



₹1.15K
Average Order

50K
Quantity

235
AO/Customer

₹24.54M
Revenue

Days

Months

All

All

Pizza Name

Pizza's Category

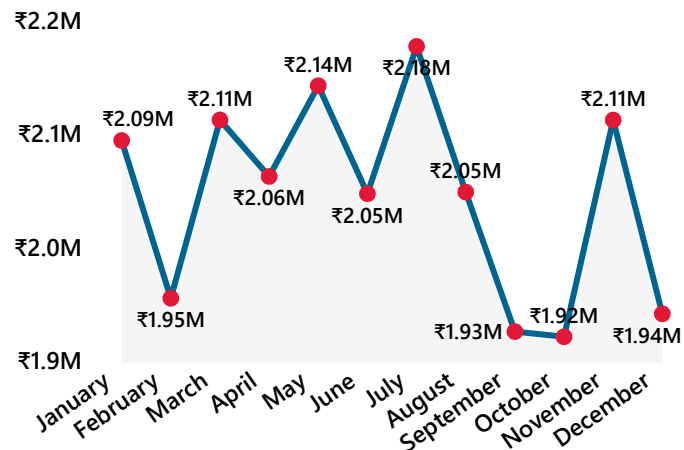
Pizza's Size

All

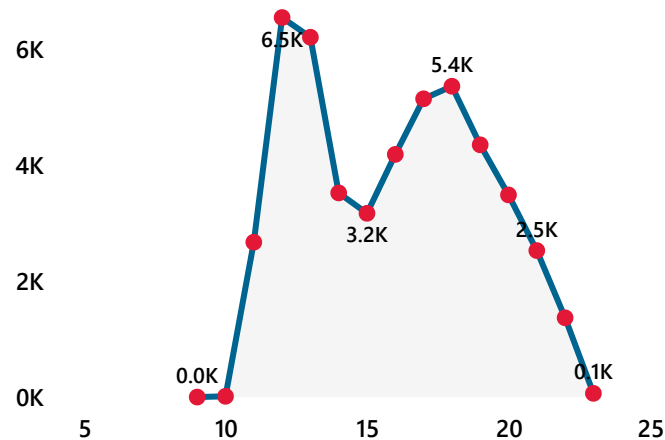
All

All

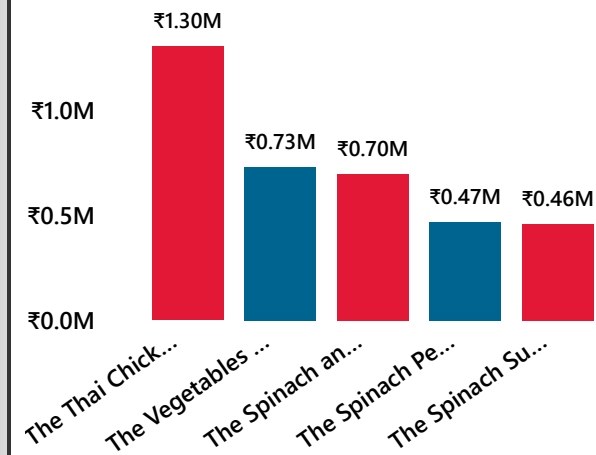
Monthly Sales



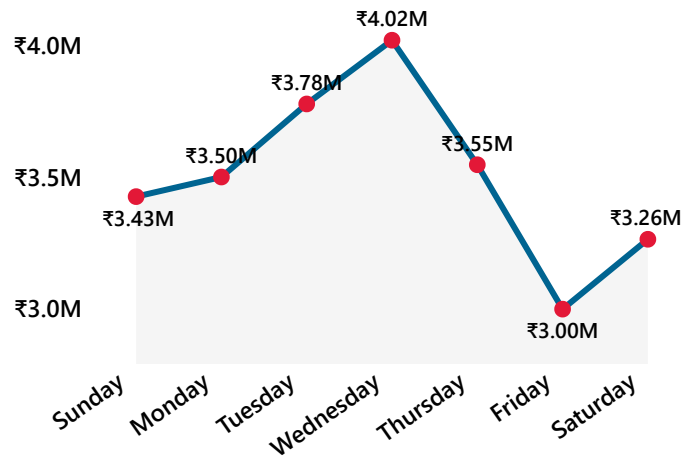
Hourly Order Distribution



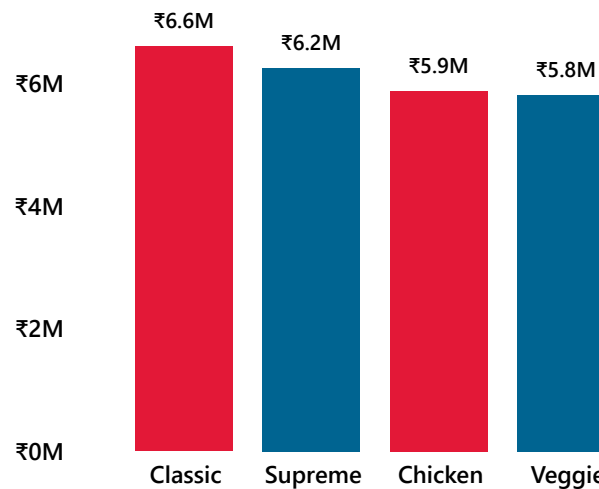
Top 5 Best Selling Pizzas



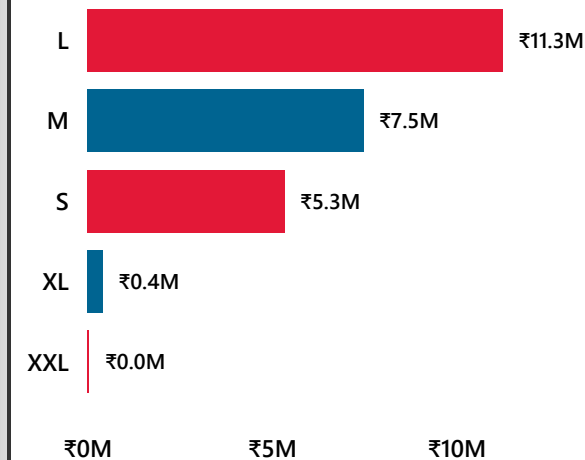
Weekly Sales



Dominant Pizza Category



Most Ordered Pizza Size





Domino's Pizza

pizza_name	pizza_category	Sum of price	Pizza_Sizes	Sum of quantity
The Barbecue Chicken Pizza	Chicken	₹ 6,01,957.50	L	992
The Barbecue Chicken Pizza	Chicken	₹ 4,65,315.00	M	956
The Barbecue Chicken Pizza	Chicken	₹ 1,83,217.50	S	484
The Big Meat Pizza	Classic	₹ 6,51,960.00	S	1914
The Brie Carre Pizza	Supreme	₹ 3,40,560.00	S	490
The Calabrese Pizza	Supreme	₹ 1,66,455.00	L	276
The Calabrese Pizza	Supreme	₹ 2,70,075.00	M	562
The Calabrese Pizza	Supreme	₹ 36,382.50	S	99
The California Chicken Pizza	Chicken	₹ 5,57,137.50	L	927
The California Chicken Pizza	Chicken	₹ 4,59,285.00	M	944
The California Chicken Pizza	Chicken	₹ 1,88,572.50	S	499
The Chicken Alfredo Pizza	Chicken	₹ 1,16,407.50	L	188
The Chicken Alfredo Pizza	Chicken	₹ 3,50,242.50	M	703
The Chicken Alfredo Pizza	Chicken	₹ 36,720.00	S	96
The Chicken Pesto Pizza	Chicken	₹ 2,44,020.00	L	399
The Chicken Pesto Pizza	Chicken	₹ 1,37,685.00	M	276
The Chicken Pesto Pizza	Chicken	₹ 1,12,837.50	S	298
The Classic Deluxe Pizza	Classic	₹ 2,89,665.00	L	473
The Classic Deluxe Pizza	Classic	₹ 5,56,320.00	M	1181
The Classic Deluxe Pizza	Classic	₹ 2,82,960.00	S	799
The Five Cheese Pizza	Veggie	₹ 7,54,245.00	L	1409
The Four Cheese Pizza	Veggie	₹ 6,85,510.50	L	1316
The Four Cheese Pizza	Veggie	₹ 2,55,322.50	M	586
