

PIZZA SALES ANALYSIS

Categories

Chicken

Classic

Supreme

Veggie

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec



Revenue

£27,977

VS Jul +1.2%|+341



Quantities Sold

1,683

VS Jul -0.2%|-3



Total Orders

1,646

VS Jul -0.1%|-1

Revenue by Month

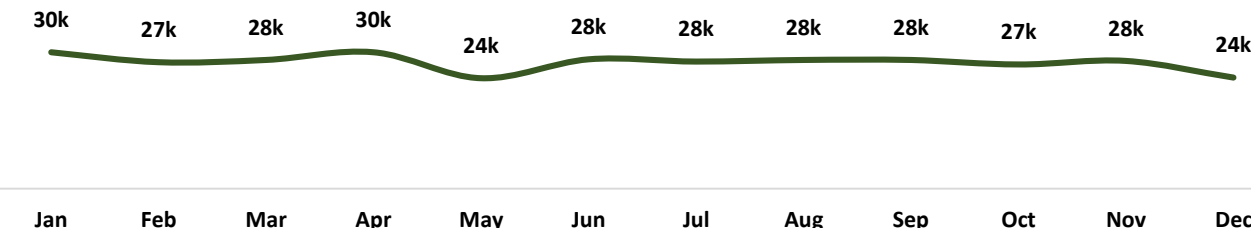
The month of Apr generated the most revenue 29,676.

While we generated the least revenue in the month of May 23,988.

Recommendations:

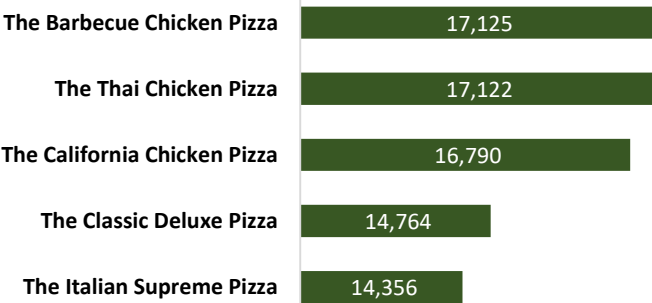
Run limited-time promotions to create a sense of urgency and encourage immediate purchases

Consider bundling deals like "pizza and wings" or "pizza and a drink". For months with low sales.



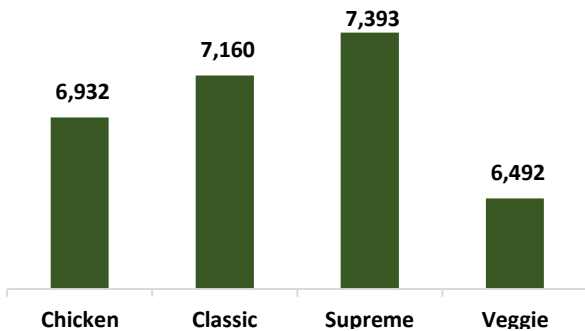
Top 5 Revenue by Pizza name

The top 5 Pizzas collectively contributed to 34.9% of total REVENUE



Revenue by Category

The Pizzas in our categories are all selling well, but most of our customers prefers the Supreme Pizza. As we generated more revenue from it: 7,393



Orders Weekly Heatmap

Click For Insight

Toggle Numbers

Weekday	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM	10 PM
Sunday	1	124	384	357	21						23	115	73
Monday	0	132	450	340	21						63	101	57
Tuesday	0	113	371	365	20						39	162	68
Wednesday	0	156	456	380	18						78	161	115
Thursday	0	164	416	370	22						17	189	89
Friday	3	189	380	330	28						04	96	66
Saturday	6	115	378	380	23						89	151	119
Total	10	993	2,835	2,522	1,56						13	975	587

The darker the cells the more orders at that Particular time and weekday. From our Hitmap we can see clearly that most of our orders came by 12pm and 1pm. Click the Toggle Number for the numbers of orders. Customers don't place orders by 10AM and 11PM because of the earliness and lateness.

The Brie Carre Pizza

4,848

The Green Garden Pizza

5,763

The Mediterranean Pizza

6,022

The Spinach Pesto Pizza

6,131

The Spinach Supreme Pizza

6,193

Recommendations:

Offer a combo deal where these low-selling pizzas are bundled with popular ones.

Use visually appealing images and engaging content to showcase these pizzas.

Revenue By Weekdays

Many people are returning to work after the weekend and may be less inclined to order pizza on Mondays

Recommendation:

Collaborate with companies to offer exclusive lunch deals to their employees on these days

