

Pizza Sales Dashboard



Revenue

817.86K

Total Quantity

50K

Total Orders

21.35K

AOV

383.07

pizza_category

All

pizza_name

All

pizza_size

All

Quarter, Month, Day

All

Quantity

Revenue

January

February

March

April

May

June

July

August

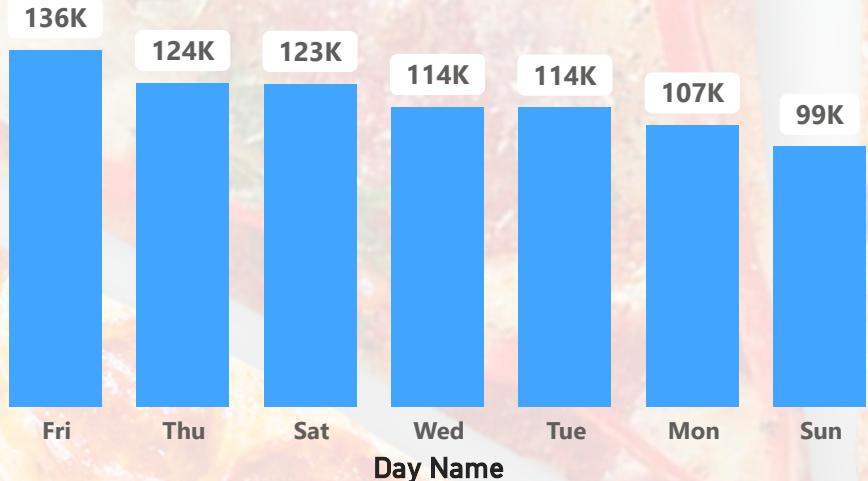
September

October

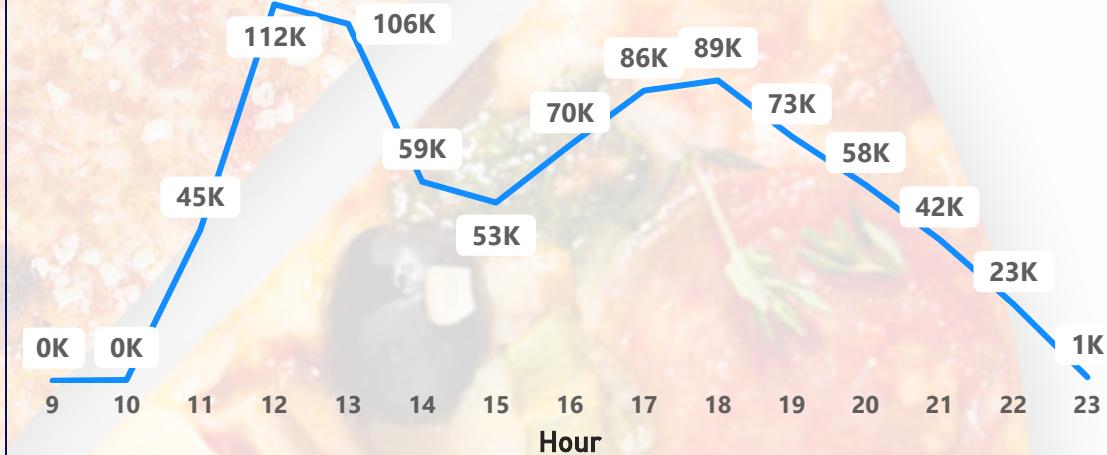
November

December

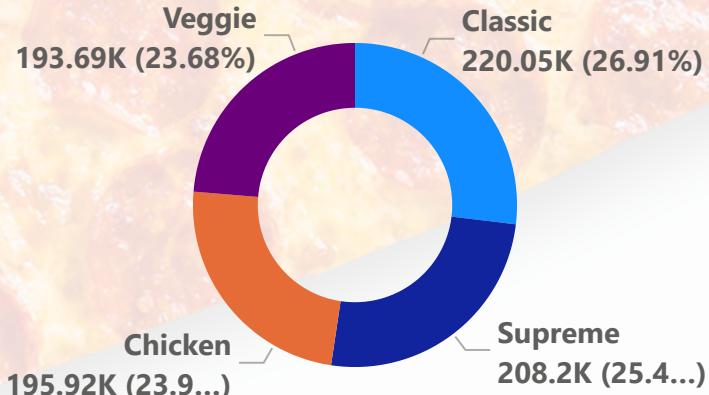
Day Name



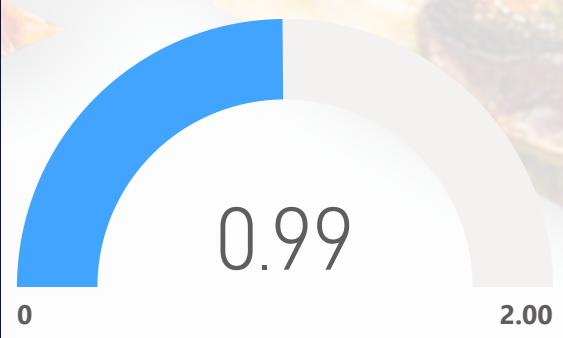
Hour



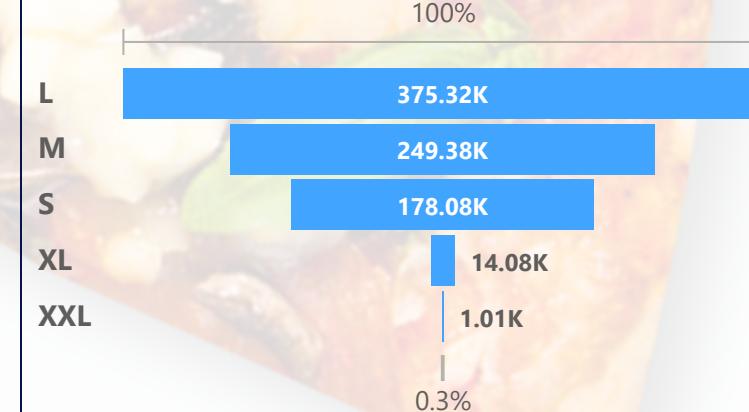
pizza_category



Orders Per Seat Per Day



pizza_size



Pizza Sales report



Revenue
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Total Quantity
50K

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21.35K

AOV
383.07



pizza_category

All

pizza_name

All

pizza_size

All

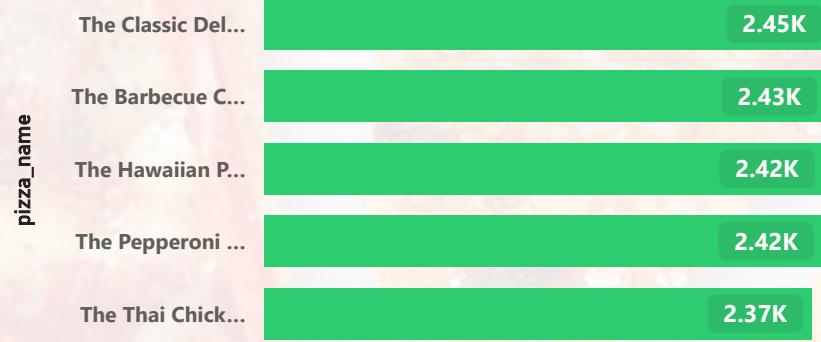
Quarter, Month, Day

All

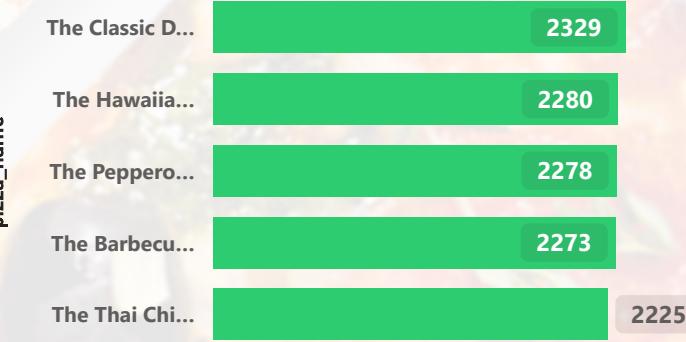
Top 5 Pizza_name



Top 5 Pizza_name By Quantity



Top 5 Pizaa By order by pizza_name



Top 5 Pizaa By order

Buttom 5 Pizza_name



Bottum 5 Pizza_name By Quantity



bottum 5 Pizaa by order by pizza_name



bottum 5 Pizaa by order

revenue

Sum of quantity



Pizza Sales Insights

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

- ◆ The busiest days are **Friday**, followed closely by **Thursday** and **Saturday**.
- ◆ The **peak time** is **12 PM – 1 PM**, confirming that most sales occur during **lunchtime**

 *Insight:* The restaurant sees strong lunch-hour demand on weekends, suggesting an opportunity to introduce quick lunch combos or takeaway offers.

2 How many pizzas are we making during peak periods?

- ◆ During the **12 PM – 1 PM** window, total production reaches its highest — roughly **10–12% of total daily pizzas** are made in that hour.
