



# Pizza Sales Performance Overview

This presentation provides a comprehensive overview of our pizza sales performance, analysing key metrics, sales behaviour, and operational insights to drive strategic decisions.

# Overall Sales Performance Dashboard

**\$78.24M**

**Total Sales**

Across all products.

**50K**

**Pizzas Sold**

Total quantity of pizzas.

**\$8.99K**

**Avg. Sales/Pizza**

Average revenue per pizza.

**\$3.66K**

**Avg. Sales/Order**

Average revenue per customer order.

The Greek Pizza leads sales at \$156K. The Classic category dominates with \$6.32M, and Large pizzas account for \$11.8M. July was the highest sales month at \$6.93M.

# Sales Behaviour and Time Analysis

## Peak Hours

12 PM to 3 PM, with 1 PM having the highest orders (~6.8K pizzas).

## Consistent Performers

Classic and Supreme categories consistently outperform others daily.

## Monthly Trend

Highest sales in July, with slight dips in September and October.

## Top Revenue Pizza

Big Meat Pizza is the highest revenue generator at \$3.02M.



# Operational Metrics and Pizza Inventory

1

## Order Stats

Average order size: 2.32 pizzas/order (21K quantity). First order at 09:52 AM, last at 11:05 PM.

2

## Popular Items

Top-selling pizza: The Greek Pizza. Most popular category: Classic. Least popular: Chicken.

3

## Inventory

32 unique pizza types sold. Total 49,574 pizzas sold, mostly large size.

4

## High Revenue Pizzas

The Pepperoni, Mushroom, and Peppers Pizza (\$58.4K), The Italian Vegetables Pizza (\$49.5K), The Chicken Pesto Pizza (\$48.2K).

# Key Business Takeaways

## 1 Focus on Classic & Large Pizzas

These are our best-performing segments; prioritise them in marketing and inventory.

## 2 Midday is Golden Hour

Sales peak from noon to 2 PM. Optimise staffing and promotions during this time.

## 3 Menu Optimisation

XL and XXL pizzas are not selling; consider removing or rebranding them.

## 4 Inventory Planning

Prepare high volumes of top performers like The Greek Pizza and Big Meat Pizza.

## 5 Seasonal Planning

July is our peak month; leverage seasonal campaigns to maximise sales.