



# PIZZA SALES DASHBOARD

JAN'15 - DEC'15



HOME



BEST/WORST SELLERS

## BUSINESS INSIGHTS

### WEEKDAY

MAXIMUM ORDERS ARE PLACED ON FRIDAYS AND THURSDAYS

### MONTH

MAXIMUM ORDERS ARE PLACED IN SUMMERS (MARCH-AUG) WHILE LEAST ORDERS ARE PLACED IN WINTERS (SEP - FEB)

## SALES PERFORMANCE

### CATEGORY

CLASSIC IS THE MOST POPULAR PIZZA CATEGORY AMONG CUSTOMERS

### SIZE

CUSTOMERS TEND TO ORDER MORE LARGE-SIZE PIZZA'S COMPARED TO REGULAR / MEDIUM

802.78K

Total Revenue

21231

Total Orders

48994

Total pizzas sold

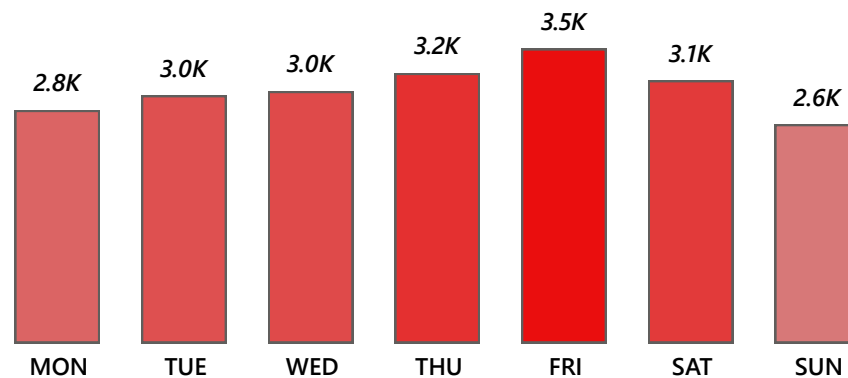
37.81

Avg order value

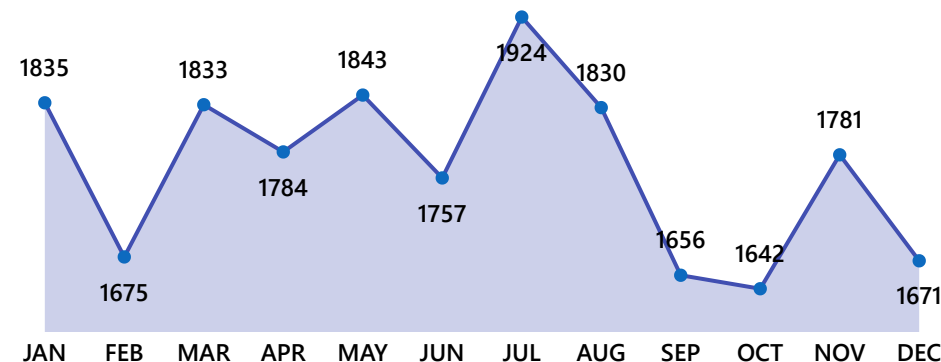
2.31

Avg pizza per order

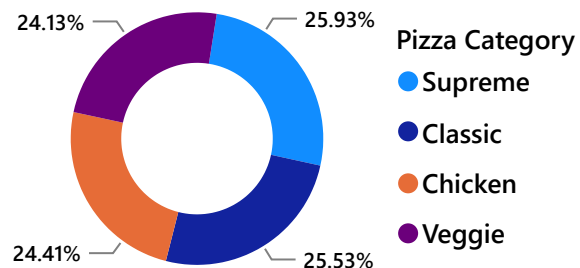
Daily Trend for Total Orders



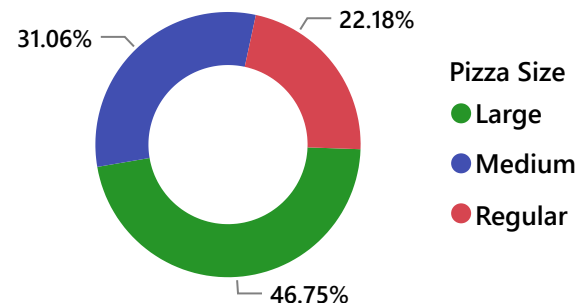
Monthly Trend for Total Orders



% of Sales by Pizza Category



% of Sales by Pizza Size



Total Pizzas sold by Pizza Category

Classic	14308
Supreme	11987
Veggie	11649
Chicken	11050



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BEST/WORST SELLERS >

