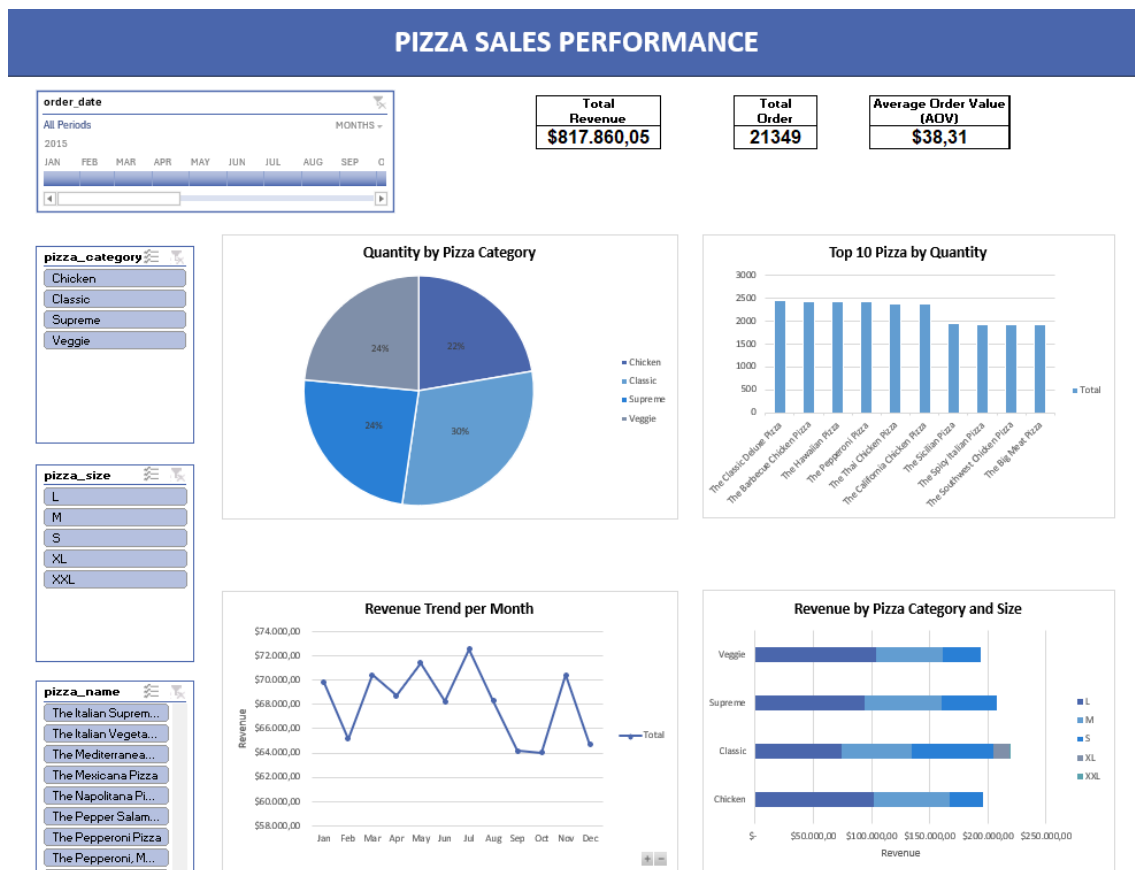


Pizza Sales Performance Dashboard



This dashboard was created to analyze pizza sales performance based on category, size, and product type during 2015. The goal is to identify sales trends, best-selling products, and opportunities for revenue growth.

Insights gained:

- Total Revenue reached \$817,860.05 from 21,349 orders with an Average Order Value (AOV) of \$38.31.
- The Classic pizza category dominated sales (30% of total orders), followed by the Supreme and Veggie categories (each at 24%).
- The best-selling product was The Classic Deluxe Pizza, followed by The Barbecue Chicken Pizza and The Hawaiian Pizza.
- Sales peaked in July, while a significant decline was observed in August–September.
- The L-size pizza generated the highest revenue across nearly all categories.

Conclusions and recommendations:

- Focus promotions on the Classic category and L size to maximize sales.
- Conduct marketing campaigns in August–September to counter the downward trend.
- Maintain stock and promotions for top-selling products like The Classic Deluxe Pizza to keep revenue contributions high.