



PIZZA SALES ANALYSIS

OBJECTIVE-

The objective of the Pizza Sales Analysis is to gain insights into sales performance, customer preferences, and revenue generation to make informed decisions that drive profitability. By identifying top-selling pizzas, analyzing customer preferences, and evaluating revenue across different pizza categories and sizes, the analysis helps optimize pricing strategies and improve menu offerings. It also tracks sales trends over time to spot peak demand periods and highlights areas for operational efficiency. Overall, the goal is to enhance business growth, customer satisfaction, and profitability through data-driven insights.



ANALYSIS OBJECTIVE-



1. What days and times do we tend to be busiest?



2. How many pizzas are we making during peak periods?



3. What are our best and worst-selling pizzas?



4. What's our average order value?



5. How well are we utilizing our seating capacity?
(we have 15 tables and 60 seats)



HOME

PIZZA SALES REPORT 🍕

BEST AND WORST SELLERS

BUSIEST HOURS AND WEEKS↓

PEAK ORDERS ARE BETWEEN 12:00 P.M. AND 1:00 P.M.,AND EVENING IT IS FROM 4:00 P.M. TO 7:00 P.M.

SIGNIFICANT VARIATIONS ARE THERE IN WEEKLY ORDERS,WITH THE HIGHEST PEAK IN 48TH WEEK FROM THE MONTH OF DEC

REVENUE

THE THAI CHICKEN PIZZA CONTRIBUTES TO MAXIMUM REVENUE.

QUANTITY

THE CLASSIC DELUXE PIZZA CONTRIBUTES TO MAXIMUM TOTALN QUANTITIES.

