

Project Insights

1. Popular Categories:

- Focus on **Classic** (\$220,860) and **Supreme** (\$204,500) categories as they generate the highest sales.

2. Optimal Pizza Sizes:

- Large (L) and Medium (M) sizes are the most popular, with combined sales of approximately \$600,000. Consider promotions for these sizes.

3. Peak Sales Hours:

- Ensure adequate staffing and inventory during peak hours (12 PM - 2 PM and 6 PM - 8 PM) to meet high demand efficiently.

4. Seasonal Trends:

- Plan promotions and inventory stocking in June (\$75,000) and December (\$73,000) to capitalize on high sales periods.

5. Top Pizzas:

- Highlight top-sellers like The Thai Chicken Pizza and The Barbecue Chicken Pizza (both 43,000 sales) in marketing campaigns.