## BEST SELLERS

### REVENUE

THE THAI CHICKEN PIZZA  
CONTRIBUTES TO THE MAXIMUM  
REVENUE

### QUANTITY

THE CLASSIC DELUXE PIZZA  
CONTRIBUTES TO MAXIMUM OF  
TOTAL QUANTITY

### TOTAL ORDERS

THE CLASSIC DELUXE PIZZA  
CONTRIBUTES TO MAXIMUM OF  
TOTAL PIZZA'S ORDERED

## WORST SELLERS

### REVENUE

THE BRIE CARRE PIZZA  
CONTRIBUTES TO THE MINIMUM  
REVENUE

### QUANTITY

THE BRIE CARRE PIZZA  
CONTRIBUTES TO MINIMUM OF  
TOTAL QUANTITY

### TOTAL ORDERS

THE BRIE CARRE PIZZA  
CONTRIBUTES TO MINIMUM OF  
TOTAL PIZZA'S ORDERED

802.78K

Total Revenue

21231

Total Orders

48994

Total pizzas sold

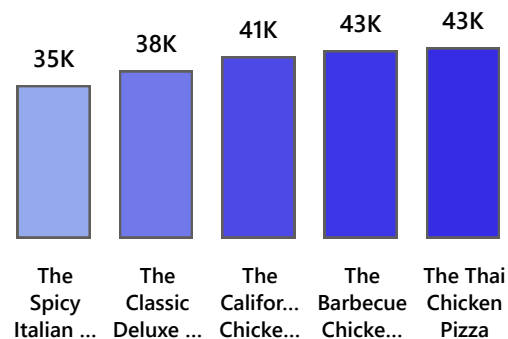
37.81

Avg order value

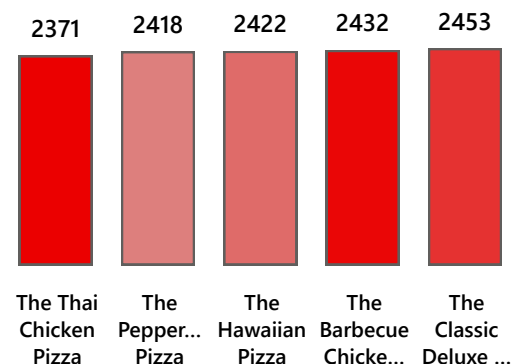
2.31

Avg pizza per order

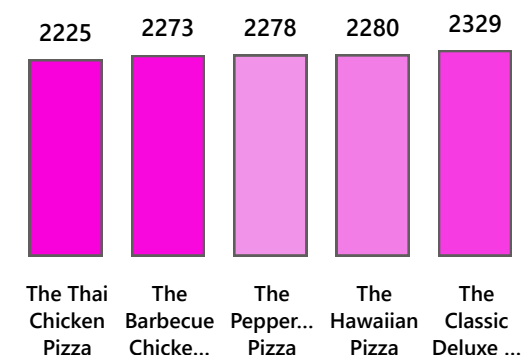
### TOP 5 PIZZA BY REVENUE



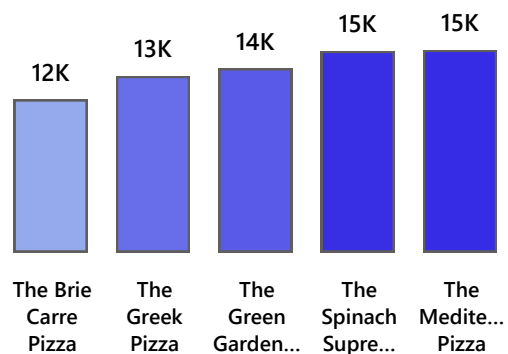
### TOP 5 PIZZA BY QUANTITY



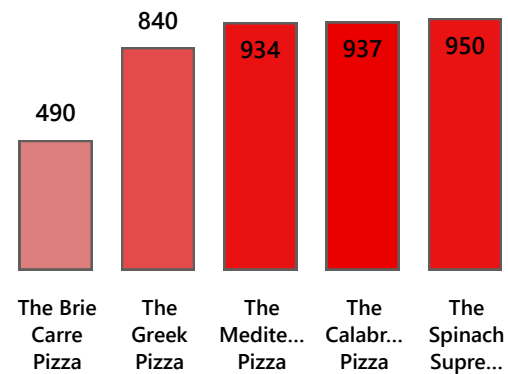
### TOP 5 PIZZA BY ORDERS



### BOTTOM 5 PIZZA BY REVENUE



### BOTTOM 5 PIZZA BY QUANTITY



### BOTTOM 5 PIZZA BY ORDERS

