

# Pizza Sales Performance Report

## 1. Executive Summary

This report answers business questions based on the provided data. The main goal was to evaluate overall business performance, customer purchasing behavior, and product-level contribution to revenue. The business generated a total revenue of **\$817,860.05** from **21,350 orders**, selling **49,574 pizzas** during the observed period.

The analysis suggests that there are some popular pizzas and sales are highly connected with those. The analysis provides opportunities for menu optimization, targeted promotions, and improved business decisions which can maximize profit.

## 2. Key Performance Indicators (KPIs)

Metric	Value
Total Revenue	\$817,860.05
Total Pizzas Sold	49,574
Total Orders	21,350
Average Order Value (AOV)	\$38.31
Average Pizzas per Order	2.32

Table 1: Key Performance Indicators

### 2.1 Interpretation

The average pizzas per order is more than two pizzas; this indicates family ordering behavior. The average order value suggests the revenue depends more on multi-item purchases rather than high-priced individual items.

## 3. Temporal Sales Trends

An analysis of order volume across different timeframes reveals peak operational periods.

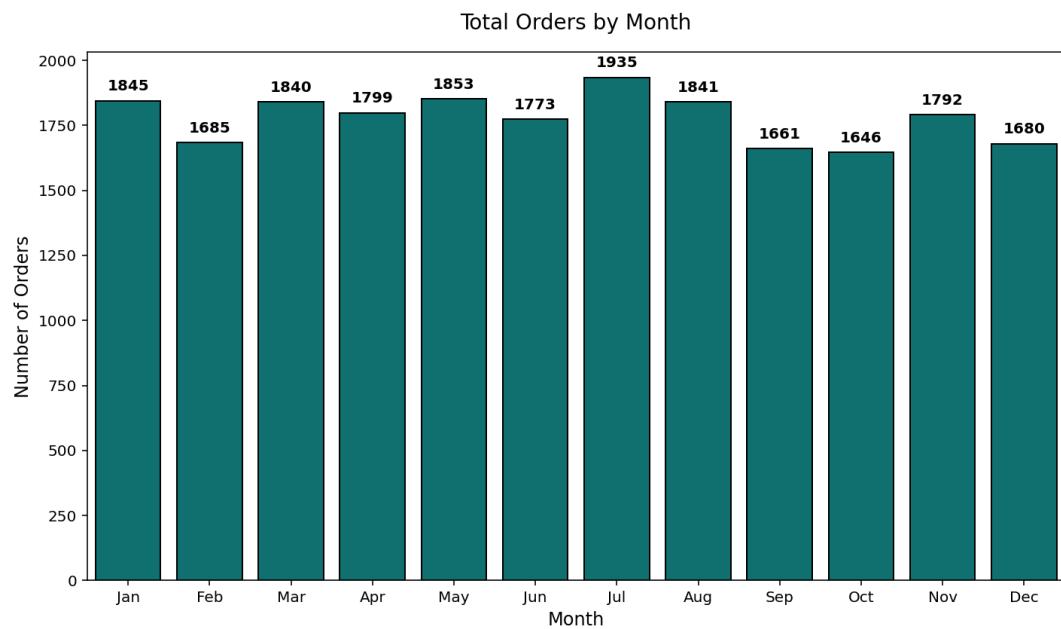


Figure 1: Total Orders by Month

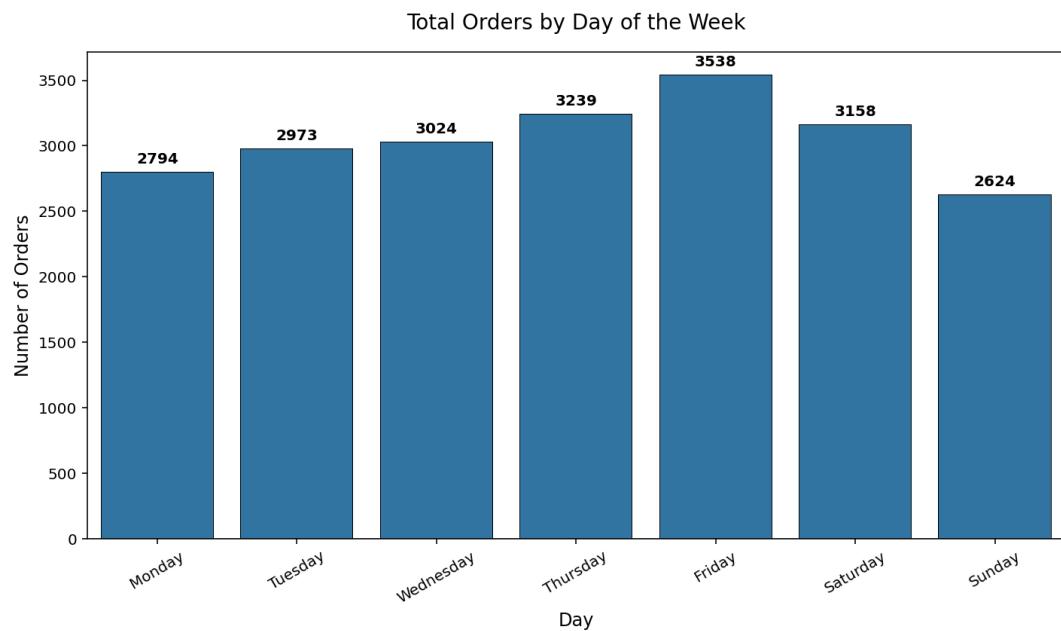


Figure 2: Total Orders by Day of the Week

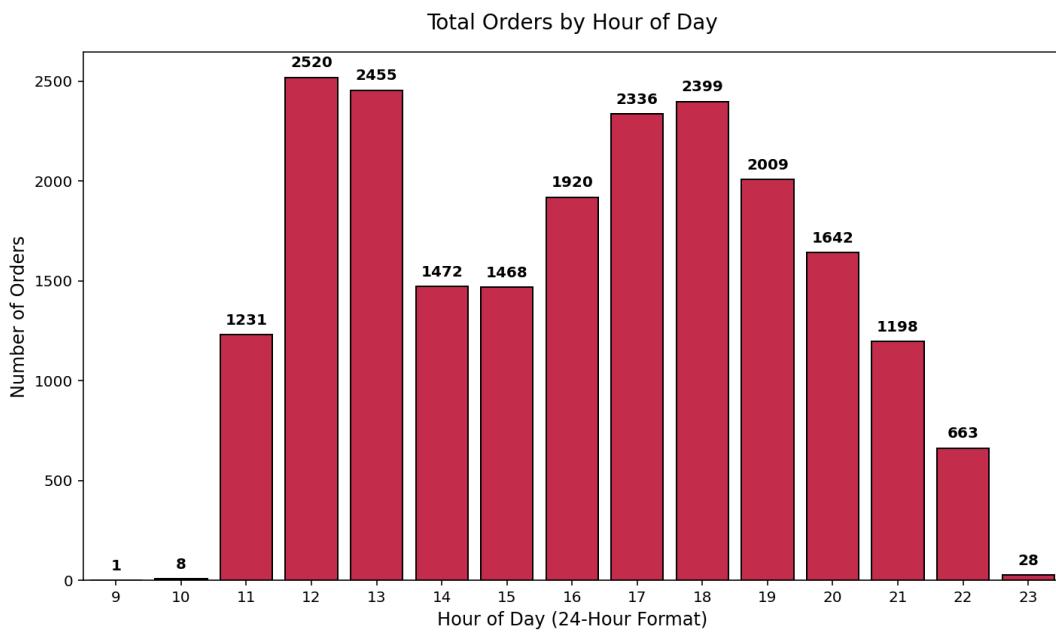


Figure 3: Total Orders by Hour of Day

## 4. Product Performance Analysis

### 4.1 Top 5 Best-Selling Pizzas

A small group of pizzas accounts for a large share of total unit sales.

