**📑 Phase 3: Actionable Insights Report**

**1. Sales by Day of Week**

* **Friday generates the highest revenue**, followed closely by Saturday and Thursday.
* **Sunday and Monday are the weakest days** with noticeably lower sales.

📌 **Recommendations**:

* Launch **special offers on Sundays & Mondays** to improve traffic.
* Use **Friday–Saturday peak demand** to test premium menu items or limited-edition pizzas.

**2. Sales by Hour of Day**

* **Lunch (12 PM – 2 PM)** and **Dinner (6 PM – 8 PM)** are the strongest revenue windows.
* **Afternoon (4 PM – 5 PM)** also shows a secondary sales spike.
* Very low sales are recorded **before 10 AM and after 10 PM**.

📌 **Recommendations**:

* **Optimize staffing & inventory** around 12–2 PM and 6–8 PM to reduce wait times.
* Run **snack-time promotions (4–5 PM)** such as “Tea-Time Pizza Combo.”
* Reduce staff in **non-peak hours** to cut costs.

**🎯 Business Value**

With these insights, the pizza shop can:

* **Boost weak sales days** (Sunday & Monday) through targeted discounts.
* **Maximize peak-hour performance** with better staffing & marketing.
* **Improve inventory planning** to match demand patterns.