**KEY TAKEAWAY AND RECOMMENDATION**

**Key Takeaways:**

* **Chicken and Classic Pizzas Dominate:**
  + **The Thai Chicken Pizza generates $43K in revenue with 2.4K units sold**, while **the Barbecue Chicken Pizza also earns $43K with 2.4K sales**.
  + **The Classic Deluxe Pizza, with $38K in revenue and 2.5K units sold,** is another strong performer, indicating a preference for familiar and balanced flavors.
* **Veggie and Cheese Pizzas Underperform:**
  + **The Spinach Pesto Pizza earns $15.6K with 970 units sold**, **the Green Garden Pizza generates $14K with 997 units sold**, and **the Brie Carre Pizza has the lowest performance with $11.6K in revenue and only 490 units sold**.
  + These pizzas may appeal to a niche market, requiring targeted marketing efforts or recipe improvements.
* **Sales Trends:**
  + **Monthly sales gradually rise from 1,685 orders in February to a peak of 1,935 orders in July** before dropping to 1,646 in October and slightly recovering to 1,680 in December.
  + **Daily sales show that Fridays have the highest number of orders at 3.5K, while Mondays see the lowest with 2.8K.**
* **Large-Sized Pizzas Drive Revenue:**
  + **Large pizzas account for 45.89% of total revenue**, followed by **Medium at 30.49%** and **Regular at 21.77%**.
  + **Extra-large (1.72%) and double extra-large (0.12%) pizzas contribute the least**, indicating lower demand for oversized options.

**Recommendations:**

* **Maximize Sales of Best-Selling Pizzas:**
  + **Strengthen promotional efforts for top-selling pizzas** through special discounts, loyalty programs, and limited-time offers.
  + **Introduce meal bundles that combine best-selling pizzas with drinks or sides** to increase order value.
* **Improve Performance of Low-Selling Pizzas:**
  + **Consider recipe modifications or ingredient variations** to make underperforming pizzas more appealing.
  + **Offer targeted discounts or special deals** to encourage customers to try less popular flavors.
* **Balance Sales Across Different Time Periods:**
  + **Launch exclusive Monday promotions such as buy-one-get-one deals** to boost sales on the slowest day.
  + **Implement mid-year campaigns to mitigate the sales decline in July.**
* **Leverage Large Pizza Demand:**
  + **Continue promoting large pizzas**, as they contribute nearly half of total sales.
  + **Introduce family or group meal deals that include large pizzas** to drive bulk purchases.

**Implementing these recommendations will help optimize revenue, enhance customer engagement, and ensure steady sales growth.**