

Pizza Sales Dashboard: Turning Data Into Delicious Insights

Launched in May 2025, tracking \$2.4M annual pizza sales.

Real-time insights on 18 metrics empower 27 stores.



Key Performance Metrics

Revenue & Orders

Daily to YTD revenue comparisons and peak order times.

Average Order Value

Currently \$24.85, a 12% increase from last year.

Product Mix

65% traditional, 22% specialty, 13% custom pizzas.

Top Sellers

Five pizzas make up 42% of all revenue.



Visualizations That Tell The Story

Heat Map

Sales density by zip code highlights key markets.

Time Series

Track hourly and weekly sales trends for demand peaks.

Product Treemap

Size indicates sales volume across pizza types.

Delivery & Satisfaction

Measure delivery speed vs 30-minute benchmark; strong correlation with satisfaction ($r=0.78$).

Interactive Filters For Deeper Analysis



Date Range

Options include MTD, QTD, and YTD for flexible views.



Store Filter

Multi-select filter for 27 store locations.



Product Drill-Down

Filter by size, toppings, and crust type.



Customer Segments

New vs. returning and loyalty tiers for targeted insights.



Sales Channels

Compare in-store, online, phone, and 3rd-party orders.

Actionable Insights Discovered

Promotion Impact

Tuesday 4-6pm promo boosted orders by 27%.

Location Trends

Hawaiian pizza sells 42% more in coastal stores.

Mobile Orders

18% higher add-on purchases on mobile sales.

Delivery Times

Orders delayed beyond 35 mins cut reorder rates by 43%.

Profitability

Meat lover's pizza 3.2x more profitable than vegetarian.

Implementation & Next Steps

1

Real-Time Updates

Dashboard refreshes every 15 minutes with latest data.

2

Mobile Access

Accessible on devices for store managers on-the-go.

3

Automated Alerts

Notifications for unusual patterns or missed targets.

4

Future Enhancements

Plans to add inventory and staff scheduling modules.

5

ROI Results

\$156K incremental sales in the first quarter post-launch.