

# PIZZA SALES

# Pizza SALES ANALYSIS



BY: EJURA FAVOUR

Next

**₦817,860**

Total Sales

**60**

Average Order Per Day

**2**

Average Pizza in an order

**21350**

Total Orders

## INSIGHT

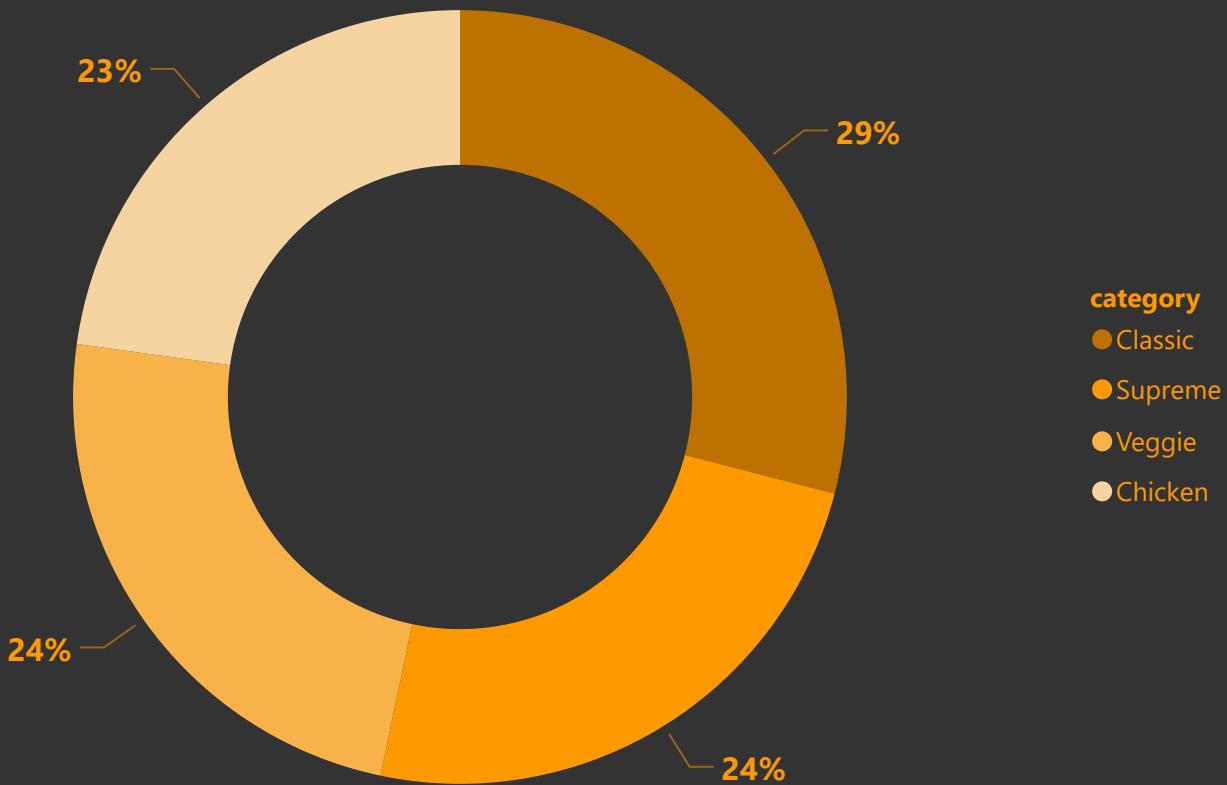
- 1) Consistent Daily Sales: 60 orders per day and 21,350 total orders indicate stable daily sales.
- 2) High volume sales: 21,350 total orders demonstrate significant customer demand.

