

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.