TOTAL ORDERS

THE CLASSICAL DELUXE ORDERS PIZZA CONTRIBUTES TO MAXIMUM

SALES PERFORMANCE ☒

CATEGORY AND SIZE

CLASSIC CATEGAORY AND LARGER SIZE PIZZA CONTRIBUTES TO MAXIMUM SALES.TOTAL ORDERS AND TOTAL PIZZA SOLD

AVERAGE
ORDER VALUE

\$38.31

TOTAL
REVENUE

\$817,860.05

TOTAL
PIZZA SOLD

\$49,574.00

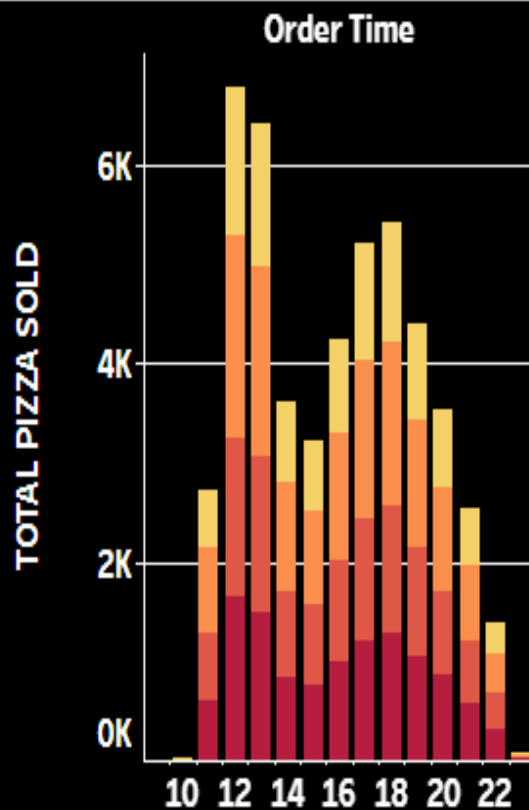
AVERAGE PIZZA PER ORDER

\$2.32

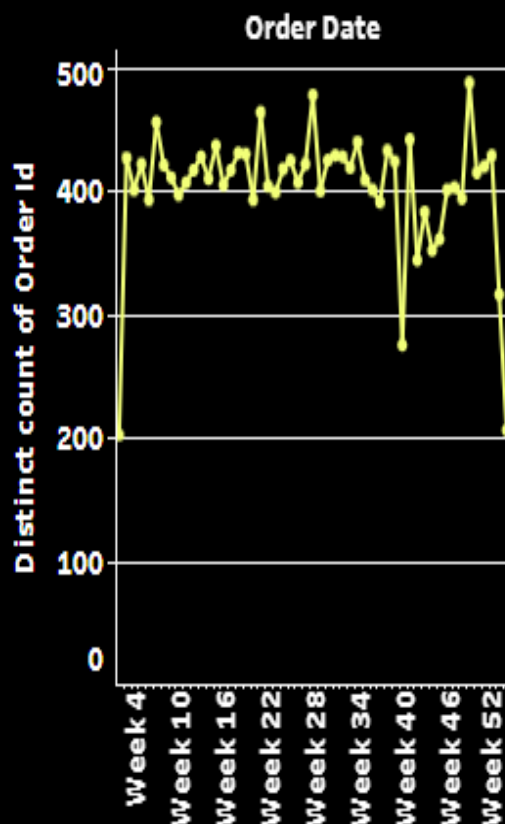
TOTAL
ORDERS

\$21,350.00

HOURLY TREND FOR TOTAL PIZZA SOLD



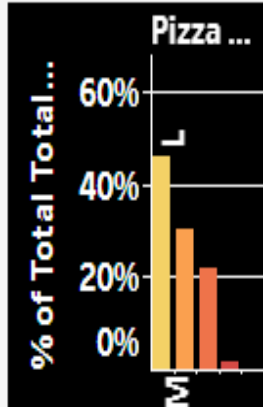
WEEKLY TRENDS FOR TOTAL ORDERS



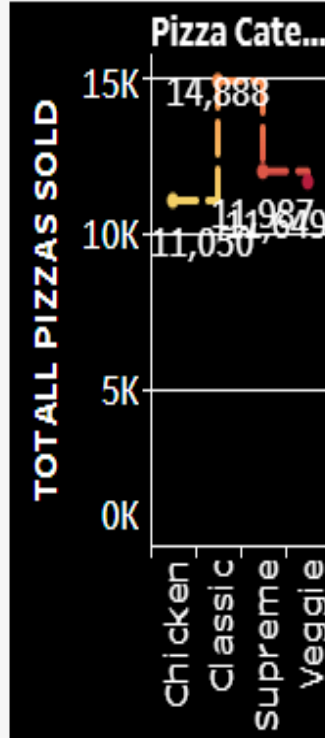
PERCENTAGE OF SALES BY PIZZA CATEGORY



PERCENTAGE OF SALES BY PIZZA SIZE



TOTAL PIZZA SOLD BY PIZZA CATEGORY



Analysis question: What days and times do we tend to be busiest?

By observing the bar graph showing the hourly trend for
Total pizza sold-

- **Peak Sales Hours:**

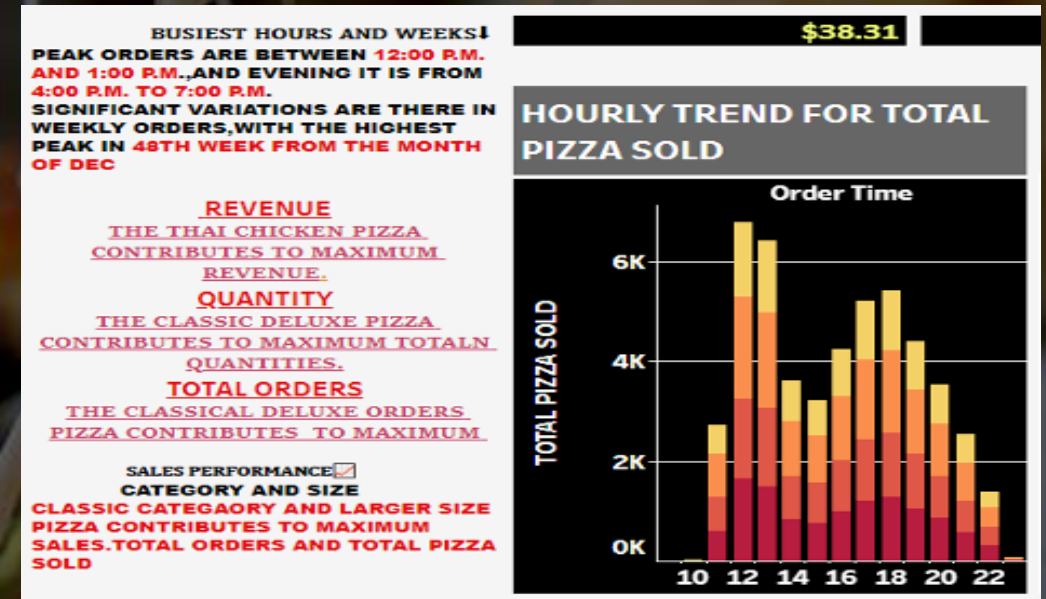
- Lunch Rush: 12:00 PM - 1:00 PM
- Dinner Rush: 4:00 PM - 7:00 PM

