



# Pizza Sales Analysis

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# Overall Sales and Orders :

## 1. Total Revenue (₹8,17,860.05):

- **Key Insight:** The revenue figure indicates solid sales performance, but the business can aim to boost this by upselling premium pizzas, side dishes, or beverages to increase order values.

## 2. Total Orders (21,350 orders):

- **Key Insight:** The volume of orders is substantial, showing that the business has a large customer base. However, focusing on customer retention and loyalty programs could help drive repeat orders and customer engagement.

## 3. Total Pizzas Sold (49,574 pizzas):

- **Key Insight:** Selling nearly 50,000 pizzas reflects strong demand. With an average of 2.32 pizzas per order, it's evident that customers are purchasing more than one pizza per order, which could indicate family or group purchases.

## 4. Average Pizzas per Order (2.32 pizzas):

- **Key Insight:** An average of over 2 pizzas per order suggests that most customers are not just ordering for themselves but for small groups or families. This can be a valuable insight to optimize portion sizes, bundles, or meal deals targeting group consumption.



## Strategic Takeaways :

- **Leverage high order volume:** The substantial order count highlights that the customer base is strong. To increase revenue, the business should focus on increasing the average value per order through upselling, cross-selling, and offering combo deals.
- **Promote group deals and family packs:** Given that the average customer is purchasing more than two pizzas, it's important to emphasize bundles, discounts, and offers for groups and families. This could further drive both pizza sales and overall revenue.
- **Customer retention efforts:** With a large number of orders, it's vital to ensure customer loyalty by offering rewards, encouraging repeat business, and implementing targeted marketing campaigns to retain high-value customers.





## Pizza Category Sales :

**1 . Classic Pizzas** are the most popular with 14,888 pizzas sold.

- **Actionable Recommendation:** Consider promoting Classic pizzas more in marketing campaigns or introducing variations to further leverage their popularity.

**2 . Chicken Pizzas** follow with 11,050 sold.

- **Actionable Recommendation:** Explore offering new chicken-based varieties or combinations to maintain interest and increase sales.

**3 . Supreme Pizzas** sold 11,987

- **Actionable Recommendation:** Highlight these pizzas as premium options, offering them with upsell opportunities such as combo deals or larger sizes for families or groups.

**4 . Veggie Pizzas** sold 11,649.

- **Actionable Recommendation:** Consider expanding the veggie pizza range with innovative toppings or plant-based alternatives to attract a broader audience, including vegans.



## Top 5 Best-Selling Pizzas:

- **The Classic Deluxe Pizza:** 2,453 pizzas sold.
- **The Barbecue Chicken Pizza:** 2,432 pizzas sold.
- **The Hawaiian Pizza:** 2,422 pizzas sold.
- **The Pepperoni Pizza:** 2,418 pizzas sold.
- **The Thai Chicken Pizza:** 2,371 pizzas sold.



### Insight's

- The top-selling pizzas reveal a clear preference for traditional and meat-based options, with the **Classic Deluxe Pizza** leading at 2,453 sales, followed closely by the **Barbecue Chicken Pizza** and **Pepperoni Pizza**. The popularity of the **Hawaiian Pizza** indicates a demand for sweet and savory combinations, while the **Thai Chicken Pizza** demonstrates interest in fusion flavors. Overall, the data shows that while classic, familiar, and non-vegetarian pizzas dominate the market, there is also room for innovative flavors that appeal to a broad customer base.

## Top 5 Worst-Selling Pizzas:

- The Brie Carre Pizza: 490 pizzas sold.
- The Mediterranean Pizza: 934 pizzas sold.
- The Calabrese Pizza: 937 pizzas sold.
- The Spinach Supreme Pizza: 950 pizzas sold.
- The Soppresata Pizza: 961 pizzas sold.



### Insight's

- To boost sales of the least popular pizzas, start by promoting the Brie Carre Pizza (490 sold) with marketing that emphasizes its gourmet taste and suggest pairings with items like wine or sides. For the Mediterranean, Calabrese, Spinach Supreme, and Soppresata pizzas (selling between 934 and 961), consider highlighting their health benefits or unique ingredients in your promotions. Offering discounts or combo deals can attract more customers to these pizzas, and getting feedback from customers to improve their recipes or presentation could also help make them more appealing.



# Dashboard:



**PIZZA SALES**

Total Revenue  
₹ 8.17.860

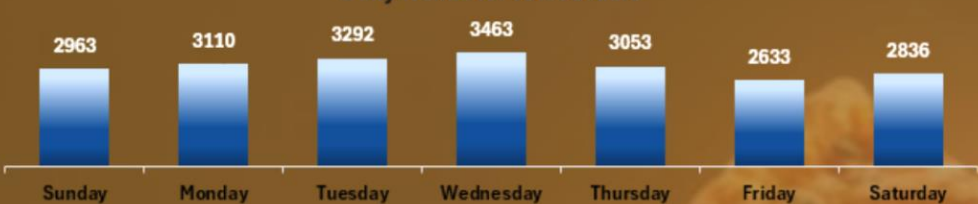
Avg Order Values  
₹ 38.31

Total Pizza sales  
49,574

Total Orders  
21,350

Avg Pizza Per Orders  
2.32

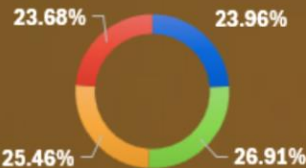
Daily Trends for Total Orders



Hourly Trends for Total Orders



% of sales by category



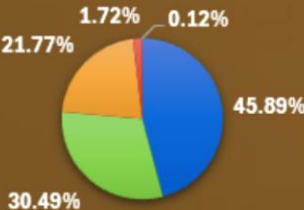
Best Pizza sales



Total pizza soldes by pizza category



% of pizza sales per size



Worst Pizza Sales



All Periods

MONTHS

2024

JAN

FEB

MAR

APR

MAY

JUN

30.49%



The Brie Carre Pizza

The Mediterranean Pizza

The Calabrese Pizza

961

950

937

JAN

FEB

MAR

APR

MAY

JUN