The Greek Pizza	Classic	₹ 1,56,825.00	L	255
The Greek Pizza	Classic	₹ 1,33,920.00	M	281
The Greek Pizza	Classic	₹ 1,08,000.00	S	304
The Greek Pizza	Classic	₹ 4,16,160.00	XL	552
The Greek Pizza	Classic	₹ 30,198.00	XXL	28
The Green Garden Pizza	Veggie	₹ 57,105.00	L	95
The Green Garden Pizza	Veggie	₹ 1,44,000.00	M	302

Recommendations for Improvements

Increase Sales on Low-Performing Days:

- Implement weekend promotions or special offers for Saturdays.
- Consider themed events or collaborations with local events.

Boost Sales During Low-Performing Months:

- Introduce seasonal marketing campaigns and promotions for January and November.
- Offer limited-time discounts or new menu items.

Enhance Performance of Underperforming Pizza Sizes:

- Reevaluate pricing and portion size for XXL and XL pizzas.
- Bundle these sizes with popular toppings or offer special deals.

Balance Order Distribution Throughout the Day:

- Offer early bird or late-night discounts.
- Improve kitchen efficiency and staffing during peak times.

Increase Customer Retention and Loyalty:

- Introduce a loyalty program to reward frequent customers and incentivize higher spending.
- Offer personalized recommendations and upsell opportunities.

Expand Product Variety and Innovation:

- Regularly introduce new pizza flavors and combinations.
- Conduct customer surveys to gather feedback on preferred toppings and flavor profiles.

Strengthen Marketing and Promotion:

- Develop targeted campaigns for underperforming categories and sizes.
- Highlight unique features and benefits through social media, newsletters, and in-store promotions.

Enhance Customer Feedback and Service Quality:

- Implement a customer feedback system to gather insights on experiences.
- Use feedback to improve service quality, order accuracy, and overall satisfaction.