

Key Observations:

- . Best Seller: **The Classic Deluxe Pizza**
- . Worst Seller: **The Brie Carre Pizza**
- . Busiest:
 - Hourly*-Peaks b/w **12 pm to 1 pm** in afternoon & **4 pm to 7 pm** in evening
 - Week*-peaks at **48th week** from December month
 - Month*-peaks from **June to July** & then fall to the lowest in October
- . Best in Category: **Classic**-i.t.o Total revenue(**26.9%**), Total orders & total pizzas sold
- . Best Size-wise Performer: **Large**-Max Total revenue(**45.89%**)
- . More orders on **Weekdays** than on Weekend in peak hours.
- . We are making **1186** pizzas during peak periods.
- . Avg Order Value : **\$38.3**

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PERFORMANCE CATEGORYWISE

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Pizza Category

All

Order Date

01-01-2015

31-12-2015

PIZZA SALES REPORT

Total Revenue
\$817.9K

Avg Order Value
\$38.3

Total Pizzas Sold
49.6K

Total Orders
21.4K

Avg Pizzas PerOrder
2.32

Hourly Trend For Total Pizzas Sold

Pizza_Category ● Chicken ● Classic ● Supreme ● Veggie

Hour	Chicken	Classic	Supreme	Veggie	Total
10	0.0K	0.0K	0.0K	0.0K	0.0K
11	0.0K	0.0K	0.0K	0.0K	0.0K
12	2.7K	0.0K	0.0K	0.0K	2.7K
13	2.7K	0.0K	0.0K	0.0K	2.7K
14	2.7K	0.0K	0.0K	0.0K	2.7K
15	3.6K	0.0K	0.0K	0.0K	3.6K
16	3.2K	0.0K	0.0K	0.0K	3.2K
17	4.2K	0.0K	0.0K	0.0K	4.2K
18	5.2K	0.0K	0.0K	0.0K	5.2K
19	5.4K	0.0K	0.0K	0.0K	5.4K
20	4.4K	0.0K	0.0K	0.0K	4.4K
21	3.5K	0.0K	0.0K	0.0K	3.5K
22	2.5K	0.0K	0.0K	0.0K	2.5K
23	1.4K	0.0K	0.0K	0.0K	1.4K
24	0.1K	0.0K	0.0K	0.0K	0.1K

Weekly Trend For Total Pizzas Sold

% of Sales by Pizza Categories

Category	Quantity	Percentage
Veggie	193.7K	23.7%
Classic	220.1K	26.9%
Chicken	195.9K	24.0%
Supreme	208.2K	25.5%

% of Sales by Pizza Size

Size	Percentage
L	45.89%
M	30.49%
S	21.77%
XL	1.72%
XXL	0.12%

Total Orders & Pizza Sold by Pizza Categories

Category	Total Orders	Pizzas Sold
Classic	14888	10859
Supreme	11987	9085
Veggie	11649	8941
Chicken	11050	8536

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Top 5 Pizzas By Revenue(\$)

The Thai Chicken Pizza	43.43K
The Barbecue Chicken Pizza	42.77K
The California Chicken Pizza	41.41K
The Classic Deluxe Pizza	38.18K
The Spicy Italian Pizza	34.83K

Top 5 Pizzas By Total Pizzas Sold

The Classic Deluxe Pizza	2.45K
The Barbecue Chicken P...	2.43K
The Hawaiian Pizza	2.42K
The Pepperoni Pizza	2.42K
The Thai Chicken Pizza	2.37K

Top 5 Pizzas By Total Orders

The Classic Deluxe Pizza	2416
The Barbecue Chicken Pi...	2372
The Hawaiian Pizza	2370
The Pepperoni Pizza	2369
The Thai Chicken Pizza	2315

Bottom 5 Pizzas By Revenue(\$)

The Spinach Pesto Pizza	15.60K
The Mediterranean Pizza	15.36K
The Spinach Supreme Pizza	15.28K
The Green Garden Pizza	13.96K
The Brie Carre Pizza	11.59K

Bottom 5 Pizzas By Total Pizzas Sold

The Soppressata Pizza	0.96K
The Spinach Supreme Pi...	0.95K
The Calabrese Pizza	0.94K
The Mediterranean Pizza	0.93K
The Brie Carre Pizza	0.49K

Bottom 5 Pizzas By Total Orders

The Chicken Pesto Pizza	961
The Spinach Supreme Pizza	940
The Calabrese Pizza	927
The Mediterranean Pizza	923
The Brie Carre Pizza	480

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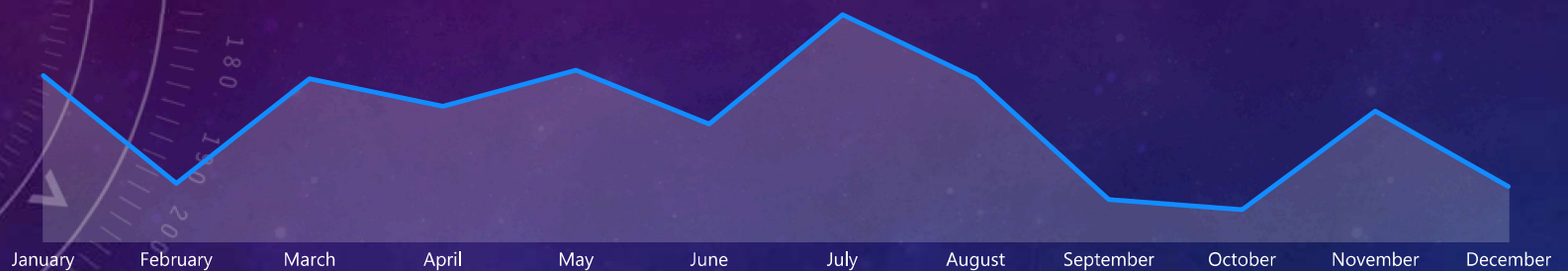

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Total Orders
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Avg Pizzas PerOrder
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Monthly Trends for Orders



Comparison Of Orders on weekend VS weekdays

Day of Week Weekday Weekend

