

# Domino's Pizza Nigeria – Sales Analysis Report

Period: 2 Weeks | Scope: Branch, Product, Daily Targets

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## 1. Descriptive Analysis

- **Total Sales:** ₦47,370K | **Quantity:** 15,050 | **Pizza Target:** ₦45,243K | **Pizza Target achieved:** 104.70% | **Daily Target:** ₦48,411K | **Daily Target Achieved:** 97.85%
- **Before 9AM Sales:** ₦23,702K | **After 9AM Sales:** ₦23,668K (sales almost evenly split across time slots).
- **Top 5 Best-Performing Pizzas:** Hot Pepperoni Feast (₦4,292K), Chicken Suya, BBQ Philly Steak, Hot Veggie, Pepperoni Feast.
- **Branch Sales :** Ikoyi highest (₦9,835K), Surulere lowest (₦8,971K).
- **Sales by Weekday & Branch:** Sales fluctuate, peaking on Saturday (₦7,674K) and dipping on Wednesday (₦3,457K).

**Summary:** Sales performance was strong, almost meeting overall targets, with clear leaders in branches and product categories.

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## 2. Diagnostic Analysis

- **Pizza Target Achievement:** 13 pizzas exceeded targets (e.g., Veggie Supreme 125%, Hot Pepperoni Feast 125%), 3 fell short (Margarita, Italiano, Chicken Bali).
- **Branch Performance:** Ikoyi (₦9,835K) & Gbagada (₦9,780K) outperformed; Surulere lagged (₦8,971K).
- **Weekday Trend:** Sales were highest on Saturday (₦7,674K) and lowest on Wednesday (₦3,457K). There are clear sales difference between Wednesday and others weekdays. Which is highly low than others.
- **Daily Target Performance:** 5 out of 13 days missed targets, particularly between Dec 7–9 and Dec 12–13.

### Insights:

- Sales strength came from **classic & meat-based pizzas**, while premium pizzas underperformed.
- Branch disparity suggests operational or demand issues at Surulere.
- Wednesday sales weakness highlights midweek demand gaps.

- Missed daily targets cluster around early/mid-period → possible external factors (weather, events, promotions gap).
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### 3. Predictive Analysis

- **7-Day Sales Forecast:** Expected daily sales ₦3,387K, showing a **downward trend**.
- **Projected Best Pizza:** Hot Pepperoni Feast likely to remain strongest performer.
- **Trend Narrative:**
  - Sales declined **10.93% overall** during the period.
  - Sharpest 10-day fall: ₦461K (Dec 5–15).
  - Lowest point: ₦3,351K on Dec 13, down from ₦3,812K earlier in the week.

✓ **Summary:** Domino's Nigeria is performing strongly, meeting 97.85% of daily targets and exceeding pizza sales goals. However, midweek weakness, branch underperformance (Surulere), and a downward trend signal the need for targeted promotions, branch support, and new product strategies to sustain growth.