

# DOMINO'S PIZZA SALES REPORT

JAN/15 - DEC/15

Pizza Category

All

01/01/2015

31/12/2015



## BUSIEST DAYS & TIME

### DAYS

Orders are **Highest** on weekends, **Friday and Saturday evenings** MONTHLY

### MONTHLY

There are **Maximum** orders from the month of **January and July**

## SALES PERFORMANCE

### CATEGORY

**Classic** category contributes to maximum Sales and Total Orders.

### SIZE

**Large** size pizza



**817.86K**

Total Revenue



**38.31**

Average Order value



**49574**

Total Pizzas Sold



**21350**

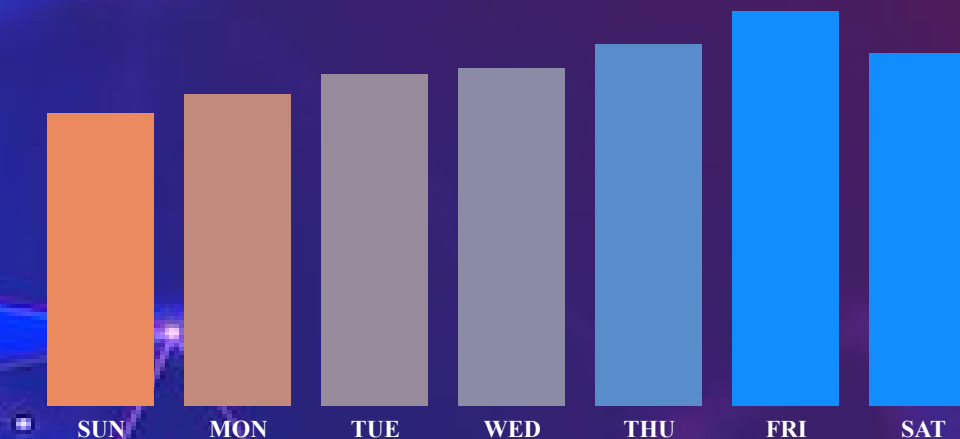
Total Orders



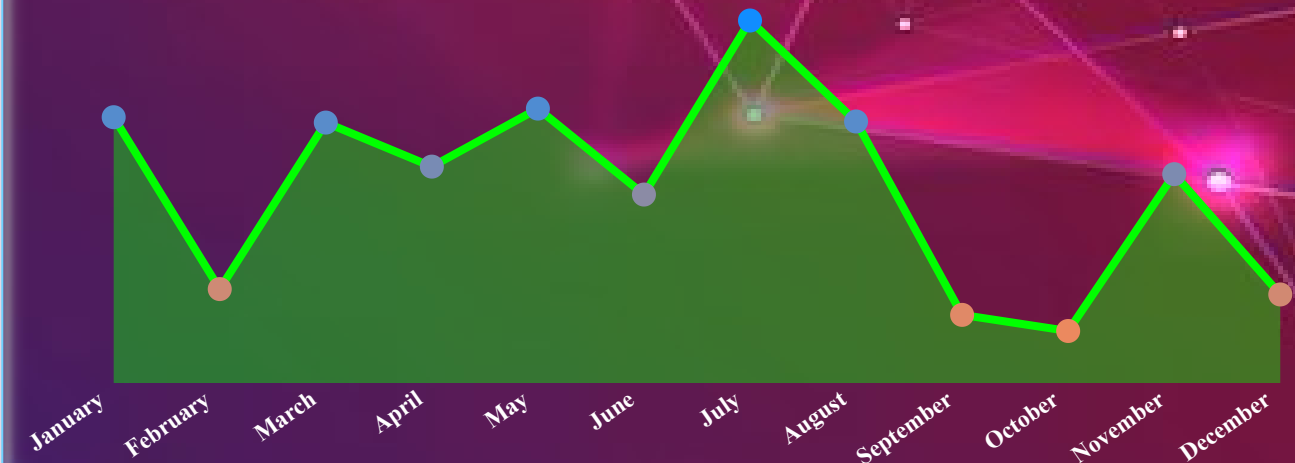
**2.32**

Average Pizzas Per Order

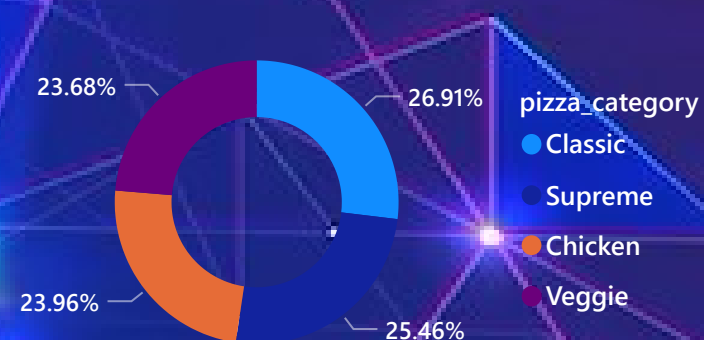
## Daily Trend for Total Orders



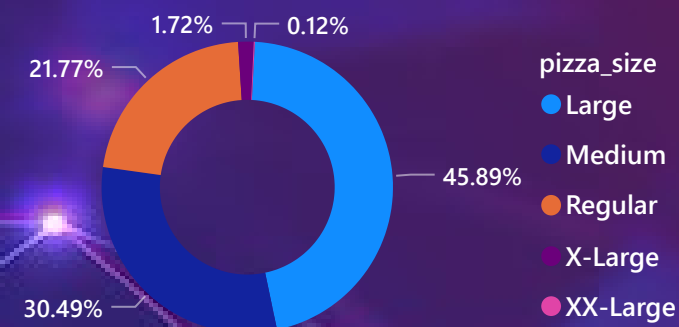
## Total Orders by Month Name



## % of Sales by Pizza Category



## % of Sales by Pizza Size



## Total Pizzas Sold by pizza\_category

Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

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## BEST SELLERS

### REVENUE

The Thai Chicken Pizza contributes to Maximum Revenue

### QUANTITY

The Classic Deluxe Pizza Contributes to Maximum Total Quantities

### TOTAL ORDERS

The classic deluxe Pizza contributes to maximum Total orders

## WORST SELLERS

### REVENUE

The Brie Carré Pizza contributes to minimum Revenue.

### QUANTITY

The Brie Carré Pizza contributes to minimum Quantity and Total Orders.

## Top 5 Pizzas by Revenue

The Thai Chicken	43K
The Barbecue	43K
The California	41K
The Classic Deluxe	38K
The Spicy Italian	35K

## Top 5 Pizzas by Quantity

The Classic Deluxe	2.5K
The Barbecue	2.4K
The Hawaiian	2.4K
The Pepperoni	2.4K
The Thai Chicken	2.4K

## Top 5 Pizzas by Total Orders

The Classic Deluxe	2.3K
The Hawaiian	2.3K
The Pepperoni	2.3K
The Barbecue	2.3K
The Thai Chicken	2.2K

## Bottom 5 Pizzas by Revenue

The Spinach	16K
The Mediterranean	15K
The Spinach	15K
The Green Garden	14K
The Brie Carré	12K

## Bottom 5 Pizzas by Quantity

The Soppres	961
The Spinach	950
The Calabrese	937
The Mediterranean	934
The Brie Carré	490

## Bottom 5 Pizzas by Total Orders

The Chicken	938
The Calabrese	918
The Spinach	918
The Mediterranean	912
The Brie Carré	480