Sales Dashboard

January	March	May	July	September	November
February	April	June	August	October	December

Total Sales

$817.86K

Average Sales / Day

$2.24K

Sales by Pizza Type

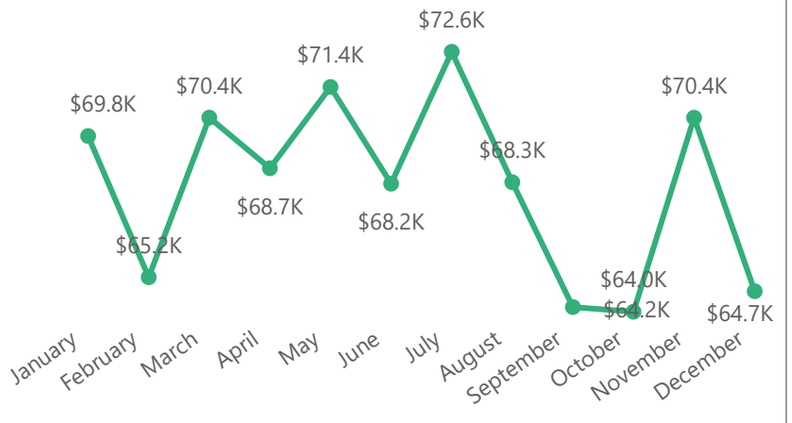
Best Selling Pizza

The Thai Chicken Pizza

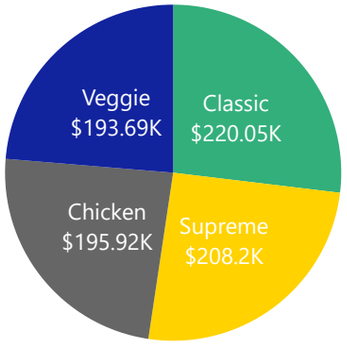
Worst Selling Pizza

The Brie Carre Pizza

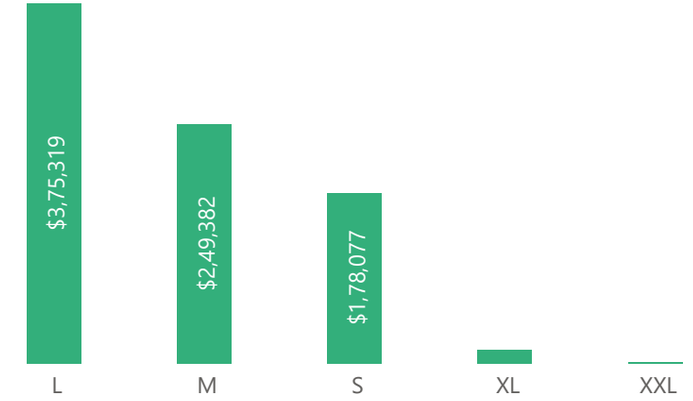
Total Revenue



