



PIZZA SALES DASHBOARD

Best/Worst Sellers

1/1/2015



12/31/2015



pizza_category

All



\$817.86K

Total Revenue



38.31

Average Order value



49,574

Total Pizzas sold



21,350

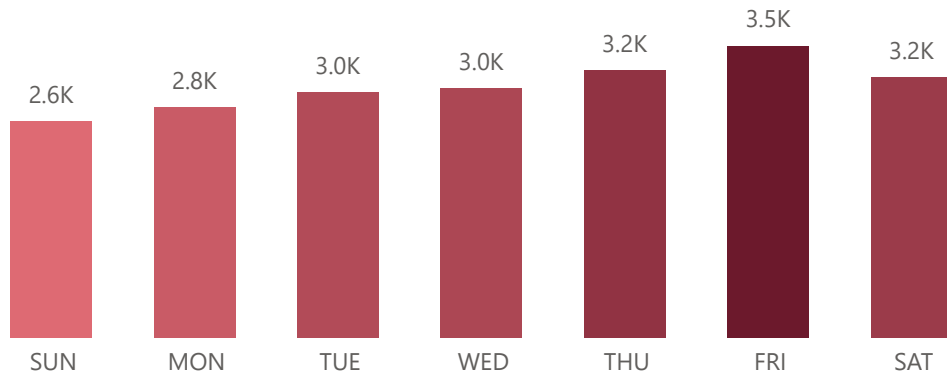
Total order



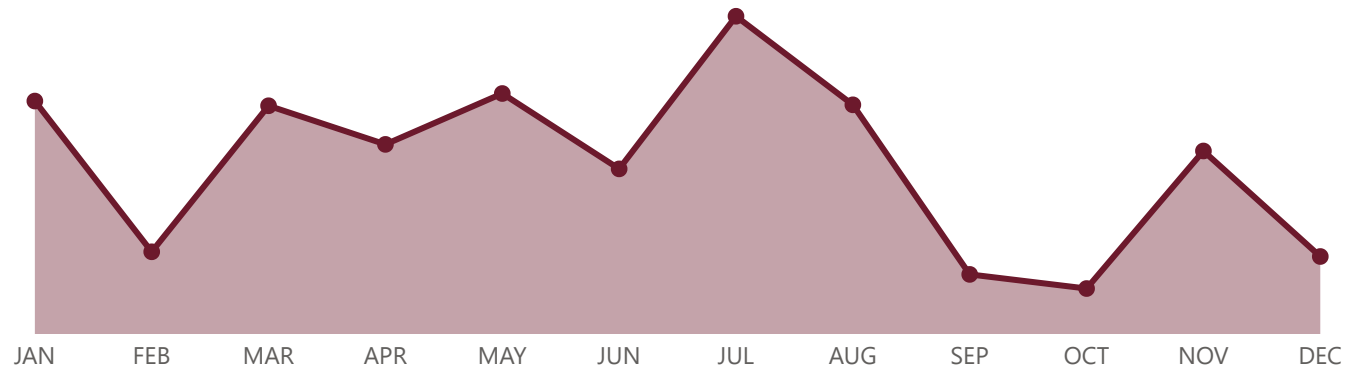
2.32

Average pizza per order

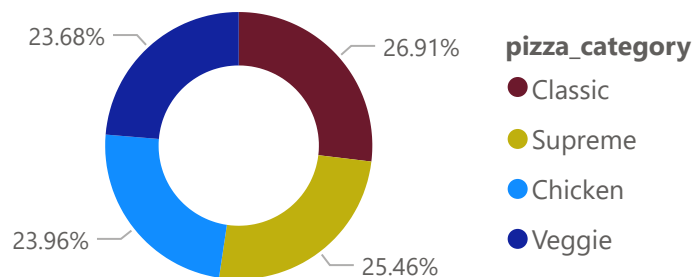
