



PRESENTED BY FRANCISCO FERREIRA

PIZZA SALES DASHBOARD ANALYSIS



EXECUTIVE SUMMARY



This sales dashboard provides a comprehensive view of the pizzeria's performance, helping identify peak ordering times, popular pizza categories and sizes, and top- and bottom-performing menu items.



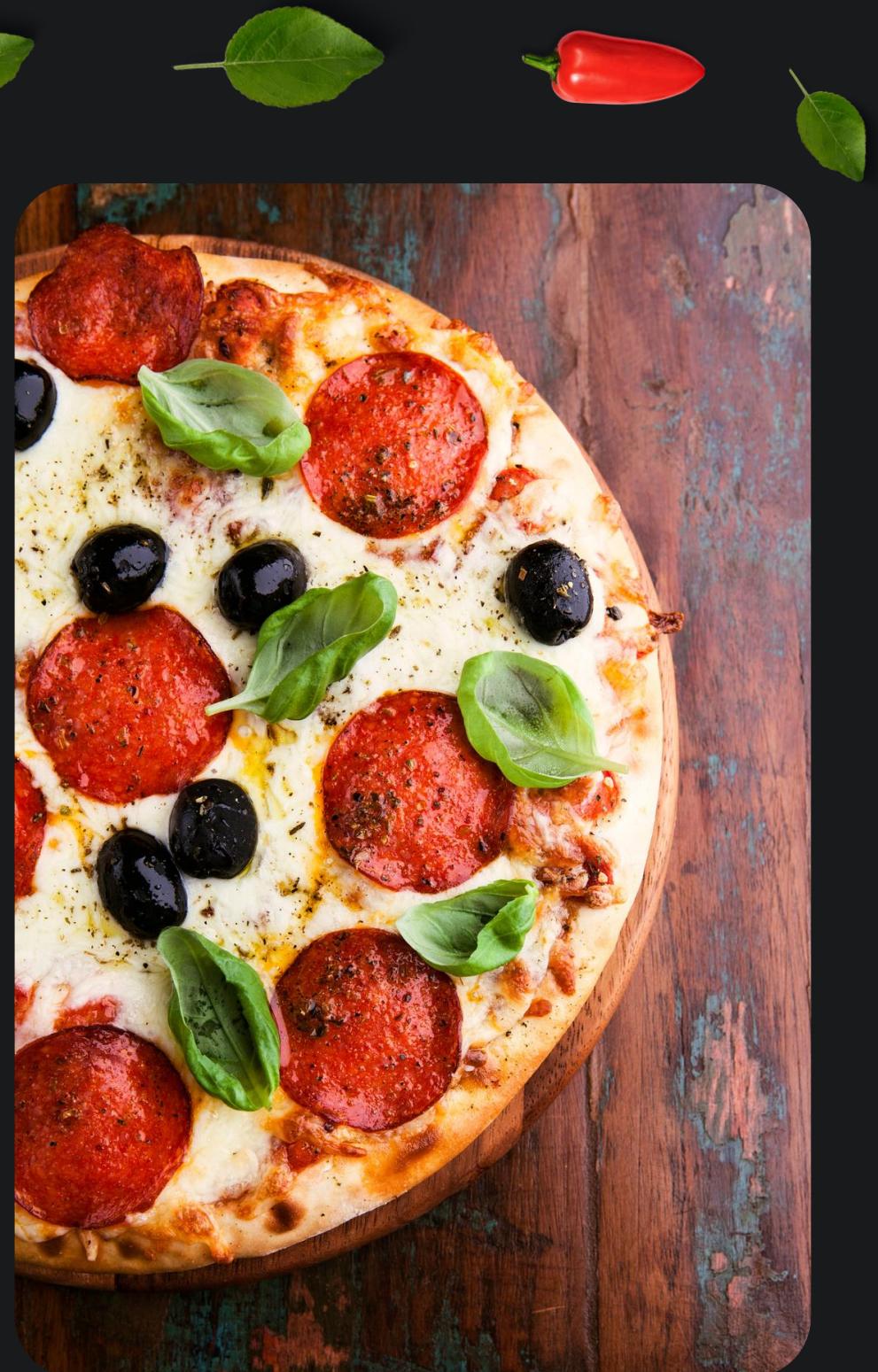
With over **\$817,000 in revenue** and more than **21,000 orders**, the data reveals strong weekend sales and consistent demand for large-sized, classic pizzas. These insights enable better decisions around promotions, menu optimization, and staffing.



SUMMARY TABLE

Metric	Insight
Total Revenue	\$817,860 – driven by strong weekend and midday sales
Avg. Order Value	\$38.31 – consistent across the week
Total Orders	21,350 – most orders placed on Friday and Saturday
Total Pizzas Sold	49,574 – average of 2.32 pizzas per order
Top Pizza Category	Classic – 14,888 units sold, most popular across all categories
Top Pizza Size	Large – 45.89% of sales, highest contributor to revenue
Best Sellers	Classic Deluxe, Chicken, Barbecue Chicken – top revenue generators
Worst Sellers	Brie Carre, Mediterranean, Calabrese – lowest sales and revenue

KEY TRENDS



- **Peak Sales Days:** Friday and Saturday show the highest volume, confirming strong weekend demand.
- **Peak Sales Hours:** Most orders are placed around **midday (12-2 PM)** and **evening (5-8 PM)**, informing optimal staffing windows.
- **Category Demand:** Classic and Chicken pizzas lead in sales and revenue.
- **Size Preferences:** Large pizzas dominate both in quantity sold and sales value.
- **Order Behavior:** Customers typically order more than 2 pizzas per order, suggesting frequent group or family purchases.

GENERAL RECOMMENDATIONS



Optimize Staff Scheduling: Allocate more staff during Friday/Saturday lunch and dinner hours.



Enhance Promotions: Focus on best sellers for combo deals and spotlight underperformers for revamp or removal.



Drive Upsells: Create bundle deals (large pizza + drink/side) to increase AOV (Average Order Value).



Inventory Efficiency: Stock ingredients based on top-performing categories and sizes to reduce waste.



Seasonal Campaigns: Use the observed peaks to launch time-limited offers during high-traffic periods.

STAKEHOLDER RECOMMENDATIONS

Stakeholder	Actionable Suggestion
Store Managers	Use hourly data to staff peak times; track low performers to reduce prep waste.
Marketing Team	Promote best sellers in social and loyalty programs; test offers for slow-selling pizzas.
Operations	Adjust supply chain forecasts based on category/size trends.
Finance	Monitor AOV and margin trends to fine-tune pricing and promotions.

LIMITATIONS OF THE DATA

Time Range: Data appears to cover a single year, which may limit seasonal analysis or year-over-year comparisons.

Customer Demographics: No demographic or behavioral segmentation (e.g., new vs. repeat customers).

Sales Channel Breakdown: No clear separation of online vs. in-store orders.

External Factors: Influences such as weather, events, or marketing campaigns aren't reflected.





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THANK YOU

EMAIL

fsemedo2001@hotmail.com

PHONE

+351 962 697 540