Sales by Category



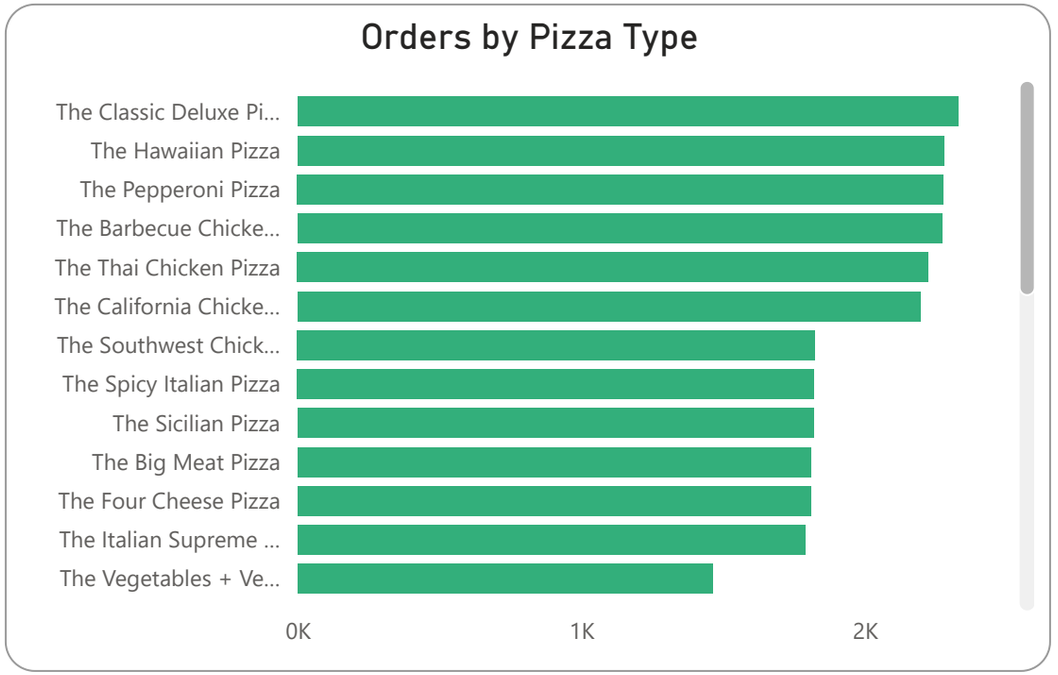
Sales by Size

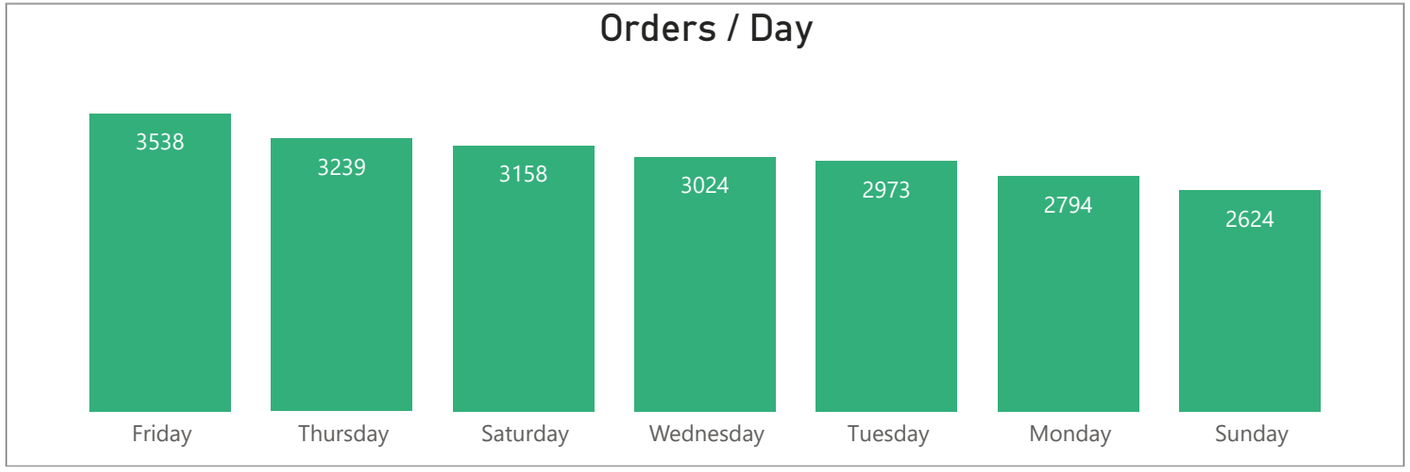


Sales by Orders

Total Orders	Average Order / Day	Average Pizzas / Order
21K	$58.49	2.32

Average Cost / Pizza	Average Price spent / Order
$16.44	$38.3073





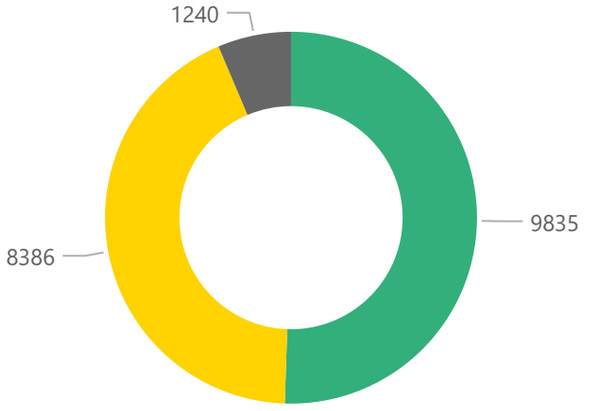
Best Selling Pizza	Worst Selling Pizza
The Classic Deluxe Pizza	The Brie Carre Pizza

