Pizza Sales Data Analyst Report

Key Performance Indicators (KPIs)

* **Total Revenue**: $68,737
* **Average Order Value**: $38.21
* **Total Pizzas Sold**: 151 units
* **Average Pizzas Per Order**: Approximately 2 pizzas per order (calculated from total pizzas sold/total orders)

Sales Trends

Daily Order Patterns

* Weekends (Friday/Saturday evenings) show the highest order volumes
* Sunday through Thursday maintain steady but lower order levels compared to weekends

Hourly Order Patterns

* Peak ordering times occur between:
  + 12:00-1:00 PM (lunch hours)
  + 4:00-8:00 PM (dinner hours)

Product Performance

By Category

* **Sales Distribution**:
  + Classic: 22.99%
  + Chicken: 23.97%
  + Supreme: 23.98%
  + Veggie: (remaining percentage)
* **Units Sold**:
  + Classic: 1,253 pizzas
  + Supreme: 1,015 pizzas
  + Veggie: 961 pizzas
  + Chicken: 924 pizzas

By Size

* Large pizzas contribute the most to sales
* Size distribution:
  + Large: 24.6%
  + Medium: 24.6%
  + X-Large: (percentage shown twice in data, needs verification)
  + Regular: (remaining percentage)

Best and Worst Performers

Top 5 Best Sellers:

1. The Hawaiian Pizza
2. The Classic Isokawa Pizza
3. The Burbeaver Chicken Pizza
4. The Thai Chicken Pizza
5. The California Chicken Pizza

Bottom 5 Worst Sellers:

1. The Green Garden Pizza
2. The Mediterranean Pizza
3. The Chicken Alfredo Pizza
4. The Spinach Pesto Pizza
5. The Brin Carre Pizza (consistently performs poorly in both orders and locations)

Monthly Trends

* Data shows sales distribution across months from January to June
* April 2015 is specifically called out in the data

Key Insights

1. **Peak Times**: Focus on staffing and inventory management during weekend evenings and lunch/dinner rushes
2. **Product Mix**: Large pizzas and classic/chicken categories drive most revenue
3. **Menu Optimization**: Consider reducing promotion of bottom performers like Brin Carre Pizza
4. **Seasonality**: Track monthly patterns to identify seasonal fluctuations