

Pizza Sales Data Analysis Report (DAR)

1. Executive Summary

This Data Analysis Report summarizes insights derived from three dashboards (Home Overview, Best/Worst Sellers, and Busiest Days & Times). The analysis covers sales performance, customer behavior, product mix, time-based trends, and actionable recommendations to improve overall business performance.

2. Business Overview (Key KPIs)

- **Total Revenue:** \$817,860
- **Total Orders:** 21,350
- **Total Pizzas Sold:** 49,574
- **Average Order Value (AOV):** \$38.31
- **Average Pizzas per Order:** 2.32

Insight: Customers usually purchase more than two pizzas per order, indicating strong opportunity for combo deals and upselling.

3. Dashboard 1 – Home / Sales Overview Insights

- **Classic category** contributes the highest sales and total orders.
- **Large size** pizzas generate maximum revenue share.
- Monthly trend shows peak demand in **July and January**.
- Sales drop noticeably during **September and October**.

Business Insight:

The business strongly depends on Classic category and Large-sized pizzas. Seasonality impacts demand, suggesting promotional planning is crucial.

4. Dashboard 2 – Best & Worst Sellers Analysis

Best Sellers:

- Classic Deluxe Pizza
- Barbecue Chicken Pizza

Worst Sellers:

- Brie Carre Pizza (lowest in revenue, quantity, and orders)

Business Insight:

Top-selling pizzas should be protected with consistent quality and availability. Poor-performing pizzas may need recipe revision, repositioning, or removal.

5. Dashboard 3 – Busiest Days & Time Analysis

- Highest orders occur on Fridays and Saturdays.
- Peak hours: 12 PM – 1 PM and 5 PM – 8 PM.
- Late-night hours show minimal demand.

Business Insight:

Customer demand is strongly time-bound, requiring staff and inventory optimization during peak hours.

6. Customer Behavior Insights

- Customers prefer Classic pizzas over Supreme, Veggie, and Chicken.
- Medium and Large sizes dominate sales volume.
- Customers show higher spending behavior during weekends.

Insight:

Customers value familiarity and portion size, preferring reliable flavors and value-for-money options.

7. Ingredients Analysis & Insights

1. The Top 10 ingredients (Garlic, Tomatoes, Mozzarella) are your primary revenue drivers; prioritize bulk-buying and a 15% safety buffer to prevent stockouts and service halts. Strict portioning of these high-volume items is essential, as even minor waste significantly impacts the bottom line due to their massive usage scale.

2. Conversely, the Bottom 10 ingredients (Brie, Pears, Prosciutto) represent high spoilage risks and should be managed with "Just-in-Time" ordering to minimize holding costs. Evaluate the profitability of dishes using these low-frequency items—like Thyme—to decide if their specific storage overhead is justified. Finally, implement "Daily Specials" to cross-utilize these niche ingredients, increasing their turnover and ensuring capital isn't trapped in slow-moving, perishable stock.

8. Strategic Recommendations for Business Improvement

1. Menu Optimization:

- Promote best sellers using combos and featured banners.
- Redesign or discontinue Brie Carre Pizza.

2. Pricing & Bundling:

- Introduce family & weekend combo offers.
- Upsell drinks and sides with Large pizzas.

3. Time-Based Promotions:

- Lunch & evening happy-hour discounts.
- Late-night limited offers to increase off-peak sales.

4. Seasonal Strategy:

- Launch special campaigns during July & January.
- Use discounts during low-demand months (Sep–Oct).

5. Operations Optimization:

- Increase staffing on weekends and peak hours.
- Reduce inventory waste during non-peak hours.

9. Expected Business Impact

- Increased revenue through upselling and combo offers.
- Reduced losses from low-performing products.
- Improved customer satisfaction and faster service.
- Better inventory and workforce utilization.