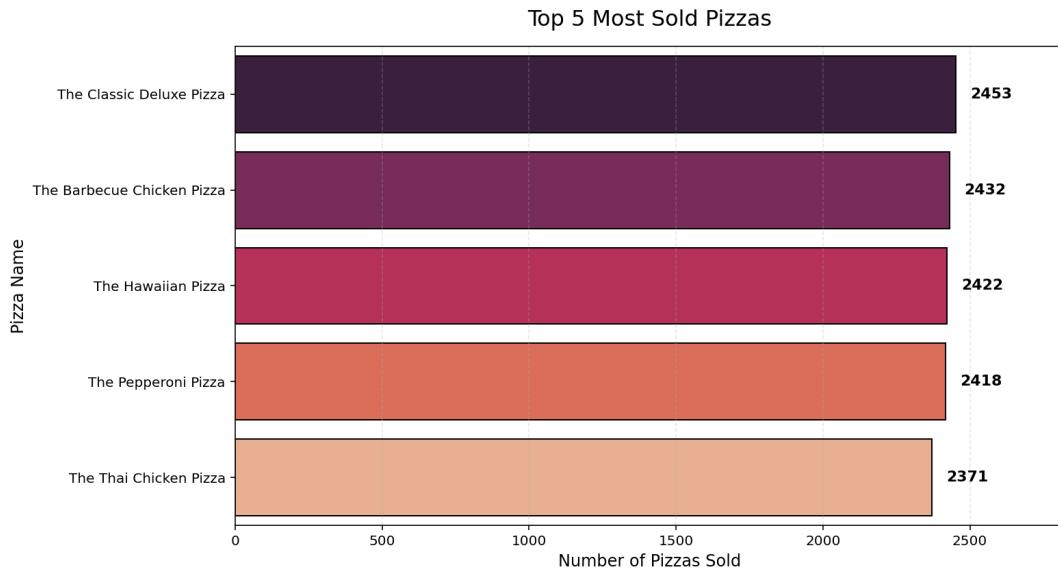


Figure 4: Top 5 Most Sold Pizzas

#### Business Insight:

- These pizzas should be prioritized in promotions and combo deals.

- The price of these pizzas can be slightly adjusted for higher margins.

## 4.2 Bottom 5 Lowest-Selling Pizzas

Several pizzas show consistently low sales volume.

