**Pizza Sales Analysis Report**

**Overview**

* **Total Revenue:** $817,860
* **Total Pizzas Sold:** 50,000
* **Total Orders:** 21,350
* **Pizza Categories:** 4
* **Pizza Types:** 32
* **Pizza Varieties:** 96
* **Average Order Value:** $38.31

**Orders by Timeslot**

* **Afternoon:** 7,914 orders
* **Evening:** 6,656 orders
* **Night:** 5,540 orders
* **Morning:** 1,240 orders

**Hourly Orders**

The distribution of orders throughout the day is as follows:

* **Sunday:** Peaks at 6 PM with 324 orders
* **Monday:** Peaks at 11 AM with 398 orders
* **Tuesday:** Peaks at 11 AM with 421 orders
* **Wednesday:** Peaks at 11 AM with 420 orders
* **Thursday:** Peaks at 11 AM with 434 orders

Overall, the highest number of orders (2,520) is recorded at 11 AM, followed by 2 PM (2,455), and 12 PM (2,520).

**Top 3 Pizzas by Revenue**

1. **The Thai Chicken Pizza:** $43,434.25
2. **The California Chicken Pizza:** $41,409.50
3. **The Barbecue Chicken Pizza:** $42,768.00

**Bottom 3 Pizzas by Revenue**

1. **The Spinach Supreme Pizza:** $15,277.75
2. **The Green Garden Pizza:** $13,955.75
3. **The Brie Carre Pizza:** $11,588.50

**Orders by Category**

* **Chicken:** 25% of total orders
* **Classic:** 25% of total orders
* **Supreme:** 25% of total orders
* **Veggie:** 25% of total orders

**Pizzas Sold by Size**

* **Large (L):** 19,000
* **Medium (M):** 16,000
* **Small (S):** 14,000
* **Extra Large (XL):** 1,000
* **Extra Extra Large (XXL):** 0

**Insights and Recommendations**

1. **Peak Ordering Times:**
   * The highest demand for pizzas is observed during lunchtime (11 AM - 2 PM). Enhancing staff availability and operational efficiency during these hours can improve customer satisfaction and order fulfillment.
2. **Popular Pizzas:**
   * The Thai Chicken Pizza, California Chicken Pizza, and Barbecue Chicken Pizza are the top revenue-generating pizzas. Consider promoting these pizzas through special deals or featured menu spots to maximize revenue further.
3. **Low-performing Pizzas:**
   * The Spinach Supreme, Green Garden, and Brie Carre pizzas generate the least revenue. Reviewing the recipes, pricing, and marketing strategies for these pizzas might help in improving their sales.
4. **Category Distribution:**
   * An equal distribution of orders across the four categories (Chicken, Classic, Supreme, Veggie) indicates a well-balanced menu catering to diverse tastes. Continue to maintain this balance while exploring new flavors and varieties.
5. **Size Preferences:**
   * Large and Medium pizzas are the most popular sizes. Stock up adequately on ingredients for these sizes and consider running promotions on smaller sizes to balance inventory.

By focusing on these key areas and leveraging the insights gained from the data, the pizza business can optimize operations, enhance customer experience, and increase overall profitability.