

RECOMMENDATIONS

- According to Linda Pizza's sales data for the previous year, the most ordered pizza was the big_meat_s accounting for 3.8% of their total order and the next was thai_chn_l which accounted for 2.8% of their total order. At the other end of the spectrum, the_greek_xxl and green_garden_l were the least pizza ordered and they accounted for only 0.056% and 0.19% respectively. The price of the big_meat_s pizza is below the average pizza price of £16 which suggests the high number of orders and it shows that a reasonable portion of their customer base like classic pizza and cheese is a major ingredient. It is recommended that Linda Pizza should have a healthy supply of the big_meat_s and the thai_chn_l as they are sure routes for profit maximization.
- The most expensive pizza on their menu is the_greek_xxl for £35.95 and the cheapest is the pepperoni_s for £9.75, it is recommended that they should have very little or no supply of the_greek_xxl pizza due to its poor performance on the sales trend all through the year.
- Their most-sold pizza size was the L (large) accounting for 45.89% of their total sales and the least sold was the XXL (2 extra-large) accounting for only 0.12% of total sales. It is recommended that supply should be focused on only L (large), S (small) and M (medium) sizes.
- According to the sales trend, the month that had the most revenue generation was July (£72,557.90) while the least revenue came in between September (£64,180.05) and October (£64,027.60). All through the year, their chicken pizza category sold between £17,000 to £15,000 worth but had its highest mark above the 17k mark in March and November but fell below £15,000 in October, the classic category experienced a drop of 11.4% decrease in sales between July to October. The supreme category also experienced a 16% decrease in sales between July and September and the veggie category sold and brought in its lowest in October after experiencing an 18% decrease between July and September. It is recommended that Linda Pizza should have less supply in September and October.