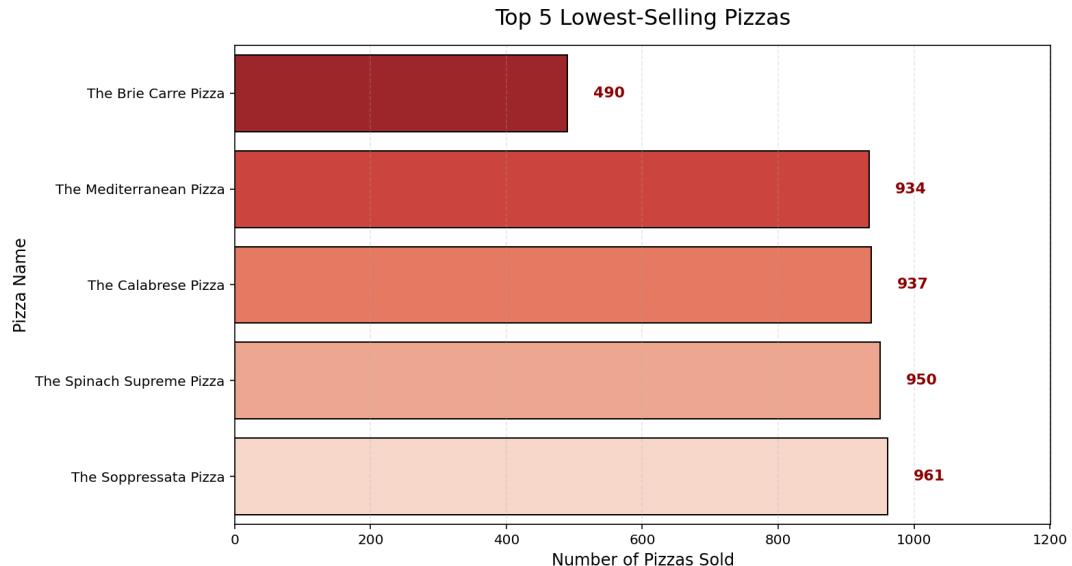


Figure 5: Top 5 Lowest-Selling Pizzas

### Business Insight:

- Low sales may be due to pricing issues or lack of awareness.
- Promotional offers or menu removal needs to be considered.

## 5. Category-Level Performance

### 5.1 Total Pizzas Sold by Category

Certain categories contribute a majority of total sales volume.

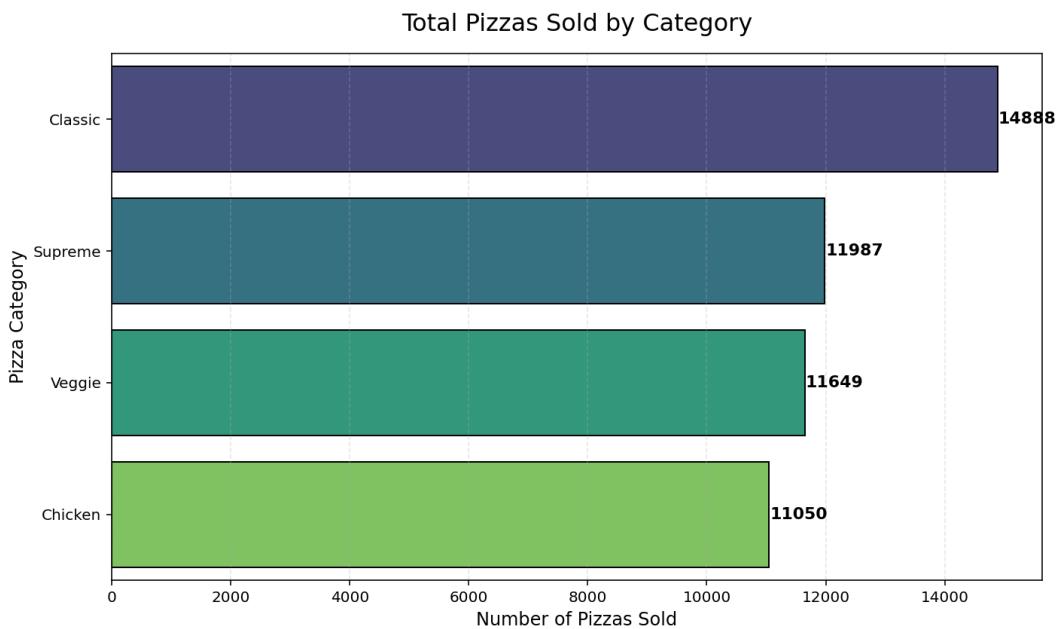


Figure 6: Total Pizzas Sold by Category

**Business Insight:** High-performing categories reflect core customer preferences and should receive focused marketing and operational support.

## 5.2 Percentage of Sales by Category

Revenue share analysis confirms that a limited number of categories generate the majority of sales value.

