



PIZZA SALES REPORT

January 2015 - December 2015 🍕

1/1/2015

12/31/2015

Main

Best/Worst Sellers

When Busiest?

Fridays lead, strong sales on **Thursdays and Saturdays**

Orders surge from **January to August**, except **February** with lower figures.

Sales Performance

Classic Category leads in orders, while all categories contribute equally to total sales.

L (Large) Size pizzas drive nearly half (45.89%) of total sales among 5 sizes.



49574

Total Pizza Sold



817.86K

Total Revenue



21350

Total Orders



38.31

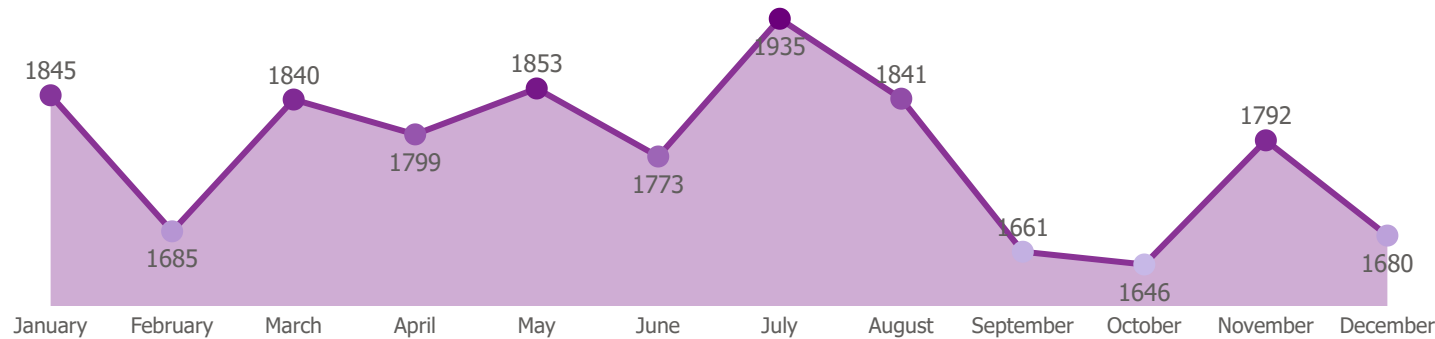
Average Order Value



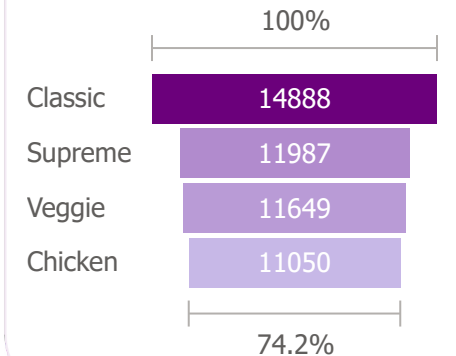
2.32

Average Pizza Per Order

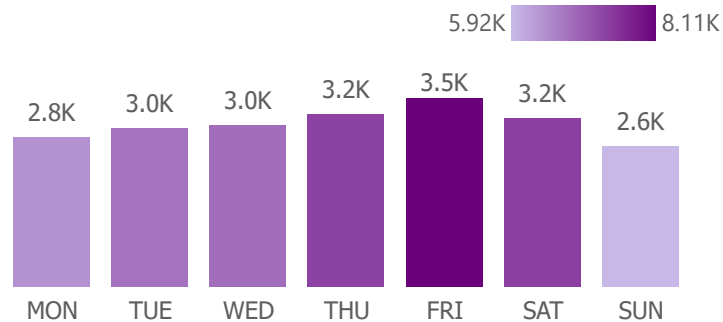
Total Orders by Month



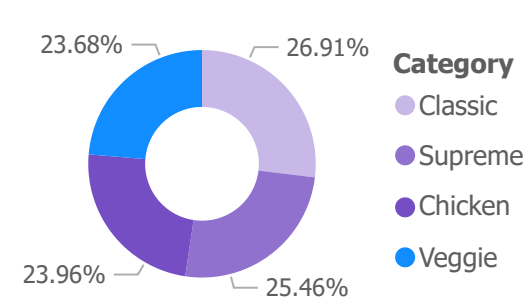
Total Pizza Sold per Category



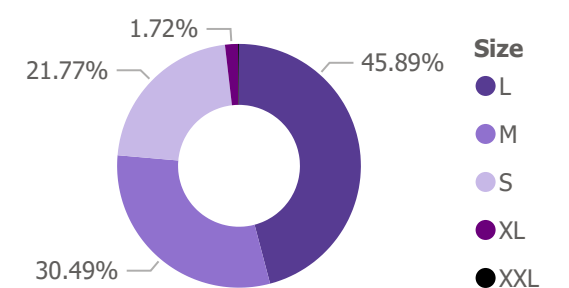
Total Orders by Day



% of Sales by Category



% of Sales by Size





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Category

All

Size

All

1/1/2015

12/31/2015

Main

Best/Worst Sellers

Best Sellers

The Classic Delux Pizza is best performer in Total Orders and Total Sold.

But **The Thai Chicken Pizza** has highest contribution to sales.

Bad Performers

The Brie Carre Pizza is the least performer in terms of Total Orders, Contribution to Total Sales and Total Quantity sold.



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Average Order Value



2.32

Average Pizza Per Order

Top 5 Pizza by Order Count

The Classi...	2.3K
The Hawai...	2.3K
The Peppe...	2.3K
The Barbe...	2.3K
The Thai ...	2.2K

Top 5 Pizza by Sales

The Thai ...	43K
The Barbe...	43K
The Califo...	41K
The Classi...	38K
The Spicy ...	35K

Top 5 Pizza by Total Sold

The Classi...	2.5K
The Barbe...	2.4K
The Hawa...	2.4K
The Pepp...	2.4K
The Thai ...	2.4K

Bottom 5 Pizza by Order Count

The Brie C...	480
The Medit...	912
The Calab...	918
The Spina...	918
The Chick...	938

Bottom 5 Pizza by Sales

The Brie ...	12K
The Gree...	14K
The Spina...	15K
The Medit...	15K
The Spina...	16K

Bottom 5 Pizza by Total Sold

The Brie ...	490
The Medit...	934
The Calab...	937
The Spina...	950
The Soppr...	961