**📊 Insights from Pizza Sales Dashboard**

1. **Overall Performance**
   * Total Revenue: **817.86K**
   * Total Orders: **21.35K**
   * Total Pizzas Sold: **50K**
   * Average Order Value: **38.31**
2. **Sales Trends**
   * Sales are **fairly stable across months**, with slight peaks in **July** and **November**.
   * **September and October** show relatively lower sales activity.
3. **Pizza Category Contribution**
   * **Classic pizzas** generate the highest revenue (**~27% share**).
   * **Supreme and Veggie pizzas** are close behind, while **Chicken pizzas** contribute the least.
4. **Top & Bottom Selling Pizzas**
   * By **Revenue**: *Thai Chicken Pizza* and *Barbecue Chicken Pizza* are the top contributors.
   * By **Quantity**: *Thai Chicken Pizza* consistently sells the most.
   * Bottom 5: *Brie Carre Pizza* and *Calabrese Pizza* record the lowest sales.
5. **Monthly Quantity Trend**
   * Order quantities follow the same trend as revenue, peaking in **July**.

**📊 Actionable Insights from Pizza Sales Dashboard**

**1. Overall Business Health**

* Revenue is strong (**₹817K+**), with **21K+ orders** and **50K pizzas sold**.
* But **AOV = 38.31** suggests customers buy few items per order.

✅ **Action:**

* Introduce **combo deals** (Pizza + Drink, 2 Large Pizzas, etc.) to push **bigger basket sizes**.
* Promote **upsells** at checkout (extra cheese, garlic bread, desserts).

**2. Sales Trends (Seasonality)**

* Sales peak in **July & November** but dip in **September & October**.

✅ **Action:**

* Run **“Back to School” discounts** in September and **Festival offers** in October to cover the dip.
* Use July/Nov peak to launch **premium or seasonal pizzas** (higher margin).

**3. Pizza Category Mix**

* **Classic pizzas** lead with ~27% revenue share.
* **Chicken pizzas** underperform (lowest share).

✅ **Action:**

* Keep **Classic pizzas** as the hero category → push in ads & bundles.
* For **Chicken pizzas**, either:
  + Rework the recipe/size/price, OR
  + Bundle them with bestsellers to improve sales.

**4. Best & Worst Sellers**

* **Winners:** Thai Chicken & Barbecue Chicken = consistently strong.
* **Losers:** Brie Carre & Calabrese = barely selling.

✅ **Action:**

* Keep **top sellers** always stocked → never run out of these ingredients.
* **Remove or rebrand slow movers** (bottom 5). Example: market “Calabrese Pizza” as a **limited-time gourmet option** instead of keeping it permanent.

**5. Monthly Order Volume**

* Orders mirror revenue → peak in **July**.
* Suggests **stable demand**, but no new customer spikes.

✅ **Action:**

* Add **referral programs / loyalty rewards** to bring in new customers, not just repeat buyers.
* Focus marketing around **high-volume months** to capture more first-time buyers.

**🎯 Business Value of These Insights**

Instead of just “showing numbers,” the shop now gets:

* **What’s working (top pizzas, peak months, strong categories).**
* **What’s not working (low AOV, weak chicken category, slow movers).**
* **What actions to take next (combos, discounts, menu redesign, loyalty program).**