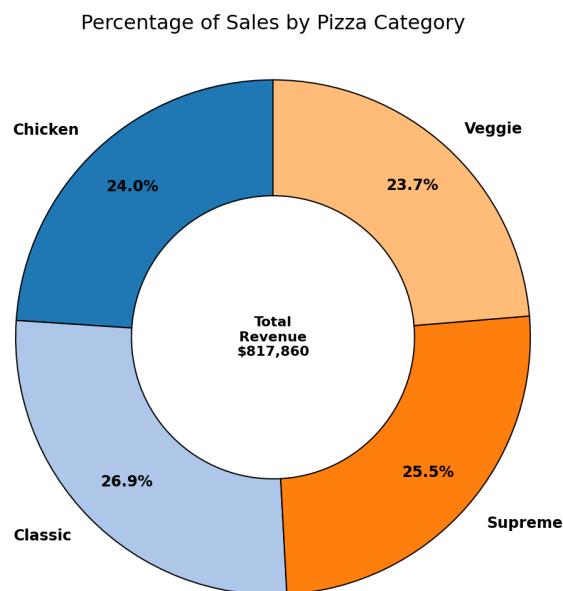


Figure 7: Percentage of Sales by Pizza Category

## Strategic Use:

- Allocate marketing resources toward high-revenue categories.
- Use lower-performing categories for experimentation or seasonal offerings.

## 6. Pizza Size and Category Mix

Analysis of size-category combinations shows that medium and large pizzas contribute most to total revenue across categories.

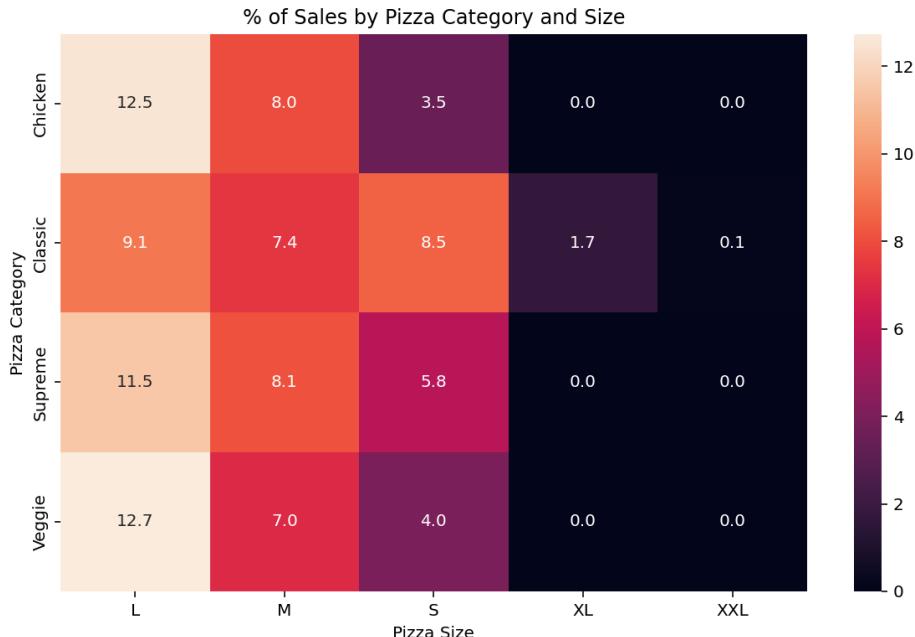


Figure 8: Percentage of Sales by Pizza Category and Size

## Key Observations:

- Medium and large sizes dominate revenue contribution.
- Small sizes play a limited role and may serve niche demand.

## 7. Business Recommendations

### 7.1 Short-Term Actions

- Promote best-selling pizzas through bundles and discounts.
- Encourage cross-selling to increase average order value.
- Reduce operational focus on consistently low-selling pizzas.

## **7.2 Medium-Term Strategy**

- Redesign or relaunch underperforming pizzas.
- Optimize menu layout to highlight high-margin items.
- Introduce size-based pricing incentives.

## **7.3 Long-Term Strategy**

- Simplify the menu using sales concentration insights.
- Align procurement and staffing with demand patterns (based on Temporal Sales Trends).
- Apply demand forecasting using historical sales data.

## **8. Conclusion**

The pizza business demonstrates strong overall performance driven by frequent orders and multi-item purchases. Revenue concentration among a small set of products highlights clear opportunities for profitability improvement through data-driven decision-making in marketing, inventory management, and menu design.