## RECOMMENDATION

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

**Dashboard**

## Total Orders by category

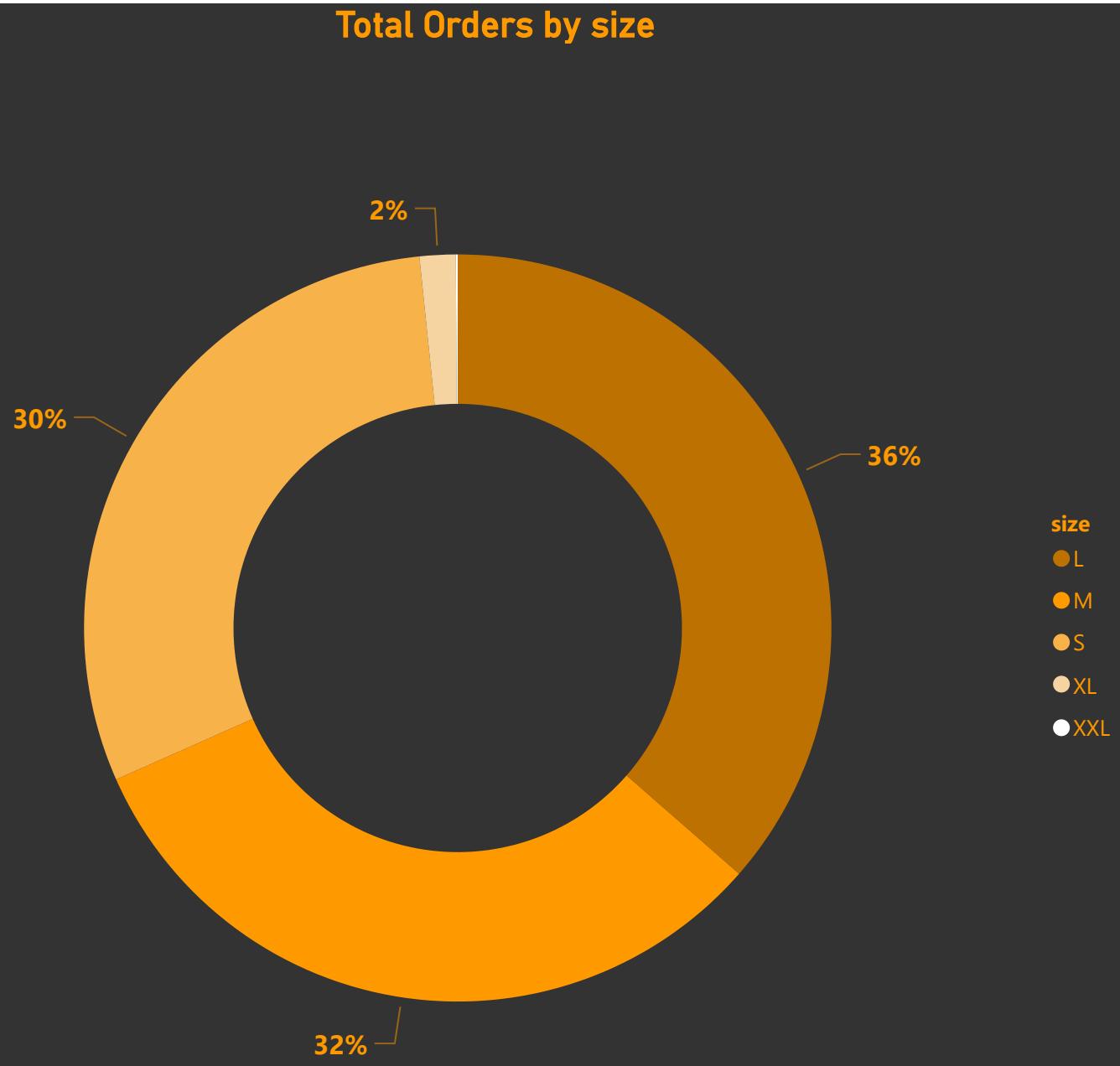


## INSIGHT

- 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