- **Weekly Peak Sales:**

- The highest number of orders occurred during **Week 48** (likely in December).

- **Additional Insights:**

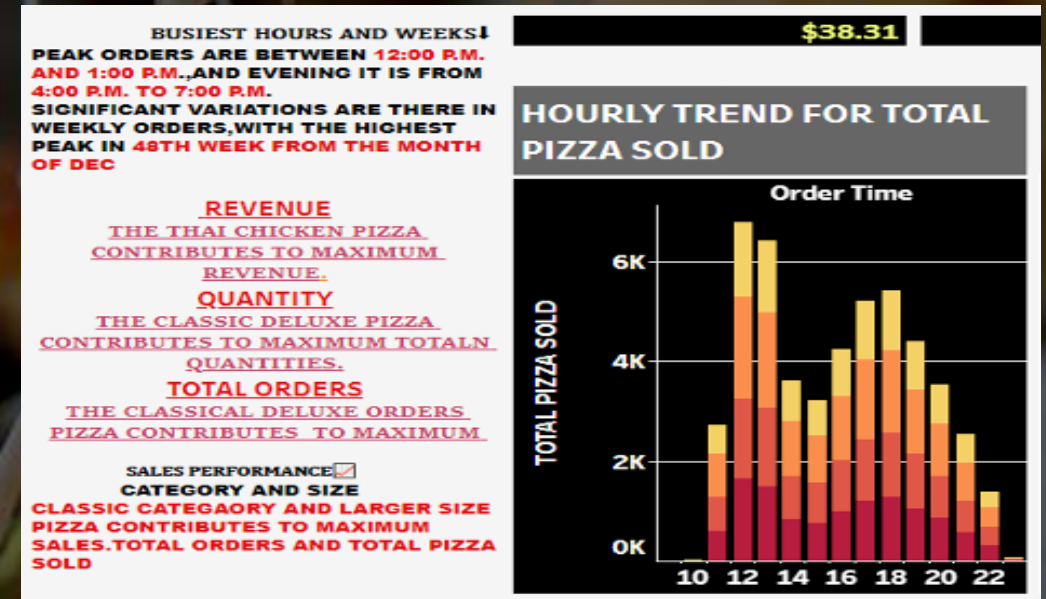
- **Implication:** To maximize sales, promotions and staffing should focus on the busiest times (lunch and dinner) and seasonal spikes in December.
- **Actionable Recommendation:** Ensure optimal inventory and staff during these peak hours and leading up to the year-end holidays to meet demand efficiently.



Analysis question: How many pizzas are we making during peak periods?

By observing the bar graph showing the hourly trend for
Total pizza sold-

- Lunch Peak (12:00 PM - 1:00 PM):
- Up to 6,000 pizzas sold during this hour.
- Dinner Peak (4:00 PM - 7:00 PM):
- 4,000 to 6,000 pizzas sold during these hours.
- Visuals:
- A bar chart shows hourly trends, emphasizing the significant sales volume during these peak times.
- Key Insight:
- Focus on maintaining stock and staffing levels during these high-demand periods to handle **up to 6,000 pizzas per peak hour**.



Analysis question: What are our best and worst-selling pizzas?

