

PIZZA SALES ANALYSIS

Introduction

Dashboard

Dashboard 2

Analysis and Insight

Objective

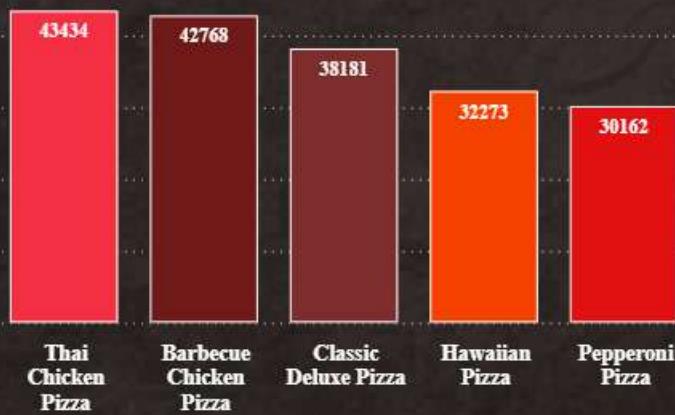
- * To derive actionable insights that support sales growth, product optimization, and strategic decision-making.
- * To assess customer demand patterns by examining total orders.
- * To identify top-selling and low-performing pizzas based on total orders and revenue contribution.
- * To analyse quarterly and monthly revenue performance and identify peak and low-performing periods.
- * To analyse pizza sales data to identify trends in revenue, orders, and customer preferences across categories and sizes.