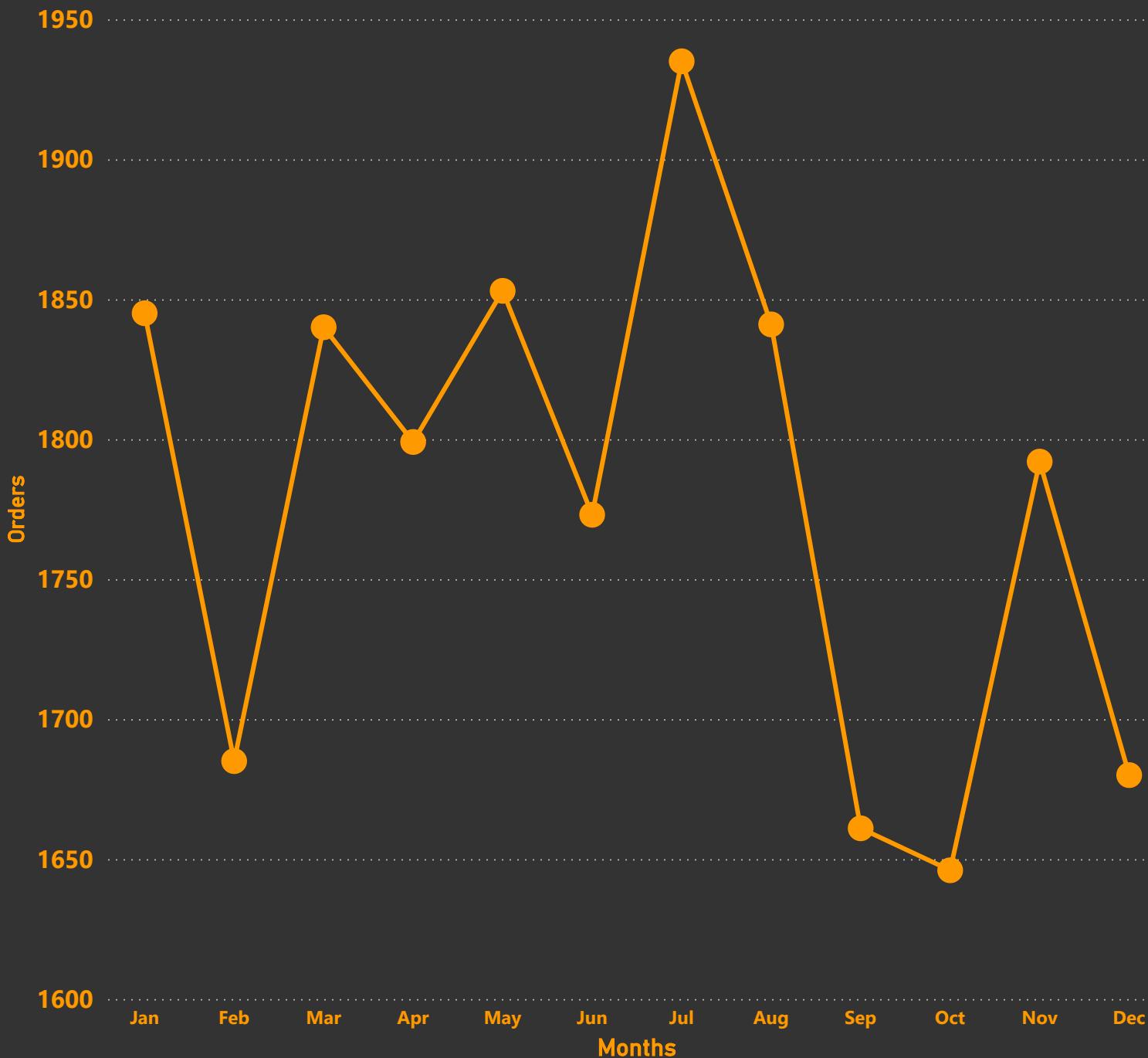
## INSIGHTS

- 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



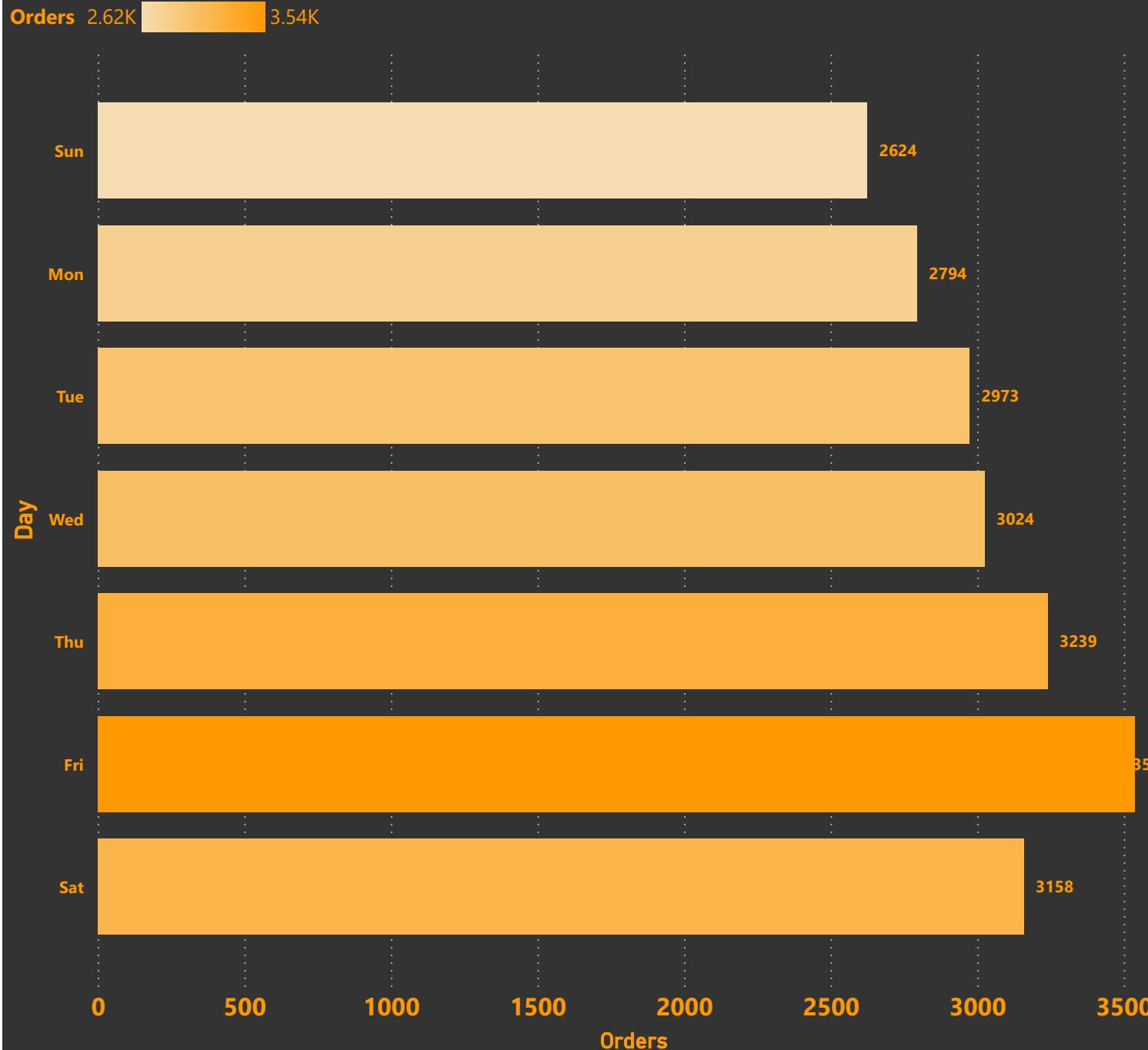
## INSIGHT

- 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



