When analyzing the Pizza Sales Dashboard, several questions can arise based on the metrics, visualizations, and KPIs provided:

1. Total Revenue, Average Order Value, Total Pizza Sold, Total Orders, and Average Pizza per Order:

- ➢ How is total revenue trending over time?

- ➢ What factors influence average order value?

- ➢ Are there specific categories or sizes contributing significantly to total sales?

- ➢ Is the average number of pizzas per order consistent, or does it fluctuate based on time or promotion?

2. Visualizations (Daily Trend for Total Orders, Monthly Trend for Total Orders):

- ➢ What are the peak sales days and times during the week?

- ➢ Are there any specific patterns or seasonal trends in monthly sales?

- ➢ How does daily performance impact monthly trends?

3. Percent of Sales by Pizza Category, Percent of Sales by Pizza Size:

- ➢ Which pizza category contributes the most to sales?

- ➢ Are larger or smaller pizzas driving revenue and quantity sales?

- ➢ What are the most popular pizza sizes?

4. Total Pizza Sold by Pizza Category:

- ➢ Which categories are performing best in terms of quantity sold?

- ➢ How do premium categories compare to standard categories?

5. KPIs: Busiest Days and Times (Days and Months), Sales Performance by Category and Size:

- ➢ Which specific days and times should be targeted for promotions to maximize sales?

- ➢ How does sales performance vary between categories and sizes?

- ➢ Are there specific days or months when certain categories or sizes perform better?

6. Best and Worst Seller Report:

- ➢ Which pizzas are driving the most revenue, and why?

- ➢ What factors contribute to a pizza becoming a top or bottom seller?

- ➢ Are the best-sellers also the most frequently ordered or sold by quantity?

- ➢ What strategies can be employed to improve the sales of the worst sellers?

7. Top 5 and Bottom 5 Pizzas by Revenue, Quantity, and Orders:

- ➢ What characteristics do top-selling pizzas share (e.g., ingredients, category, size)?

- ➢ Is there a specific pizza that performs well in quantity but not in revenue, or vice versa?

➢ What operational or marketing changes can be made to promote underperforming pizzas?

8. KPIs: Best Seller and Worst Seller (Revenue, Quantity, Total Order):

➢ What is the impact of the best-seller pizzas on overall sales and revenue?

➢ How do the worst-seller pizzas affect the overall sales performance?

➢ Should certain pizzas be removed or reformulated based on poor performance?