

Slice of Success: Pizza Sales Dashboard

#Total Revenue

817.86K

Count Of Orders

48.62K

#Total Quantity

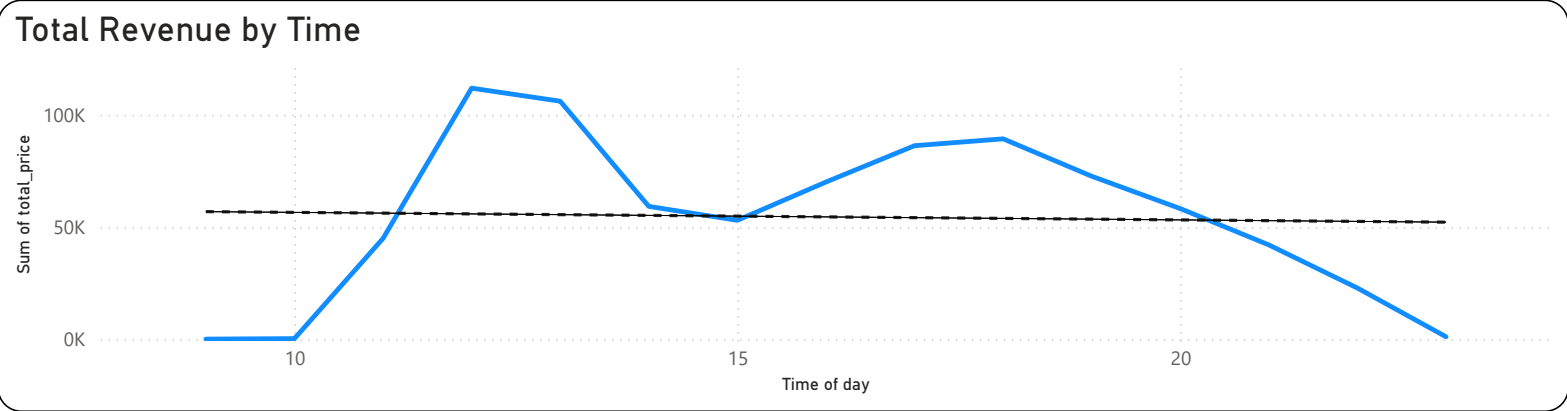
50K

Chicken

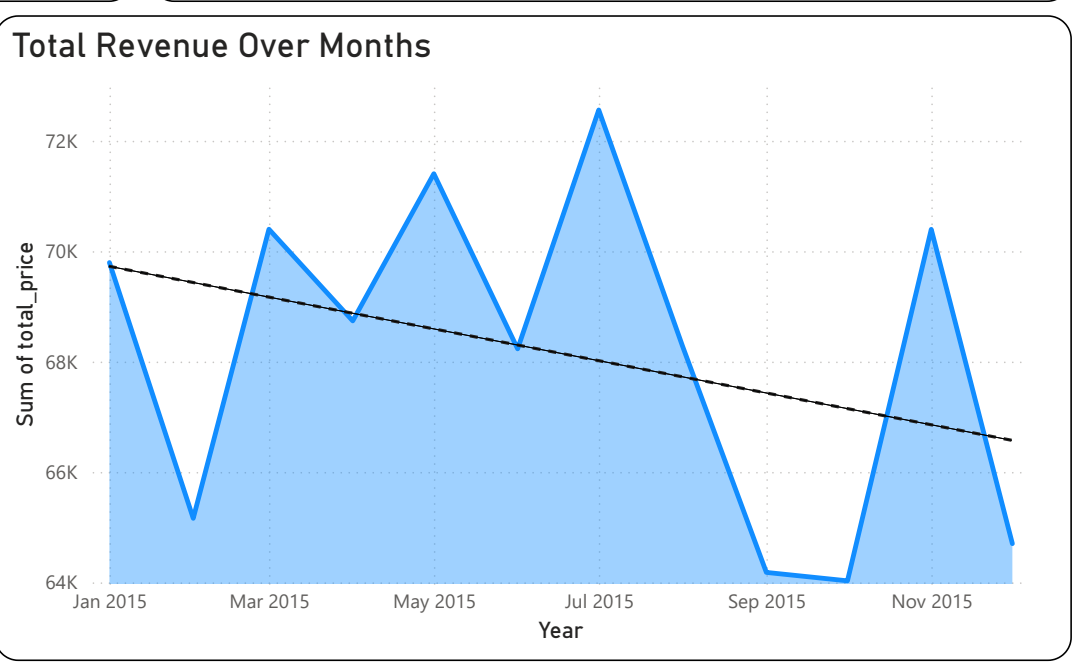
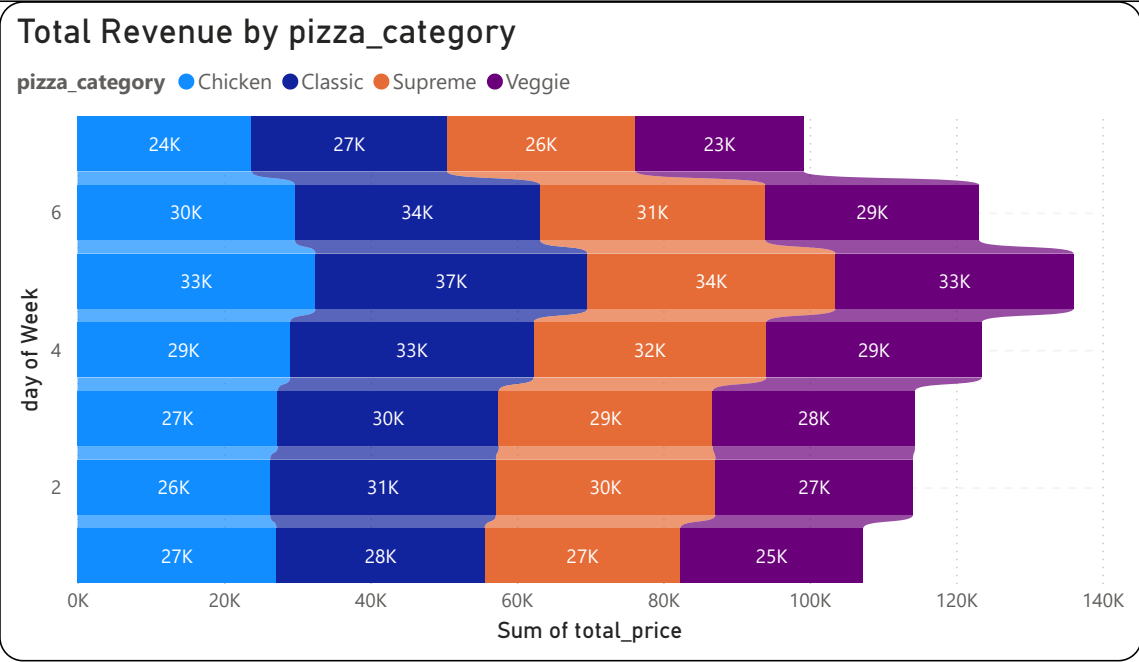
Classic