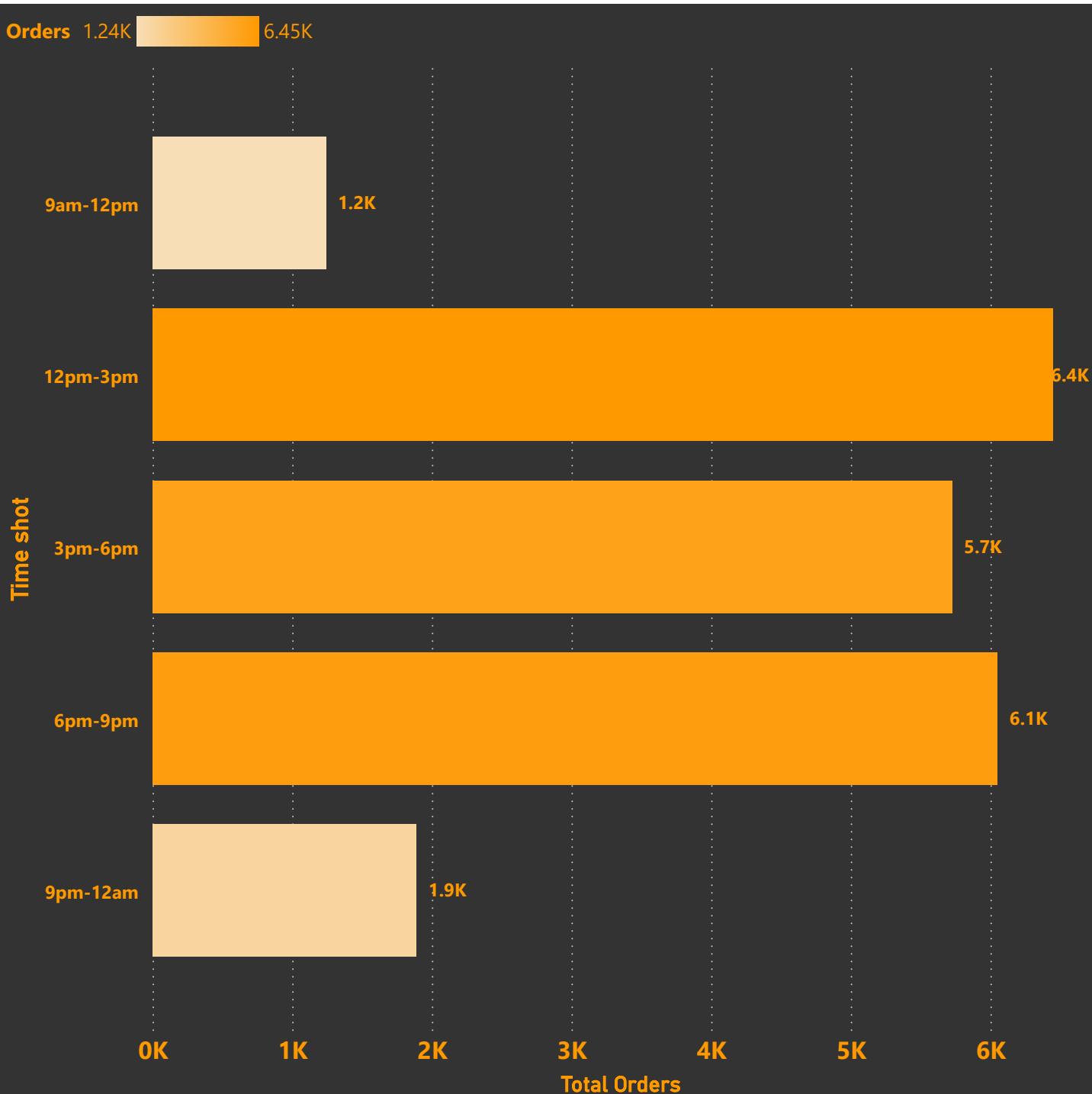
## INSIGHT

- 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

**Orders** 1.24K 6.45K



## 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
<b>Total</b>		<b>₦200,623.50</b>

## INSIGHT

- 1) Listed here are the top 5 pizzas with the highest sales.
- 2) The Thai Chicken Pizza has the highest sales.
- 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

