

# Key Insights from Pizza Sales

1. **Classic pizzas are the top-performing category**, accounting for the highest share of total orders, indicating strong and consistent customer preference for traditional flavors.
2. **Large pizzas are the most frequently ordered size**, followed by Medium and Small. Extra Large pizzas contribute **less than 2% of total orders**, suggesting limited demand and potential scope for menu or pricing optimization.
3. **The Barbecue Chicken Pizza is the most popular individual pizza type**, contributing approximately **5% of total orders** and generating the **highest revenue (~\$26K)**, making it a key revenue driver.
4. **Order volumes are lowest on Sundays**, remain stable from Monday to Wednesday, and increase significantly from Thursday, **peaking on Friday**, reflecting stronger demand heading into the weekend.
5. **Peak ordering hours occur during lunch (12–1 PM) and dinner (4–7 PM)**, highlighting clear demand windows that can be leveraged for targeted promotions and staffing optimization.
6. **Monthly sales show a fluctuating trend**, with alternating rises and dips, and reach their **highest point in July**, indicating a strong mid-year seasonal effect.

## Business Recommendations

1. Focus promotions on Classic and Barbecue Chicken pizzas.
2. Optimize staffing during lunch and dinner peak hours.
3. Review Extra Large pizza offerings due to low demand.