

Pizza Sales Analysis Report

This dashboard presents a concise analysis of pizza sales over a given period. It provides key performance indicators (KPIs), trends over time, and breakdowns by various dimensions (size, category, order time, etc.).

Key Indicators

- **Total Revenue:** €817,860.05
The total income generated from pizza sales during the analyzed period.
- **Average Unit Price:** €14.8
The average price per unit sold, reflecting the general pricing strategy.
- **Total Number of Customers:** 48,620
The total number of customers who placed orders.

Time-Based Analysis

- **Average Price per Month:**
The bar chart shows the variation of the average unit price each month. Prices remain relatively stable, fluctuating between €14.6 and €15.
- **Revenue by Pizza Size:**
The curve highlights that L and M size pizzas generate the highest revenue. Revenue drops significantly for XL and XXL sizes.
- **Quantity Sold by Hour of the Day:**
The bar diagram reveals high sales concentration between 11 AM and 8 PM, with a notable peak at 12 PM, corresponding to typical lunch and dinner times.

Pizza Category Analysis

- The "Chicken" category is featured prominently. The pizza "thai_chick_" (likely "Thai Chicken") is shown with 1 unit sold at a unit price of €20.75, which is above the overall average.

Additional Observations

- Monthly segmentation shows price stability, indicating a consistent pricing policy.
- Revenue by pizza size suggests a strong preference for classic sizes (M and L), with less demand for very large sizes.
- The hourly distribution of orders offers useful operational insights, particularly for optimizing kitchen and delivery staffing.

Conclusion

This dashboard provides an effective overview of pizza sales, enabling quick identification of main trends and potential action levers. It could be enhanced with a more detailed analysis of customer preferences by pizza category and a finer study of seasonality.