Peak Times & Sales

Peak Hours

Day Name	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Friday															
Thursday															
Saturday															
Wednesday															
Tuesday															
Monday															
Sunday															
Total	**1**	**8**	**1231**	**2520**	**2455**	**1472**	**1468**	**1920**	**2336**	**2399**	**2009**	**1642**	**1198**	**663**	**28**

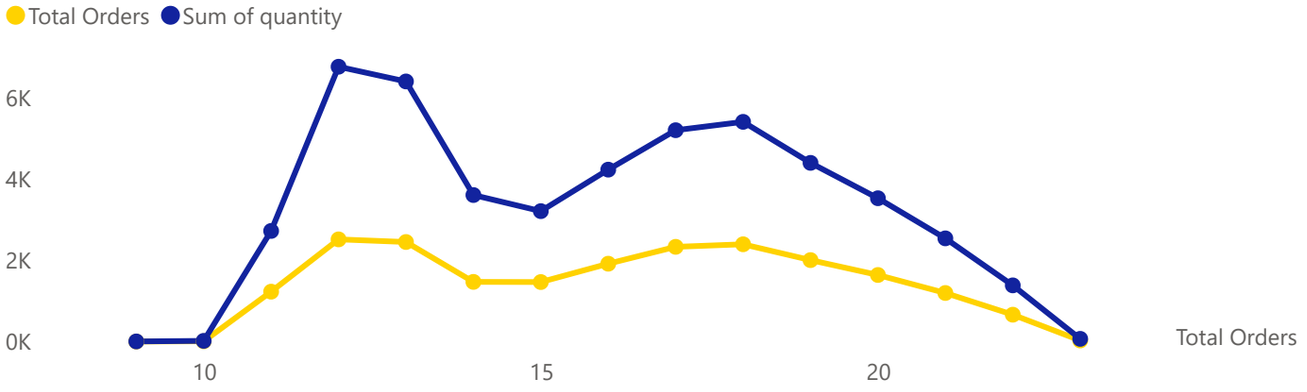
Total Orders by Peak



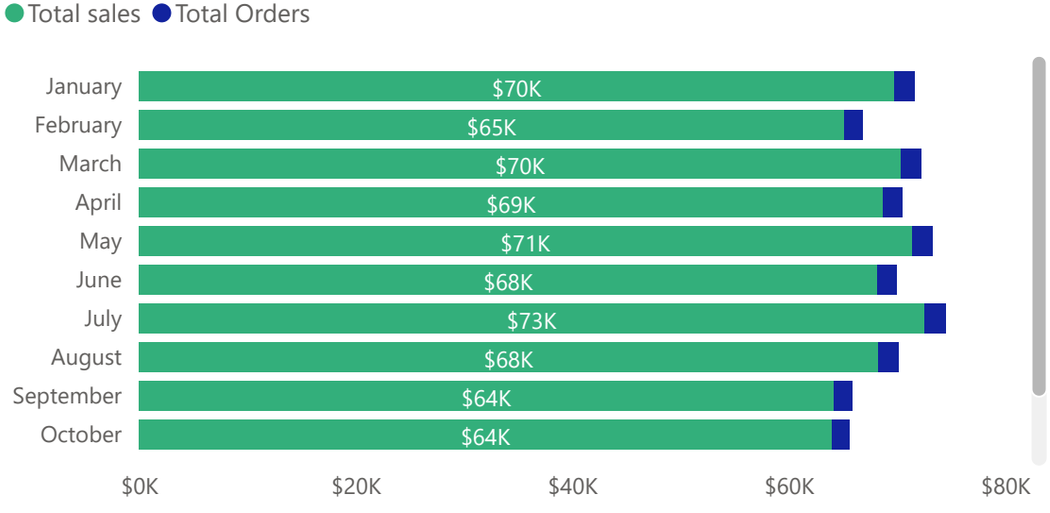
Morning Peak - 11-12
Afternoon Peak - 12-13
Evening Peak - 17-20