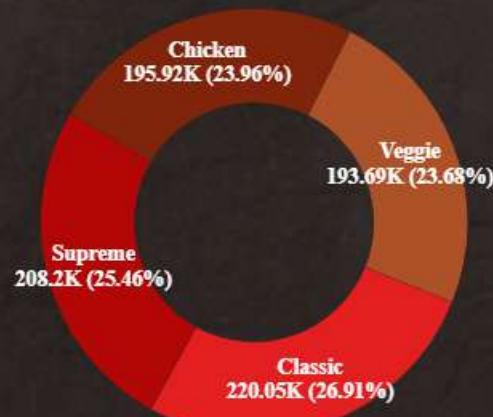


Top 5 Pizza

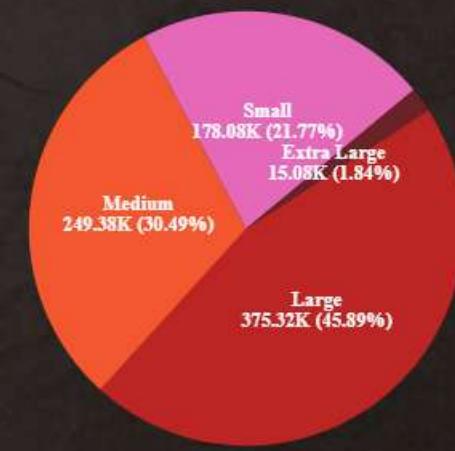
Total Revenue by pizza_name



Total Revenue pizza_category



Total Revenue by pizza_size

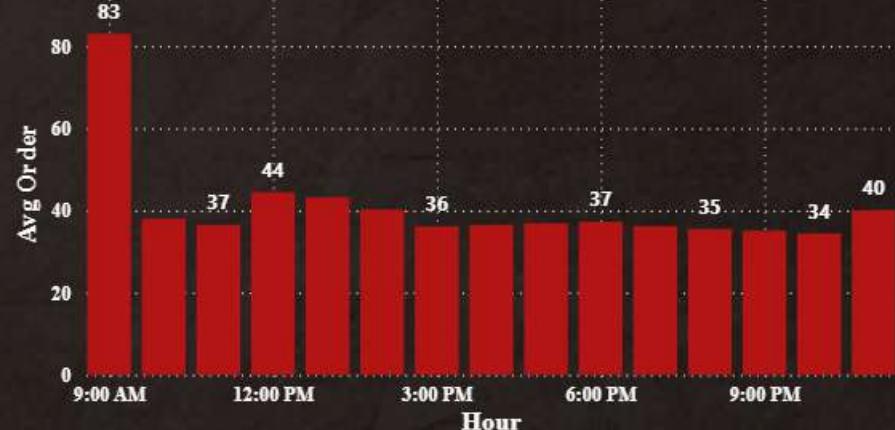


Bottom 5 Pizza

Total Revenue by pizza_name

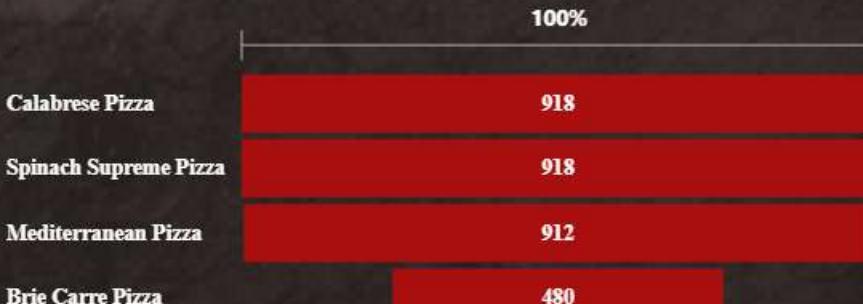


Avg Order by Hour



Bottom 3

Total Order by pizza_name

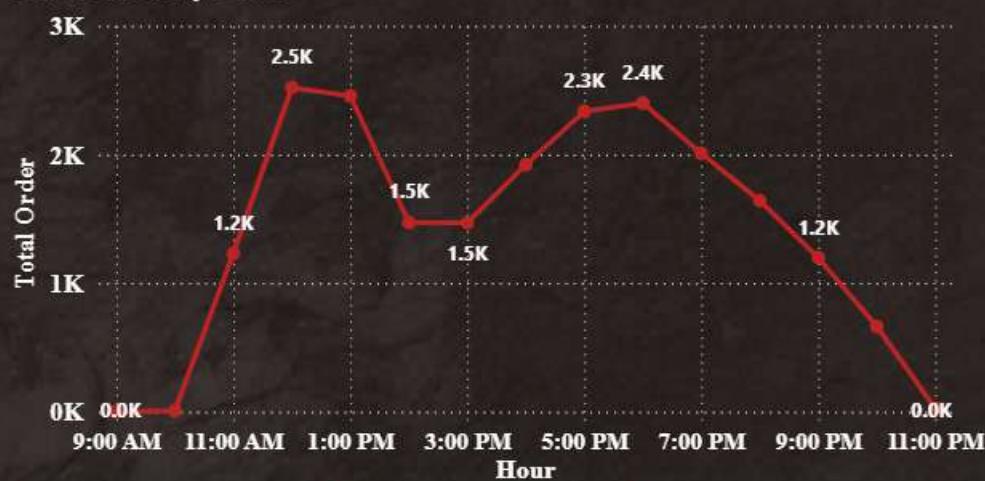


TOP 3

Total Order by pizza_name



Total Order by Hour



Quarter	Total Revenue	% GT Total Revenue
Qtr 2	208,369.75	25.48%
Qtr 1	205,350.00	25.11%
Qtr 3	205,016.20	25.07%
Qtr 4	199,124.10	24.35%
Total	817,860.05	100.00%

Quarter	Total Order	% GT Total Order
Qtr 1	5370	25.15%
Qtr 2	5425	25.41%
Qtr 3	5437	25.47%
Qtr 4	5118	23.97%
Total	21350	100.00%

Classic Deluxe Pizza
Most Loved Pizza

Brie Carre Pizza
Lowest Revenue

Classic
Most Ordered Category

Thai Chicken Pizza
Highest Revenue

Chicken
Least Ordered Category

817.86K

Total Revenue

50K

Total Pizza

21K

Total Order

38.31

Avg Order

2.32

Avg Pizza Per Order

ANALYSIS

Overall summary

The business generated a total revenue of \$17.86K from 21K orders, with 50K pizzas sold, indicating strong overall demand.

The average order value (38.31) and 2.32 pizzas per order suggest customers frequently purchase multiple items per transaction.

The Classic category dominates orders, while the Chicken category is the least ordered, showing uneven category performance.

Brie Carre Pizza recorded the lowest revenue, indicating low popularity or pricing challenges.

Highest pizza order summary

The Classic Deluxe Pizza had the highest total orders and was 2.24% higher than The Brie Carre which had the lowest total orders.

The Classic Deluxe Pizza had the highest total orders, followed by The Hawaiian Pizza and The Pepperoni Pizza.

Thai chicken accounted for Highest Total revenue

Order summary

Quarter 3 had the highest total orders i.e. 5437 and was 6.23% higher than quarter 4, which had the lowest total orders at 5118.

Quarter 3 had the highest total orders followed by 2, 1, and 4. It accounted for 25.47% of total orders.

Across all 12 Month, Total Revenue ranged from 64,027.60 to 72,557.90.

Revenue summary

At 2,08,369.75, Quarter 2 had the highest Total Revenue and was 4.64% higher than quarter 4, which had the lowest Total Revenue at 1,99,124.10.

Quarter 2 had the highest Total Revenue at 2,08,369.75, followed by 1, 3, and 4. It accounted for 25.48% of Total Revenue.

Across all 4 Quarter, Total Revenue ranged from 1,99,124.10 to 2,08,369.75.

INSIGHT

Promotional Deals

Low-contributing sizes such as Small and Extra-Large can be boosted by repositioning them as add-on and group-value options, supported through smart bundling, price anchoring, and combo offers with high-demand pizzas.

Large pizzas contribute ~46% of total revenue, while Medium adds ~30%.

Introduce value combos like "Large + Medium at a special price" to drive higher order volumes per customer.

Promotional Deals

The average order value stays fairly consistent throughout the day, with only minor fluctuations.

This suggests customers spend similar amounts regardless of time, highlighting an opportunity to introduce hour-specific upsell offers to increase basket size.

Promotional Deals

Total orders peak during lunch (12–1 PM) and early evening (5–7 PM), showing these are the busiest periods.

Focusing promotions, staffing, and fast service during these peak hours can help capture maximum demand and drive higher overall revenue.

Promotional Deals

Customer preference is volume-driven: Classic pizzas sell more frequently, making them ideal for combos and promotions.

Revenue is price-driven: Thai Chicken Pizza proves that fewer orders at higher prices can outperform high-volume items.

Cross-selling opportunity: Pair most loved pizzas (Classic Deluxe) with high-revenue pizzas (Thai Chicken) to boost average order value. Underperforming items like Brie Carre Pizza may need re-pricing, repositioning, or limited-time offers.

Chicken category needs attention through better marketing, recipe enhancement, or combo inclusion.