₦ 919.50

Veganie ▲ ₦193,690.45

Classic ▲ ₦220,053.10

Subr

**₦817,860**

Total Sales

**60**

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Total Orders

Category

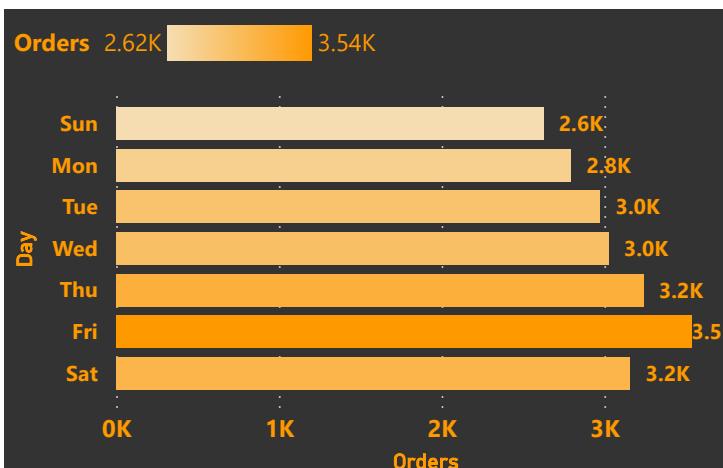
All



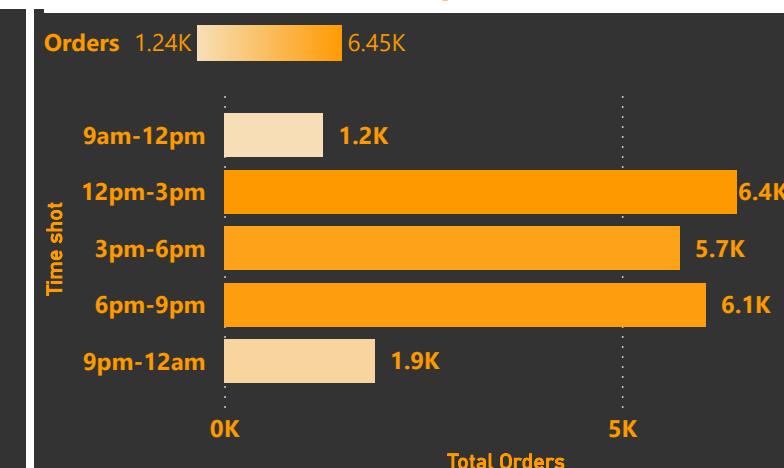
## Total Sales by Month



## Days we are likely busy.



## What is the peak hour?



date

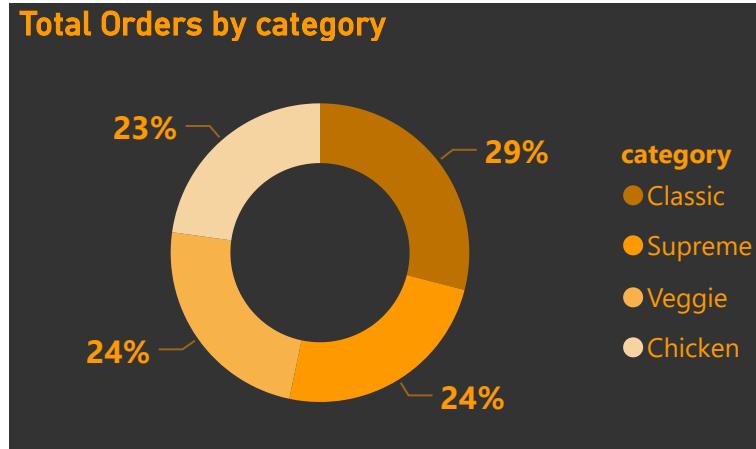
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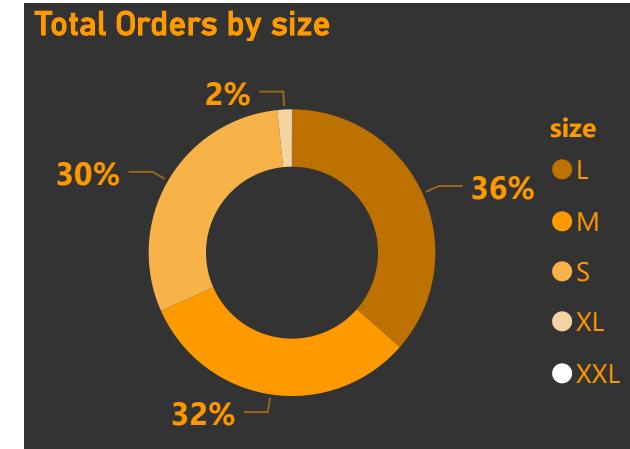
## Top 5 Sales

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
<b>Total</b>		<b>₦200,623.5</b>

## Preferred Categories



## Total Orders by size



No Visual

Title

Cards

Charts

All Visuals