AfternoonPeak 12-13
EveningPeak 17-20
MorningPeak 11-12

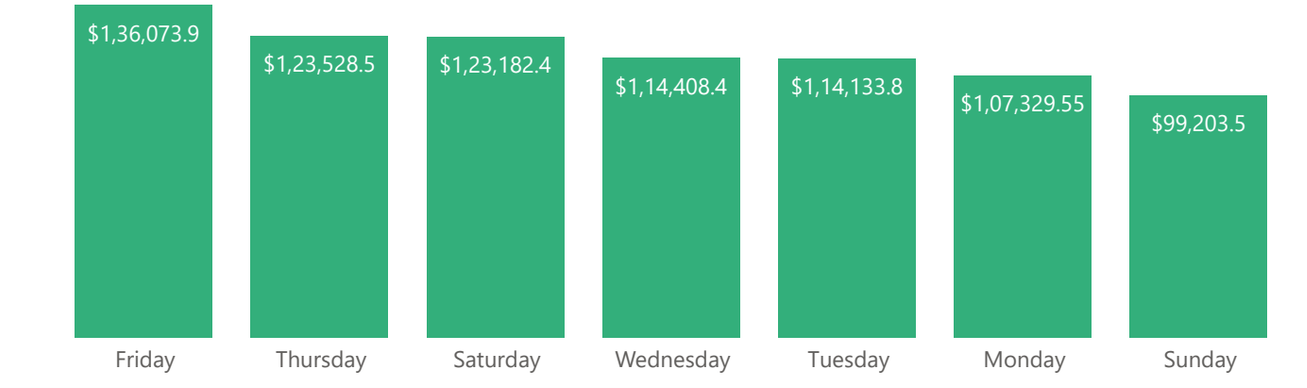
Total Orders and Quantity / Hour



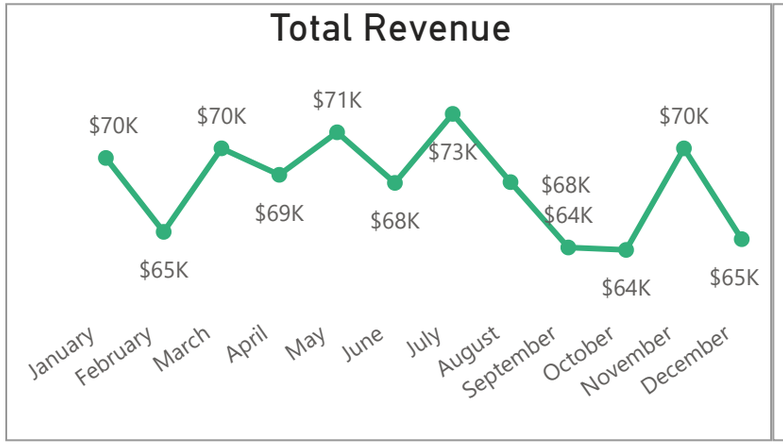
Peak Month by Revenue and Orders

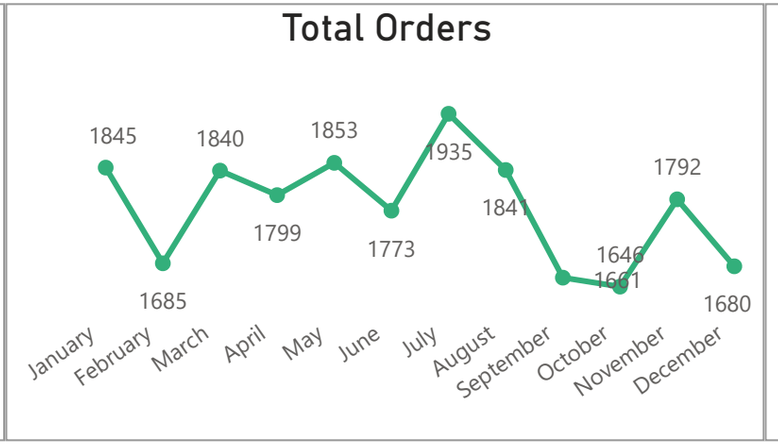


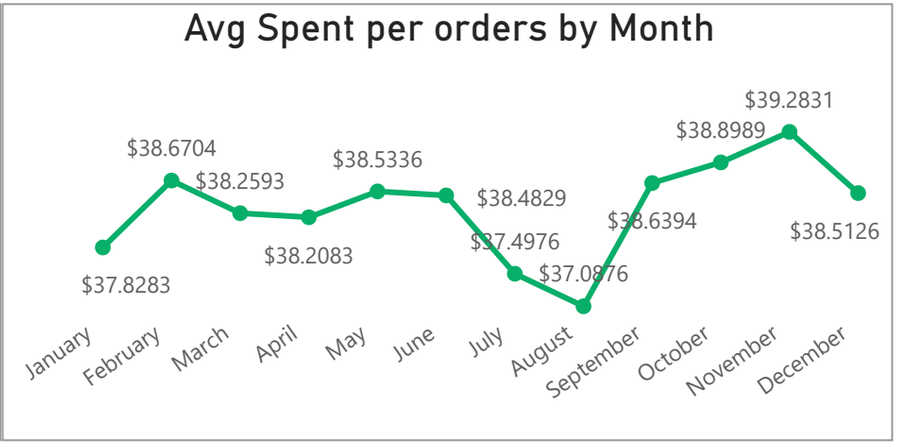
Total sales by Day Name



Correlation between Revenue & Orders

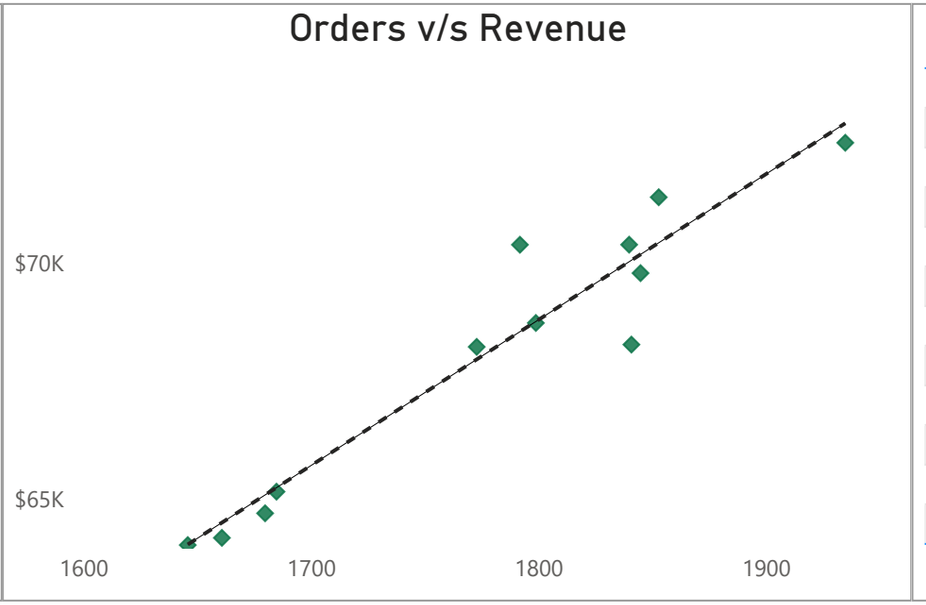






Month	Total sales
July	$72,557.9
May	$71,402.75
March	$70,397.1
November	$70,395.35
January	$69,793.3
April	$68,736.8
August	$68,278.25
June	$68,230.2
February	$65,159.6
December	$64,701.15
September	$64,180.05
October	$64,027.6
Total	**$8,17,860.05**

Month	Total Orders
July	1935
May	1853
January	1845
August	1841
March	1840
April	1799
November	1792
June	1773
February	1685
December	1680
September	1661
October	1646
Total	**21350**

