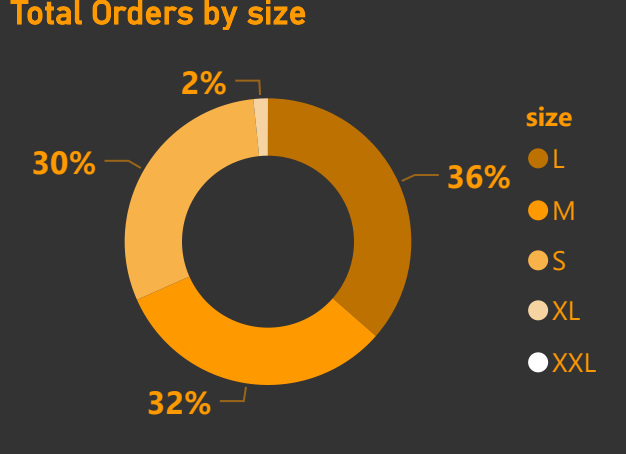
Top 5 Sales

category	name	Total Sales
Chicken	The Thai Chicken Pizza	₺43,434.2
Supreme	The Spicy Italian Pizza	₺34,831.2
Classic	The Classic Deluxe Pizza	₺38,180.5
Chicken	The California Chicken Pizza	₺41,409.5
Chicken	The Barbecue Chicken Pizza	₺42,768.0
Total		₺200,623.5

Preferred Categories



Preferred Size



No Visual

Title

Cards

Charts

All Visuals