- ◆ Across all data, approximately **50K pizzas** were made in total.

 *Insight:* The kitchen load is heaviest around noon; ensuring faster prep and staffing at that time can improve service speed.

3 What are our best and worst-selling pizzas?

- ◆ **Top 5 Best-Selling Pizzas (by Revenue):**

- 1 The Thai Chicken Pizza
- 2 The Barbecue Chicken Pizza
- 3 The California Chicken Pizza
- 4 The Classic Deluxe Pizza
- 5 The Spicy Italian Pizza

- ◆ **Bottom 5 Worst-Selling Pizzas (by Revenue):**

- 1 The Spinach Pesto Pizza
- 2 The Mediterranean Pizza
- 3 The Spinach Supreme Pizza
- 4 The Green Garden Pizza
- 5 The Brie Carre Pizza

 *Insight:* Chicken-based pizzas dominate sales, while vegetarian and gourmet options underperform — suggesting room for repositioning or promotion.

4 What's our average order value (AOV)?

- ◆ The **Average Order Value (AOV)** is ₹383.07.

 **Insight:** Customer spending is moderate; introducing combo deals or upselling sides and beverages could lift the AOV.

5 How well are we utilizing our seating capacity?

- ◆ The restaurant has **15 tables (60 seats)**.
- ◆ Based on total orders, the utilization is **~0.99 orders per seat per day**.

 **Insight:** The seating utilization is moderate — each seat serves roughly one order daily. While evenings and weekends show healthy activity, there's noticeable underutilization during weekday hours. Introducing **combo offers, lunch deals, or quick-service options** could help improve table turnover and boost overall seat utilization.

Overall Summary:

analysis clearly highlights **strong lunch-hour sales, chicken pizza dominance, and weekend peaks**.

Focusing on **weekday engagement, upselling strategies, and kitchen efficiency** during the 12–1 PM window can drive both revenue and operational improvement.