**Pizza Sales Performance Overview**

The pizza business generated impressive results with **$817,860 in total revenue** from **48,620 orders**, selling **49,574 pizzas** across **32 different pizza types** in **4 categories**, achieving an average price of **$16.49** per pizza.

**Peak Business Hours & Days**

The data reveals clear patterns in customer behavior. **Afternoon (19,437 orders) and Evening (19,037 orders)** dominate the sales, accounting for nearly 80% of daily business, while mornings are slow with only 2,693 orders. The **hourly trends show peak activity from 12-1 PM (lunch rush)** and another surge around **5-7 PM (dinner rush)**. For weekly patterns, **Friday leads with 8,106 orders**, followed closely by Saturday and Thursday, while Sunday shows the lowest activity at 5,917 orders.

**Product Performance & Customer Preferences**

**Classic pizzas are your clear winner**, generating both the most orders (14,579) and the highest revenue ($220K), followed by Supreme ($208K), Chicken ($196K), and Veggie ($194K) categories. The **Classic Deluxe Pizza** tops individual sales with 2,416 orders, with Barbecue Chicken, Hawaiian, Pepperoni, and Thai Chicken rounding out the top 5.

**Large pizzas dominate sales at $19K**, significantly outperforming Medium ($15K) and Small ($14K) sizes, while Extra-Large and Extra Extra-Large generate minimal revenue ($1K and $0K, respectively). This means customers prefer substantial portions when ordering pizza.

**Revenue & Pricing Insights**

The **revenue-generating champions** are Thai Chicken ($43K), Barbecue Chicken ($43K), and California Chicken ($41K) pizzas. The pricing strategy shows logical size-based increases, with larger pizzas commanding premium prices across all categories.

**Customer Behavior**

A striking finding is that **98.09% of customers order only one pizza at a time**, with just 1.91% ordering multiple pizzas. This suggests most orders are for individual consumption or small groups rather than large gatherings.

**Non-vegetarian pizzas significantly outperform vegetarian options** with 37,171 orders versus 11,449 vegetarian orders, indicating a strong preference for meat-based pizzas among the customer base.

**Strategic Recommendations**

Focus marketing efforts on peak hours (lunch and dinner rushes) and strongest days (Friday-Saturday). Consider promoting vegetarian options to capture that underserved market segment too. The dominance of large-size orders suggests customers value portion size, so ensure the large pizzas deliver on both quantity and quality. Finally, explore bundle deals or family packs to increase the currently low multiple-pizza order rate.