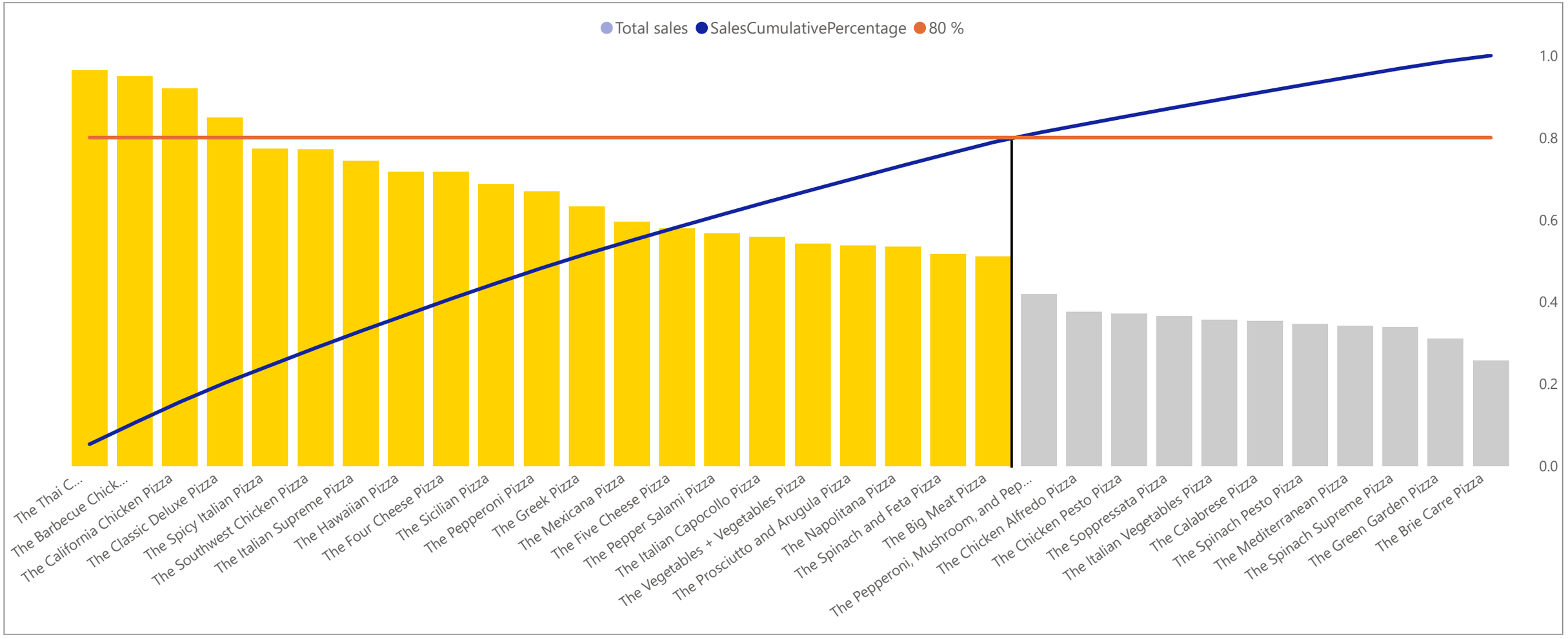
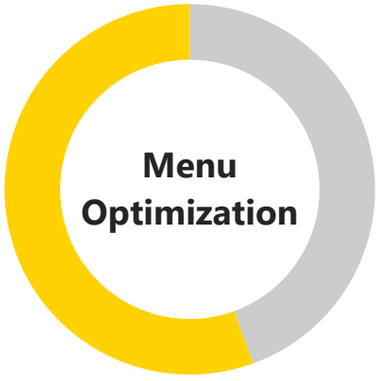


Month	Avg Spent per orders
November	$39.2831
October	$38.8989
February	$38.6704
September	$38.6394
May	$38.5336
December	$38.5126
June	$38.4829
March	$38.2593
April	$38.2083
January	$37.8283
July	$37.4976
August	$37.0876
Total	**$38.3073**

By comparing the total revenue and total orders per month using a scatter plot, we observe two outliers in the months of August and November. Referring to the table of average spending on orders per month, we can justify these outliers: spending in November being the highest and August being the lowest.

Pareto Analysis

Performing a Pareto analysis reveals that the initial 21 pizzas, ranging from Thai Chicken to Big Meat Pizza, contribute to approximately 80% of the total sales. This indicates a concentration of sales among a select group of pizzas, highlighting their significant contribution to overall revenue.



Recommendations