Pizza Sales Performance Analysis Report

1. **Introduction**

   This analysis aims to understand the sales patterns, customer behavior, and operational efficiency of Pizza Store throughout the year 2015. The Power BI dashboard presents several key performance indicators (KPis), including total revenue, total pizzas sold, number of orders, average order value, and seat utilization rate. Through this analysis, managements can identify peak business hours, best and worst selling products, and develop strategic actions to improve sales performance and overall efficiency.

2. **Overall Sales Performance**

   Based on the 2015 sales data, the restaurant achieved a total revenue of $818.00, with approximately 50.000 pizzas sold and 21.350 total orders. The average order value reached $38, indicating that customers tend to place relatively large orders likely for group or family consumption.

   Overall, sales performance remained steady throughout the year with minor fluctuations in certain months. This consistency suggest a stable customer base and a sustained demand for pizza.

3. **Sales Timing Analysis (Peak Hours and Days)**

   The time based sales analysis reveals that the busiest hours occur during lunch (12:00 – 14.00 PM) and dinner time (17:00 – 19:00 PM). This aligns with common dining patterns for casual restaurants, where sales volume increases significantly during main meal times.

   In addition, Friday through Saturday are identified as the busiest days of the week, driven by customers dining out or ordering for social and family gatherings during weekends.

   This insight can help management optimize staffing schedules, inventory planning, and promotional campaigns. For example, increasing kitchen staff during peaks hours or offering weekday discounts can help balance demand across the week.

4. **Product Analysis (Best and Worst Selling Pizzas)**

   Product level analysis shows clear differences in sales performance across pizza variants. The Classic Deluxe Pizza, The Barbecue Chicken Pizza, and The Hawaiian Pizza rank among the top selling products, consistently generating high demand. These items can serve as flagship products for marketing campaigns and inspiration for new menu innovations.

   On the other hand, The Green Garden, The Chicken Alfredo Pizza, and The Italian Veggetables Pizza are among the lowest selling pizzas. Low sales may result from limited popularity, niche flavor profiles, or pricing issues. Management may consider introducing limited time offers, product bundling, or recipe adjustments to increase their appeal.

5. **Average Order Value Analysis**

   The average order value of $38 suggests that customers typically purchase more than one item per transaction, reflecting group oriented consumption behavior. This is a healthy average order value for a casual dining or quick service restaurant.

To further increase average order value, the restaurant can implement upselling and cross selling strategies such as combo meals, add on toppings, or beverage pairings at attractive prices. Enhancing these strategies allows the restaurant to boost total revenue without relying solely on new customer acquisition.

6. **Seat Utilization Analysis**

The dashboard indicaties a seat utilization rate of 397.58%, which means each seat is used nearly four times per day on average. This relatively high rate suggests strong customer turnover or that a significant portion of orders may come from takeaway and delivery services rather than dine in transactions.

To improve the accuracy of this metric, it is recommended that future calculations of seat utilization focus specifically on dine in customers (if data permits). This would provide a clearer picture of space efficiency and whether adjustments to seating capacity are needed.

7. **Monthly Sales Trends**

The monthly sales trend demonstrates realively stable performance throughout the year, with slight increases during mid to late year months. These increases likely correspond to holiday periods or promotional campaigns.

Additionaly, seat utilization trends show a positive correlation with total monthly revenue, indicating that higher customer traffic directly contributes to revenue growth. Management can leverage this trend to plan seasonal promotions and inventory managements more effectively such as offering family or holiday packages during high demand months.