PIZZA MANIA

SALES ANALYSIS

AN EXECUTIVE SUMMARY DOCUMENT

By

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**OVERVIEW**

This report provides key insights from the Pizza Mania sales datasets by analysing order trends, customer behaviour, and performance metrics to guide strategic decision-making. The findings highlight customer demand patterns, popular pizza categories, and opportunities for optimization.

**KEY INSIGHTS**

1. **Order Trends**
   * The **Total Orders** for the year is **49574.**
   * The **Average Orders Per Day** is **60**.
   * The **Average Pizza Per Order** is **2**, indicating typical purchase behaviour.
   * Large-sized pizzas lead orders with **18956** total orders, which accounts for **38.24% ($375,318.7)** of total sales, demonstrating a preference for family/group purchases.
   * The least order quantity bypizza size is **XXL (28)**
   * The month with the most orders is **July (4392)**, while the month with the least orders is **February (3961)**
2. **Bestsellers and Underperformers**
   * The most popular pizza category (**Classic)** Contributes **30.03%** of the total revenue.
   * The top-selling pizzas by name are (The Thai Chicken Pizza, The Barbecue Chicken Pizza, and The California Chicken Pizza), contributing **5.3%, 5.2% and 5.1%** of the total revenue, respectively. Collectively, the top three pizza types contribute to **15.6%**
   * Ingredient-based analysis shows a high demand for **chicken, tomatoes and red pepper**, influencing inventory decisions.
   * The **XXL ($1,006.60)** and **XL ($14,076.00)** pizza size varieties are the underperformers, contributing to as low as just **1.8%** of total revenue, suggesting the need for type adjustments.
3. **Revenue Distribution Breakdown**
   * The highest revenue-generating days are **Fridays, Thursdays, and Saturdays**, contributing **17%, 15.1%, and 15.06%,** respectively**,** which align with promotional offers or customer habits.
   * The best-selling months are **July ($72,557.9)** and **May ($71402.75).**
   * The worst-selling months are **October ($64,027.6)** and **September ($64,180.05).**
   * The **Second Quarter ($208,369.75)** is the best-selling quarter.
4. **Order Time Patterns**
   * Sales peak between **6:00 PM to 9:00 PM**, suggesting ideal times for marketing pushes.
   * Late-night orders contribute **8.1% ($65,966.30)** to sales, indicating the potential for extended service hours.
   * Sales off-peak hours is between **9:00 AM** and **12 NOON.**

**STRATEGIC RECOMMENDATIONS**

1. **Optimized Inventory Management**

* Prioritise stocking high-demand ingredients such as **chicken, tomatoes, and red pepper**.
* Reduce stock for underperforming pizza sizes **(XXL and XL)** or consider removing them from the menu.
* Align ingredient purchases with seasonality trends to minimize waste.
* Monitor ingredient costs and negotiate with suppliers to improve profit margins.

1. **Targeted Promotions & Discounts**

* Implement time-based discounts to boost sales during off-peak hours **(9:00 AM – 12:00 PM)**.
* Offer loyalty rewards and exclusive deals for repeat customers to enhance retention.
* Introduce bundle deals that combine best-selling pizzas with underperforming sizes to increase their appeal.
* Create promotional campaigns aligned with high-traffic days **(Fridays and Saturdays)** to maximize revenue.

1. **Operational Efficiency Improvements**

* Align staffing levels with peak demand periods to improve service efficiency.
* Consider extending operational hours, especially for late-night sales, to capitalize on additional revenue opportunities.
* Streamline kitchen workflows during peak hours by optimizing prep stations and staff coordination to reduce wait times.
* Leverage customer feedback and sales data to adjust menu offerings and improve overall customer experience.

1. **Menu Optimization & Customer Engagement**

* Highlight best-selling pizzas on the menu with premium placement to influence customer choices.
* Develop seasonal or limited-time pizzas based on ingredient availability and customer preferences to drive interest.
* Experiment with variations of top-performing pizzas to maintain customer engagement and attract new buyers.
* Introduce an interactive online ordering system with personalized recommendations based on past orders.

**Conclusion**

By leveraging these insights, Pizza Mania can enhance sales performance, optimize operations, and drive customer engagement. Implementing data-driven strategies will ensure sustainable growth and a competitive advantage ahead of key competitors. Focusing on inventory efficiency, dynamic pricing, and menu innovations will help maximize Pizza Mania’s revenue potential and at the same time further improve customer satisfaction. Additionally, enhancing operational efficiency and customer-focused initiatives will help Pizza Mania build a loyal customer base and drive long-term profitability.