

Pizza Sales Dashboard Summary & Key Insights

1. KPI Highlights

- Total Revenue: \$817.9K
- Total Quantity Sold: 49.6K
- Total Orders: 21K
- Average Order Value: \$38.3
- Average Pizza per Order: 2

2. Sales Trends & Anomalies

- Sales peak on weekends, especially on Friday and Saturday evenings.
- Higher monthly sales are observed from May to August, likely due to the U.S. summer season and school vacations. A smaller peak appears in November, likely linked to Thanksgiving and early Christmas activity.
- Afternoon hours (2–6 PM) consistently generate the most revenue, coinciding with school dismissals and office snack times.
- Monday and Sunday show the lowest sales. Monday is the start of the workweek, while Sunday is often reserved for home-cooked family dinners or weekly preparation.
- Sales are relatively consistent across most days of the month, but spikes often occur around the 4th, 15th, and 27th of each month. These peaks may be influenced by common pay periods, when customers are more willing to spend.
- End-of-month dips are noticeable, particularly after the 28th or 29th, potentially due to budget-conscious behaviour.
- Recommendations:
 - Promote breakfast combos to boost morning sales.
 - Increase staffing and stock levels for afternoon and weekend evening peaks.
 - Launch limited-time offers or promotions during peak spend days (For example: 4th, 15th, 27th).
 - Introduce flash deals in the final days of each month to stimulate demand.

3. Product & Category Insights

- Top Categories: Classic and Supreme pizzas lead in both revenue and volume.
- Top 5 Pizzas:
 - Sale Volume: The Classic Deluxe, The Barbecue Chicken, The Thai Chicken, The California Chicken and The Spicy Italian Pizzas.
 - Revenue: The Thai Chicken, The Barbecue Chicken, The California Chicken, The Classic Deluxe, and The Spicy Italian Pizzas.

- Bottom 5 Pizzas:
- Sale Volume: The Soppressata, The Spinach Supreme, The Calabrese, The Mediterranean and The Bie Carre Pizzas.
- Revenue: The Spinach Pesto, The Mediterranean, The Spinach Supreme, The Green Garden, and The Brie Carre Pizzas.
- Recommendations:
 - Highlight best-sellers in bundle promotions.
 - Consider phasing out or reworking underperforming pizzas.

4. Size & Ingredient Insights

- Large-sized pizzas dominate across all categories.
- Most-used ingredients for each category:
 - Chicken: Red Peppers, Chicken, Tomatoes.
 - Classic: Pepperoni, Red Onions, Mozzarella Cheese.
 - Supreme: Garlic, Tomatoes.
 - Veggie: Garlic, Tomatoes, Spinach, Red Onions.
- Least-used ingredients for each category:
 - Chicken: Pesto Sauce, Alfredo Sauce, Asiago Cheese, Mushrooms.
 - Classic: Green Peppers, Beef Chuck Roast, Feta Cheese, Kalamata Olives.
 - Supreme: Bie Carre Cheese, Caramelised Onions, Pears, Prosciutto, Thyme.
- Recommendations:
 - Focus on using popular ingredients more often to reduce costs.
 - Introduce limited-time offers to test lesser-used ingredients.
 - Promote large-sized deals to capitalise on group orders.

5. Correlation Analysis

- Ingredients with both high revenue and high sales volume are core to business success.
- Some premium ingredients offer high revenue despite low quantity sold.
- Slight negative correlation between price and quantity sold across categories.
- The correlation coefficient between average pizza price and sales volume across categories is -0.95, indicating a very strong negative correlation. This means that as the average price of pizzas increases, the number of pizzas sold tends to decrease significantly. This result suggests that customers are highly price-sensitive, and higher-priced categories experience notably lower sales volumes. Therefore, pricing plays a critical role in customer purchasing behaviour across different pizza types.
- Recommendations:
 - Avoid raising prices in high-cost categories without improving value perception (For example: premium ingredients or larger sizes).
 - Keep high-performing ingredients' pizzas central to the menu.
 - Use bundles to improve sales of high-price, low-volume categories.

6. Order Behaviour Insights

- The majority of customers place multi-item orders, meaning their order includes more than one unique type of pizza. This indicates group or family-based ordering behaviour.
- Single-item orders, where only one unique pizza type is selected, make up a smaller but still notable portion of total orders.
- The average time between orders is 10.9 minutes, reflecting a steady flow of customer activity.
- Recommendations:
 - Target solo buyers with individual meal promotions or value-for-one deals.
 - Promote combo deals or mix-and-match offers to further boost multi-item orders.
 - Align kitchen prep and staffing with order frequency data, especially during rush periods.