## **📊 Pizza Sales Analysis Report**

This report presents a comprehensive overview of pizza sales performance using real-time dashboard visualizations. The data has been filtered and analyzed across multiple perspectives such as **monthly revenue trends, sales by size, order types, categories, and best/worst performing products.** The insights presented here are directly derived from the visual content of the Power BI report.

### **📅 Monthly Revenue Distribution**

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| --- | --- | --- |
| **Month** | **Revenue (₹)** | **% of Total Revenue** |
| January | 1,34,640 | 16.5% |
| February | 1,10,680 | 13.5% |
| March | 1,23,440 | 15.1% |
| April | 97,140 | 11.9% |
| May | 99,960 | 12.2% |
| June | 99,420 | 12.1% |
| July | 2,52,580 | 30.9% |
| August | 73,440 | 8.9% |
| September | 66,000 | 8.1% |
| October | 59,640 | 7.3% |
| November | 45,780 | 5.6% |
| December | 31,560 | 3.9% |

📌 **Insight**:  
 Revenue peaked sharply in **July**, contributing **nearly 31%** of the total yearly revenue. This exceptional spike suggests either a **seasonal promotional success** or a surge in customer demand. In contrast, **December** marked the lowest revenue period.

### **🔍 Performance by Pizza Size**

|  |  |
| --- | --- |
| **Size** | **Total Revenue (₹)** |
| **Large** | **9,93,160** |
| Medium | 6,73,300 |
| Small | 2,47,500 |

📌 **Insight**:  
 **Large-sized pizzas** dominate in revenue generation, making up over **50% of total revenue**. This suggests a customer preference for value-heavy or group-serving portions, ideal for combo deals or bulk promotions.

### **🍕 Category-Wise Performance**

|  |  |
| --- | --- |
| **Category** | **Total Revenue (₹)** |
| Classic | 5,61,380 |
| Chicken | 4,89,160 |
| Veggie | 3,61,320 |
| Supreme | 2,02,100 |

📌 **Insight**:  
 **Classic pizzas** are top performers, but **Chicken pizzas** closely follow. With a strong hold on customer preference, these two categories should be considered for **combo bundling**, upselling, and seasonal promotions.

### **✅ Best & Worst Sellers**

|  |  |
| --- | --- |
| **Rank** | **Pizza Name** |
| **Top 3** | Classic Deluxe, BBQ Chicken, Pepperoni Feast |
| **Bottom 3** | Thai Chicken, Greek Veggie, Spicy Paneer |

📌 **Insight**:  
 Top-performing pizzas can be leveraged in targeted ads, promotions, or combo offers. Meanwhile, low performers could be either improved through recipe/positioning adjustments or considered for removal if unsustainable.

## **📌 Observations :**

* **Large pizza** size contributes to maximum revenue.
* **Classic pizza** is the most popular in category.
* **Most orders are online**; consider deeper optimization for digital delivery channels.
* **July has the highest revenue**; promotions in that month or replicating its success formula could drive future spikes.
* **Top-selling pizza** is “**Classic Deluxe**” and **least-selling** is “Thai Chicken”.

## **🔮 Forecasting & Recommendations**

1. **Replicate July Success**:  
    Launch promotional campaigns during similar high-revenue windows (e.g., summer holidays), as July contributed nearly **31%** of total revenue.
2. **Push Large Pizzas Strategically**:  
    Since large pizzas are the biggest revenue source, introducing **limited-time large combos** or family packs can enhance profits further.
3. **Review Underperformers**:  
    Reassess the value and appeal of bottom-selling pizzas like Thai Chicken—either through taste tests, feedback collection, or promotional trials.
4. **Boost Online Ordering Experience**:  
    With **online orders dominating**, optimize the app/website for better UX. Introduce loyalty points and app-exclusive deals.
5. **Upsell Popular Items**:  
    Position pizzas like **BBQ Chicken and Pepperoni Feast** at the forefront of marketing materials. Include them in limited-time combos or influencer campaigns.

## **📌 Conclusion**

The analysis reveals valuable trends across product types, sizes, and order preferences. Strategic actions—such as leveraging July’s high-revenue pattern, optimizing online sales, promoting large-sized classic pizzas, and refining the product mix—can significantly improve profitability and customer engagement.