

■ Pizza Sales Report (Jan–Dec 2015)

Executive Summary

In 2015, the pizza business generated \$818K in revenue across 21,350 orders, selling nearly 49,600 pizzas. Customers typically ordered 2.3 pizzas per transaction, with an average order value of \$38.31. Sales were strongest on weekends and in the months of January and July, highlighting seasonal and leisure-driven demand.

Key Trends

- Daily & Weekly Patterns: Orders peak on Friday and Saturday evenings, suggesting pizza is a popular choice for weekend meals.
- Monthly Patterns: January and July show the highest order volumes, possibly linked to holidays and family gatherings.

Sales Performance by Category & Size

- Category: The Classic pizzas drove the highest sales, followed by Supreme, Veggie, and Chicken.
- Size: Large pizzas dominate (46% of sales), showing a clear preference among customers, with Medium (30%) and Regular (22%) following.

Best & Worst Sellers

- Top Revenue Pizza: Thai Chicken Pizza (~\$43K revenue).
- Top Quantity Pizza: Classic Deluxe Pizza (~2,500 units).
- Top Orders Pizza: Classic Deluxe Pizza (~2,300 orders).
- Lowest Revenue/Orders/Quantity: Brie Carre Pizza, consistently underperforming across all metrics.

Insights & Recommendations

- Double down on Classics & Large sizes. These consistently bring in the most revenue and orders. Consider combo deals to push even more sales.
- Promote best sellers. Highlight Thai Chicken and Classic Deluxe in marketing campaigns—they're already customer favorites.
- Address weak performers. Revisit menu items like Brie Carre Pizza—either rebrand, improve, or phase out.
- Seasonal offers. Since July and January see spikes, launch special promotions during these months to maximize sales.
- Weekend focus. Boost staffing and delivery capacity on Friday and Saturday evenings to meet demand smoothly.

Dashboard Visuals