Supreme

Veggie



- ☐ January
- ☐ February
- ☐ March
- ☐ April
- ☐ May
- ☐ June
- ☐ July
- ☐ August
- ☐ September
- ☐ October
- ☐ November
- ☐ December



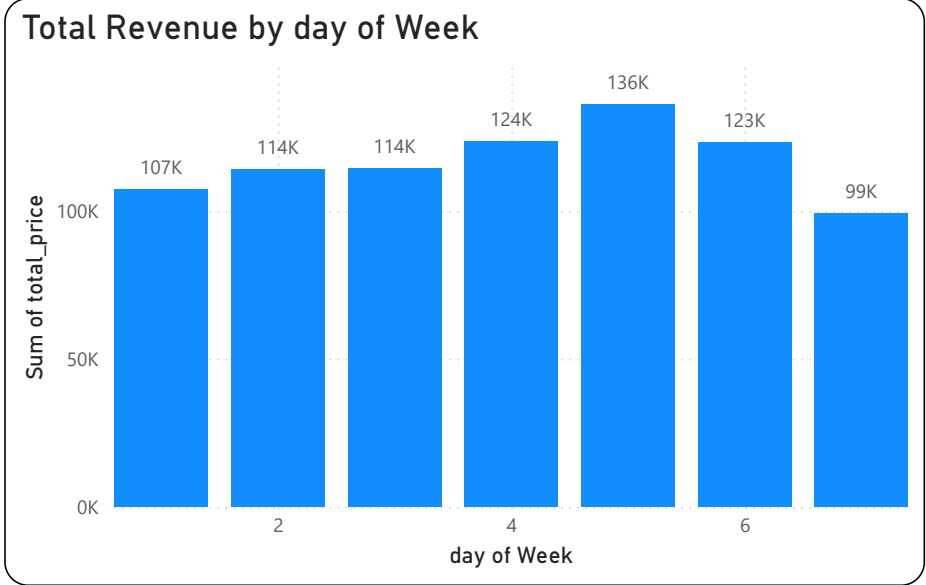
The Thai Chicken Pizza

Top Selling Pizza

Afternoon

Evening

Morning



Summary:

The pizza sales dashboard highlights key performance metrics and trends across different dimensions such as time, day of the week, and pizza categories. Major insights include:

Top-Selling Pizza:

- The Thai Chicken Pizza is the highest-selling pizza, indicating its popularity among customers.
- The pizza categories (Chicken, Classic, Supreme, and Veggie) have a diverse representation in sales.

Revenue by Day of the Week:

- Saturdays (Day 6) have the highest sales revenue, followed by Friday (Day 5), indicating that weekends are the busiest times for pizza orders.
- Monday (Day 1) sees a drop in sales, suggesting that it's a slower day compared to the end of the week.

Revenue by Time of Day:

- The peak sales occur around 12 PM and 7 PM, likely during lunch and dinner times.
- There’s a clear dip in revenue during early morning hours (around 1 AM–9 AM), as expected due to limited customer activity.

Total Revenue by Pizza Category:

- Chicken and Supreme pizzas lead in total revenue, suggesting that these categories are more preferred by customers, especially over the Veggie category.

Monthly Revenue Trends:

- The revenue peaks in July, and there is a noticeable drop in October and December. This could be due to seasonal factors or holiday preferences.
- The overall trend seems to fluctuate, indicating no consistent monthly growth.

Recommendations:

Focus Promotions on Weekends:

- Since sales are highest on Fridays and Saturdays, consider running special promotions or combo offers on these days to further boost sales.

Lunch and Dinner Special Offers:

- Since the busiest times are around lunch (12 PM) and dinner (7 PM), offering lunch and dinner discounts, bundles, or “Happy Hour” deals could attract even more customers during these peak hours.

Improve Sales During Low Periods:

- Monday has lower sales, so consider introducing “Monday Madness” deals or discounts to encourage more orders on this typically slower day.
- To boost sales in the morning hours, perhaps introduce breakfast pizza options or early-bird discounts.

Revitalize Slow-Selling Categories:

- Veggie pizza sales are comparatively low. To increase revenue from this category, consider introducing new veggie options, marketing them as healthier choices, or bundling them with popular items.

Seasonal Campaigns:

- The significant dip in revenue in December suggests the need for holiday-specific promotions or partnerships with delivery services for holiday meals.
- July’s peak could be due to summer activities, so capitalize on this by running similar seasonal promotions during the upcoming summer months.