| **KPI** | **Value** | **Insights/Comments** |
| --- | --- | --- |
| Total Revenue | **$817,860** | Strong revenue generated from pizza sales. |
| Total Orders | **4,239 orders** | Healthy number of customer transactions. |
| Average Order Value (AOV) | **$193** | High average spend per order indicating effective upselling. |
| Top 5 Selling Pizzas | **Classic Deluxe, Hawaiian, Pepperoni, The Cheese, Veggie Lover's** | These pizzas contribute most to total revenue. |
| Bottom 5 Selling Pizzas | **Italian Supreme, Chicken Supreme, Spinach Supreme, Five Cheese, Sicilian** | Potential opportunity to improve through promotions or menu redesign. |
| Peak Sales Month | **March** | March showed highest sales volume; promotional activities can focus here. |

**Pizza Sales KPI Analysis**