Total order by Order Day



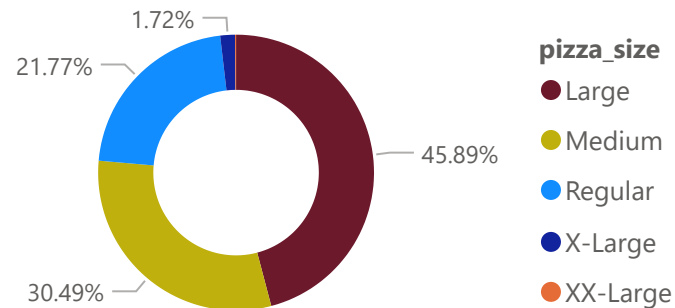
Total order by Order Month



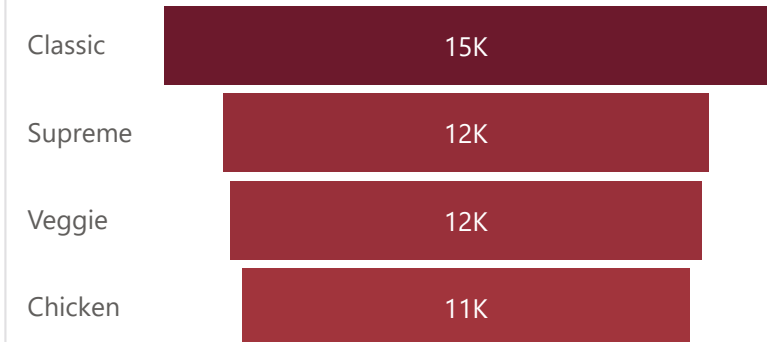
Total Revenue by pizza_category



Total Revenue by pizza_size



Total Pizzas sold by pizza_category





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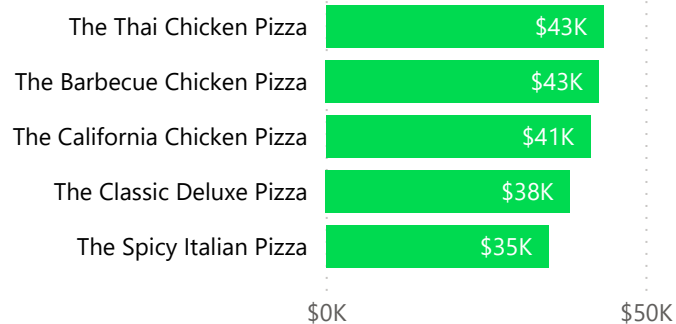
Total order



