

Dominos Sales Analysis – Key Insights

1. Overall Performance

- Total Orders: 21.4K
- Total Pizzas Ordered: 48.6K
- Total Sales: \$818K
- Total Quantity Sold: 49.6K
- Average Order Value: \$38.3

2. Monthly Sales Trends

- Sales remain fairly consistent month-over-month, ranging between \$64K and \$73K.
- Peak months include June (\$73K) and August (\$68K).
- Lowest recorded month is October (\$64K).

3. Quantity Sold by Pizza Name

- The Classic Deluxe Pizza leads with 2.5K units sold.
- Several pizzas have similar sales levels around 2.4K (Barbecue Chicken, Hawaiian, Pepperoni, Thai Chicken, California Chicken).

4. Orders by Hour

- Highest order volume hours: around 14:00–16:00 with 2.3K–2.5K orders.
- Low order hours: early morning (0–5 AM) with nearly zero orders.
- Night hours (20:00–22:00) show moderate activity.

5. Sales by Category

- Chicken: \$220K (26.91%)
- Supreme: \$208K (25%)
- Veggie: \$196K (23.68%)
- Classic: \$194K (23.68%)

6. Sales by Pizza Size

- Large size dominates with \$375K (45.89% of sales).
- Medium size contributes \$249K (30%).
- Small: \$178K (21.77%)
- XL and XXL contribute minimal sales.

7. Last Order Timestamp

- Last order was received on 31-12-2015 at 23:02:05.

Overall Summary:

Sales performance is stable, with strong demand for large pizzas and chicken-category items. The afternoon hours drive the most orders, while product mix is balanced across major pizza types.