Best-Selling Pizza

• By Revenue:

- **Thai Chicken Pizza:** Over \$43,000 in total revenue.
- **Spicy Italian Pizza:** Over \$40,000 in total revenue.
- **Classic Deluxe Pizza, California Chicken Pizza, and Barbecue Chicken Pizza** all contribute between \$34,000 to \$39,000.

• By Quantity and Orders:

- The **Barbecue Chicken Pizza** leads in both total quantity and total orders (around 2,400 units).
- Other top sellers by quantity and orders include the **Classic Deluxe Pizza, Hawaiian Pizza, Pepperoni Pizza, and Thai Chicken Pizza.**

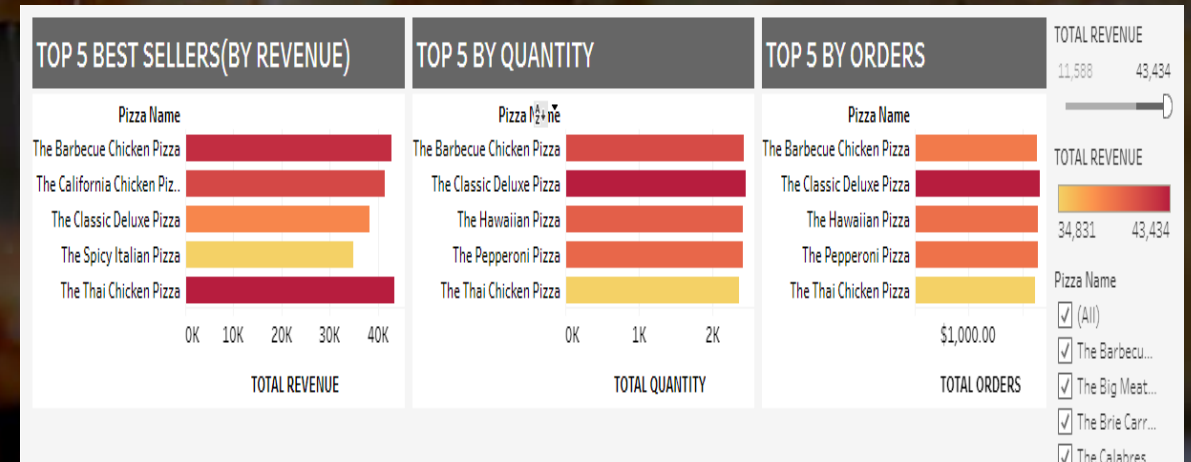
• Best Sellers:

• Revenue Leaders:

- Thai Chicken Pizza (\$43,434)
- Spicy Italian Pizza (\$40,831)

• Top by Quantity and Orders:

- Barbecue Chicken Pizza (2,453 units sold)
- Classic Deluxe Pizza, Hawaiian, and Pepperoni also lead in orders.



Analysis question: What are our best and worst-selling pizzas?

Worst-Selling Pizzas:

By Revenue:

- **Brie Carre Pizza**: Generated the least revenue at around \$11,500.
- Other bottom performers include the **Green Garden Pizza**,
- **Mediterranean Pizza**, **Spinach Pesto Pizza**, and
- **Spinach Supreme Pizza**
- , all generating less than \$15,000.

By Quantity and Orders:

- **Brie Carre Pizza** also has the lowest number of units sold (less than 400).
- Other low performers in quantity and orders include the **Calabrese Pizza**, **Chicken Pesto Pizza**, **Soppressata Pizza**, and **Spinach Supreme Pizza**, all selling less than 900 units.

