

Pizza Sales Performance Report

Overview

Total Revenue: \$817,860.05

Total Pizzas Sold: 49,574

Monthly Revenue Trend

Month	Revenue (\$)
Jan 2015	69,793.30
Feb 2015	65,159.60
Mar 2015	70,397.10
Apr 2015	68,736.80
May 2015	71,402.75

- Revenue shows consistent monthly performance, with March and May being the strongest.

Top 10 Best-Selling Pizzas by Quantity

Pizza Name	Quantity Sold
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371
The California Chicken Pizza	2370
The Sicilian Pizza	1938
The Spicy Italian Pizza	1924
The Southwest Chicken Pizza	1917
The Big Meat Pizza	1914

Top 10 Pizzas by Revenue

Pizza Name	Revenue (\$)
The Thai Chicken Pizza	\$43,434.25
The Barbecue Chicken Pizza	\$42,768.00
The California Chicken Pizza	\$41,409.50
The Classic Deluxe Pizza	\$38,180.50
The Spicy Italian Pizza	\$34,831.25
The Southwest Chicken Pizza	\$34,705.75
The Italian Supreme Pizza	\$33,476.75
The Hawaiian Pizza	\$32,273.25
The Four Cheese Pizza	\$32,265.70
The Sicilian Pizza	\$30,940.50

Sales by Pizza Size

Size	Quantity Sold
L	18956
M	15635
S	14403
XL	552
XXL	28

- Large (L) pizzas are the most popular, followed by Medium and Small.

Sales Distribution by Hour

Hour	Quantity Sold
9 AM	4
10 AM	18
11 AM	2728
12 PM	6776
1 PM	6413

- Lunch hours (11 AM - 1 PM) are peak at sales times, with 12 PM being the busiest.

Revenue by Pizza Category

Category	Revenue (\$)
Classic	\$220,053.10
Supreme	\$208,197.00
Chicken	\$195,919.50
Veggie	\$193,690.45

- Classic and Supreme pizzas generate the highest revenue.

Key Takeaways & Recommendations

- Focus marketing on lunch hours, particularly 11 AM–1 PM.
- Continue promoting Large-sized pizzas, which drive the most volume.
- Offer combo deals on top revenue-generating pizzas like Thai Chicken and Barbecue Chicken.
- Consider seasonal promotions for underperforming sizes like XL and XXL.
- Optimize inventory around Classic and Supreme categories due to their revenue contribution.