**INSIGHTS**

* The number of order placed are high on weekends from Friday to Saturday especially in evening time.
* The maximum number of orders were placed in between the month July and January.
* Summer and rainy are the busiest seasons for the pizza sales.
* Large, medium and regular acquire a big chunk of orders as compared to X-large and XX-large.
* Classic category contribute to the maximum sales for total orders.
* The Thai chicken pizza and the barbecue chicken pizza contribute to the most in terms of revenue quantity and total number of orders.
* The Brie Carre Pizza, the Spanish Supreme Pizza and the Mediterranean pizza are the pizzas which show less number of revenue, Quantity and orders.

**Strategies for improvement**

* Capitalising on the high demand months by offering seasonal promotions or themed pizza

Example:- summer themed pizza with fresh ingredients or heart shape pizza for Valentine’s Day in February.

* Utilising social media advertising campaign for targeting promotions to reach potential customers during peak times by making efforts to highlight convenience of ordering pizza on busy weekdays and weekends.
* By implementing a loyalty programme to repeated purchases by offering discounts free toppings or exclusive deals to customer who frequently buy pizza during peak hours or months.
* Encouraging customer to order large pizzas by offering special deals or discount on family size male halting the value and saving of ordering large pizza for group or family dining together
* Regularly socialise feedback from your customers to understand their preferences and expectation by using this information to tailor your menu offering and customer experience to better meet their needs during peak times.
* By participating in community event to increase visibility and attract customer consider sponsoring local sports team or hosting theme events to drive traffic.