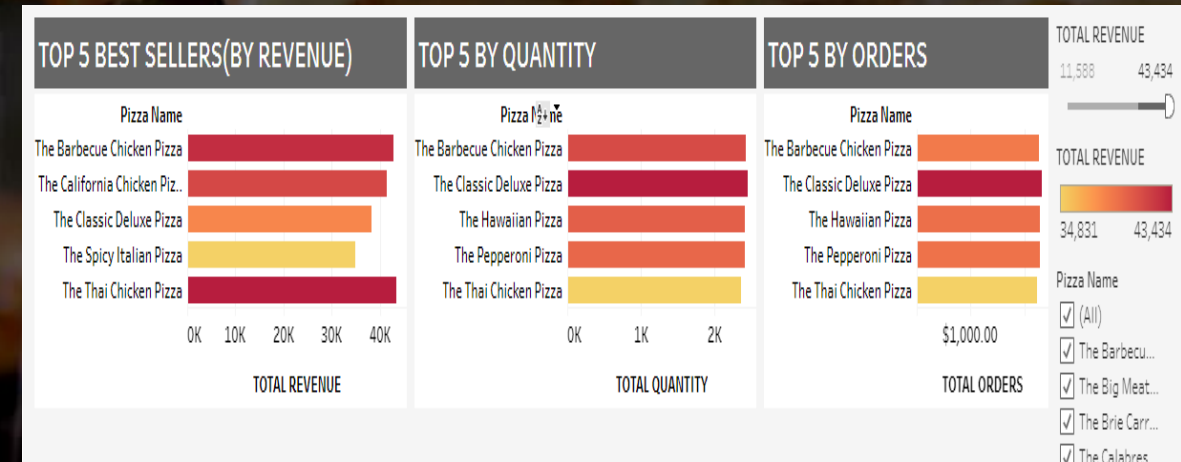
Worst Sellers:

Revenue Laggards:

- Brie Carre Pizza (\$11,588)
- Mediterranean Pizza, Spinach Supreme Pizza (all < \$15,000).

Lowest Quantity and Orders:

- Brie Carre Pizza (fewer than 400 units sold)
- Spinach Supreme Pizza, Calabrese Pizza (all under 900 orders).

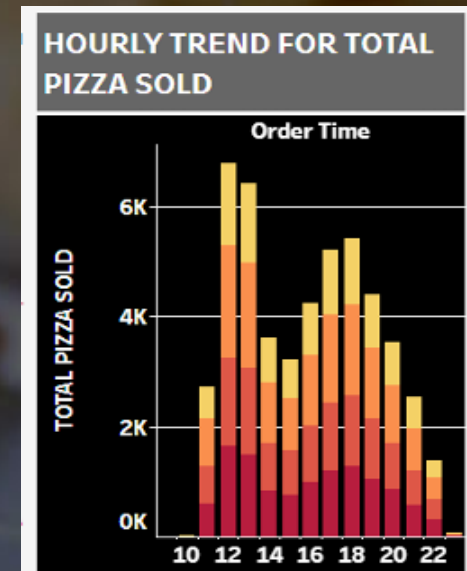
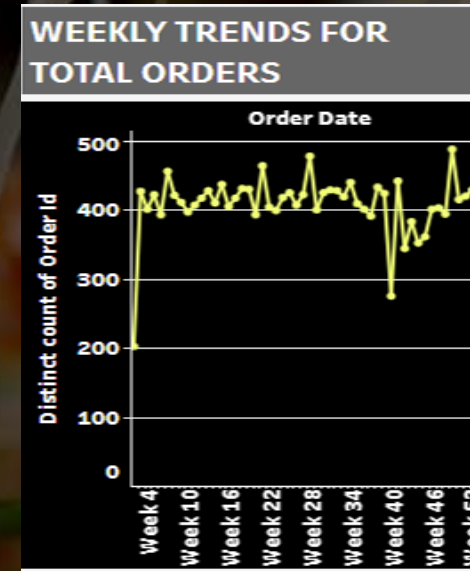


Analysis question:
How well are we utilizing our seating capacity?
(we have 15 tables and 60 seats)

Here's a concise way to present the utilization of your seating capacity based on the 15 tables and 60 seats:

Seating Capacity Utilization

- **Total Seating Capacity:** 60 seats across 15 tables.
- **Operational Insight:**
 - The restaurant has the potential to serve **up to 600 customers per day** if each seat is filled continuously for 10 hours.
- **Current Utilization:**
 - **Peak Hours:** Identify busy periods from the **Hourly Trend for Total Pizzas Sold** chart where seating may be close to full capacity.
 - **Weekly Analysis:** Use the **Weekly Trends for Total Orders** chart to highlight





THANK YOU