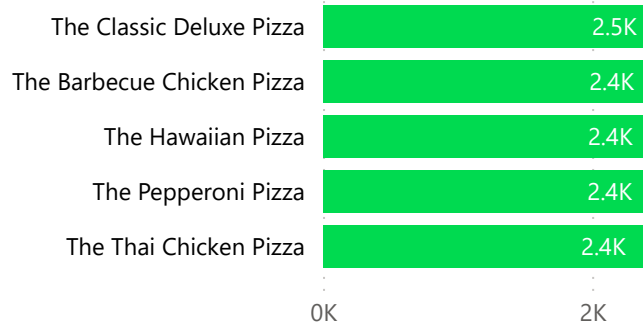
2.32

Average pizza per order

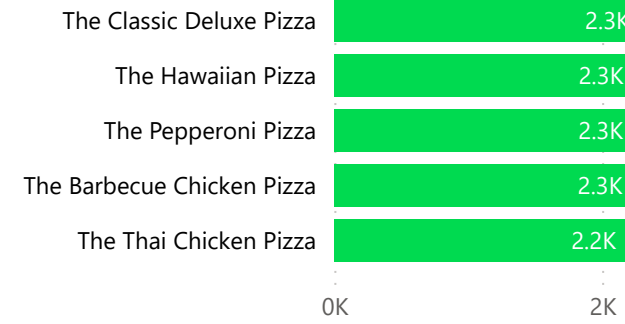
Top 5 Pizza by Revenue



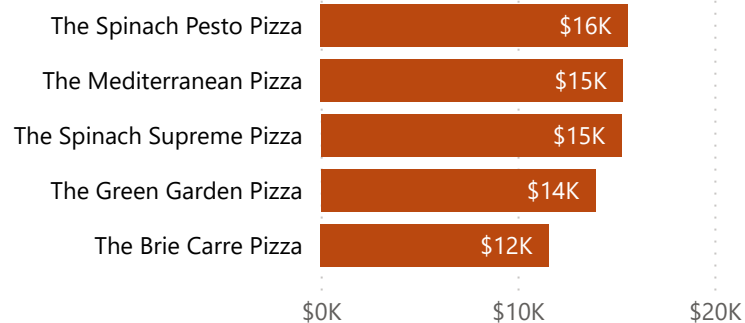
Top 5 Pizza by quantity



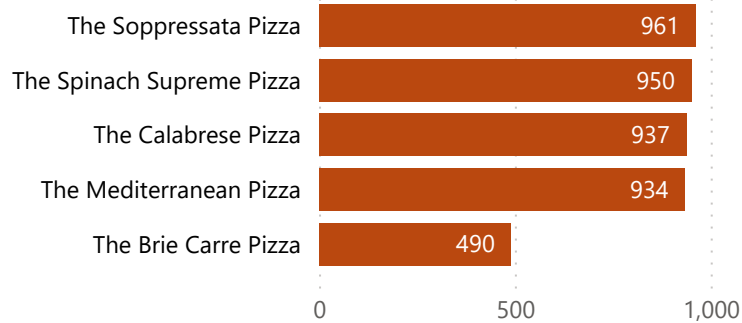
Top 5 Pizza by Orders



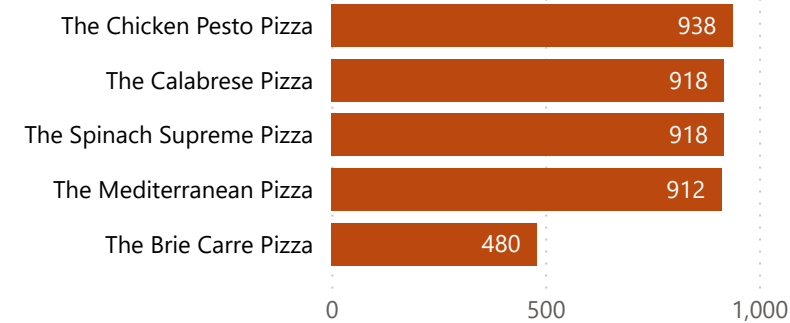
Bottom 5 Pizza by Revenue



Bottom 5 Pizza by Quantity



Bottom 5 Pizza by Orders



Results/Finding

Busiest Days & Times

Days

- Orders are Highest on weekends, Friday/Saturday evenings.

Monthly

- There are maximum orders from month of July and January.

Sales Performance

Category

Classic Category contributes to maximum sales & total orders.

Size

Large size pizza contributes to maximum sales.

Best Sellers

- The Thai Chicken Pizza contributes to maximum Revenue.
- The Classic Deluxe Pizza contribute to maximum total quantity.
- The Classic Deluxe Pizza contribute to maximum total orders.

Worst Sellers

- The Brie Carre Pizza Contributes to maximum Revenue.
- The Brie Carre Pizza Contributes to maximum Total Quantities.
- The Brie Carre Pizza Contributes to maximum Total Orders

Recommendations

1. Schedule more staff and resources for Friday and Saturday evenings to handle the highest order volumes.
2. Focus marketing efforts on promoting sales in July and January, the months with the maximum orders.
3. Emphasize the Classic Category and large size pizzas in promotional campaigns to maximize sales.
4. Highlight the Thai Chicken Pizza and Classic Deluxe Pizza as best sellers in marketing materials and promotions.
5. Consider reviewing or adjusting the offerings or marketing strategy for the Brie Carre Pizza to improve its performance.