

Here are the **advisable business insights** based on the Pizza Sales Dashboard:

1. Revenue and Order Metrics

- **Insight:** The Total Revenue is **\$817,860** from **21,350 orders** with an **Average Order Value** of **\$38.31**.
 - **Recommendation:** Maintain and improve high-value orders by offering combo deals, discounts on bulk purchases, or upselling beverages/sides.
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2. Peak Sales Days and Times

- **Insight:**
 - **Days:** Highest orders occur on **Saturdays** and **Fridays**.
 - **Time:** Maximum orders occur between **12 PM - 1 PM** and **4 PM - 8 PM**.
 - **Recommendation:**
 - Focus marketing campaigns, promotions, and advertisements around weekends and peak times.
 - Optimize staffing, inventory, and delivery resources during these periods to handle demand efficiently.
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3. Sales by Pizza Category and Size

- **Insight:**
 - **Category:** Classic pizzas contribute to the **maximum sales**.
 - **Size:** Large size pizzas dominate the sales with **45.89%**.
 - **Recommendation:**
 - Introduce promotions targeting **Classic** and **Large pizzas** since they perform best.
 - Analyze reasons why other categories (like Veggie or Chicken) underperform and improve their positioning or recipe.
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4. Best and Worst Selling Pizzas

- **Insight:**
 - **Top Performers:** "The Thai Chicken Pizza" and "The Pepperoni Pizza" are the highest-selling pizzas.
 - **Low Performers:** "The Sopressata Pizza" and "The Spinach Supreme Pizza" have the lowest sales.
- **Recommendation:**
 - Promote the **best-selling pizzas** through targeted campaigns, combos, and featured deals.
 - Revisit recipes, pricing, or promotions for **low-selling pizzas** to enhance their appeal or consider removing them.

5. Hourly Trend for Orders

- **Insight:** Orders peak between **12 PM to 1 PM** and **6 PM to 8 PM**.
- **Recommendation:**
 - Offer time-specific deals like "**Lunch Specials**" and "**Dinner Combos**" during these high-traffic hours to increase order volume further.
 - Enhance delivery readiness and staffing during these peak periods.

6. Sales Contribution by Size

- **Insight:** Large and X-Large pizzas contribute over **75% of sales**.
 - **Recommendation:** Highlight larger pizzas in promotions, offer family-size deals, and bundle packages to maximize sales volume and customer satisfaction.
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