

PIZZA SALES ANALYTICS

Business Performance Report - 2015

KEY PERFORMANCE INDICATORS

Total Revenue: **\$817,860**

Total Orders: **21,350**

Pizzas Sold: **49,574**

Avg Order Value: **\$38.31**

EXECUTIVE SUMMARY

This report analyzes pizza sales performance for the full year 2015, examining revenue patterns, product performance, and operational insights to identify growth opportunities.

Key Findings:

Revenue Performance

- Generated \$817,860 in total revenue from 21,350 orders
- Average order value of \$38.31 indicates healthy transaction size
- Classic category emerged as the top revenue driver

Operational Insights

- Peak sales occur during 12:00 hour, indicating lunch/dinner rush patterns
- Jul showed strongest monthly performance
- Product mix analysis reveals opportunities for menu optimization

Strategic Recommendations

1. Menu Optimization: Focus promotional efforts on high-margin Classic pizzas

while evaluating underperforming items for potential removal or repositioning.

2. Operational Efficiency: Allocate staffing resources to match peak demand hours,

particularly around 12:00 to ensure service quality during rush periods.

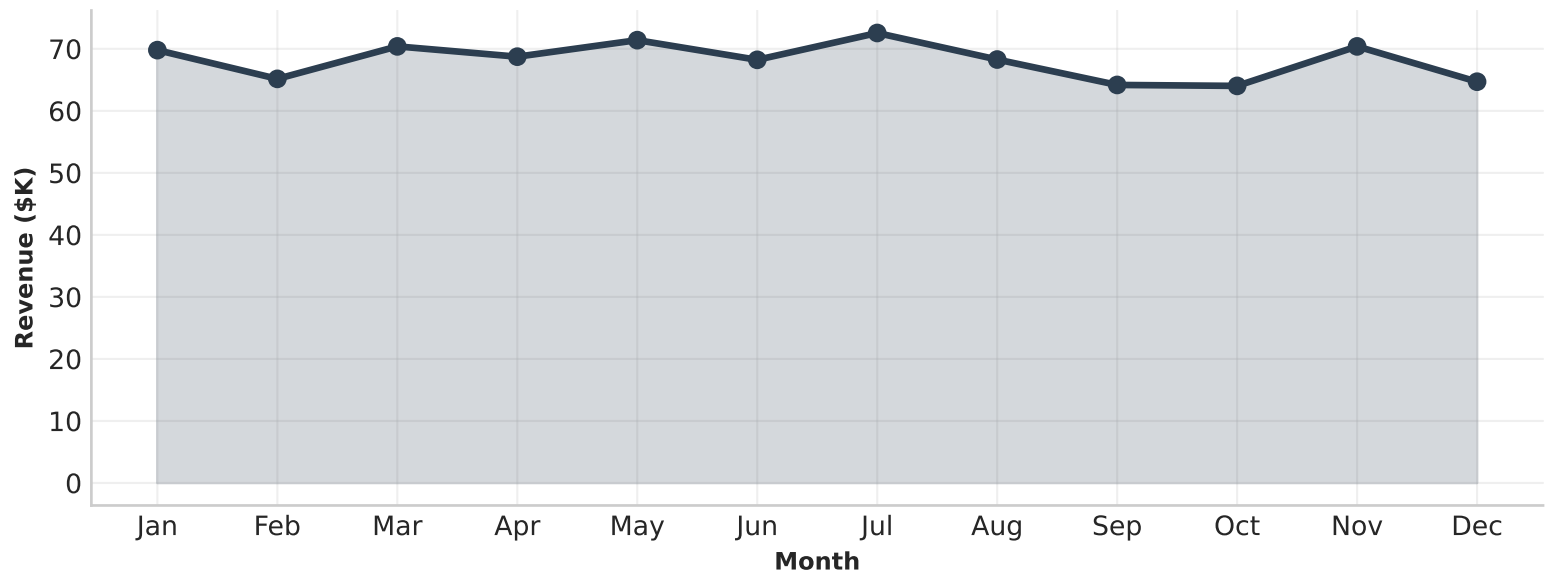
3. Revenue Growth: Implement upselling strategies to increase average order value

through combo deals and strategic product bundling.

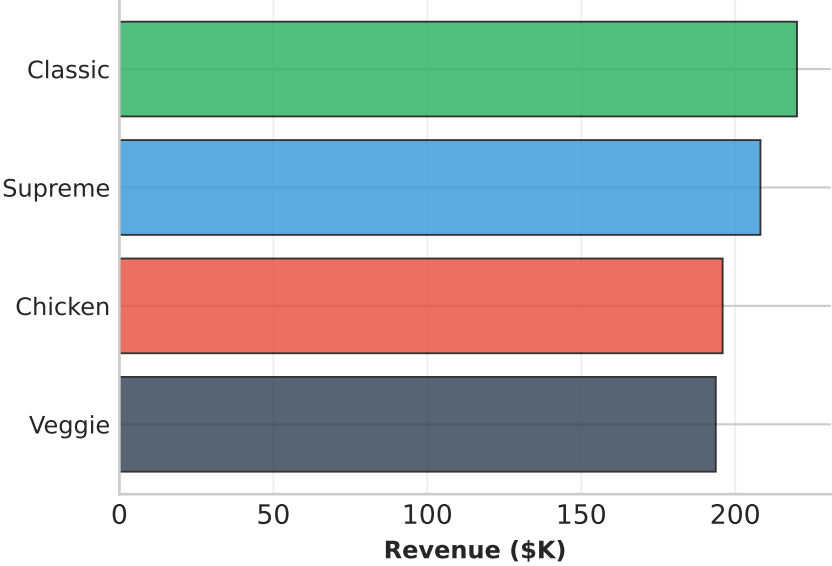
The following pages provide detailed analysis supporting these recommendations.

Report Generated: November 27, 2025 | Prepared by: Business Analytics Team

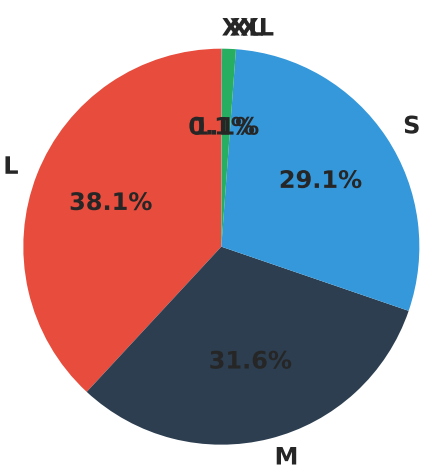
Monthly Revenue Trend



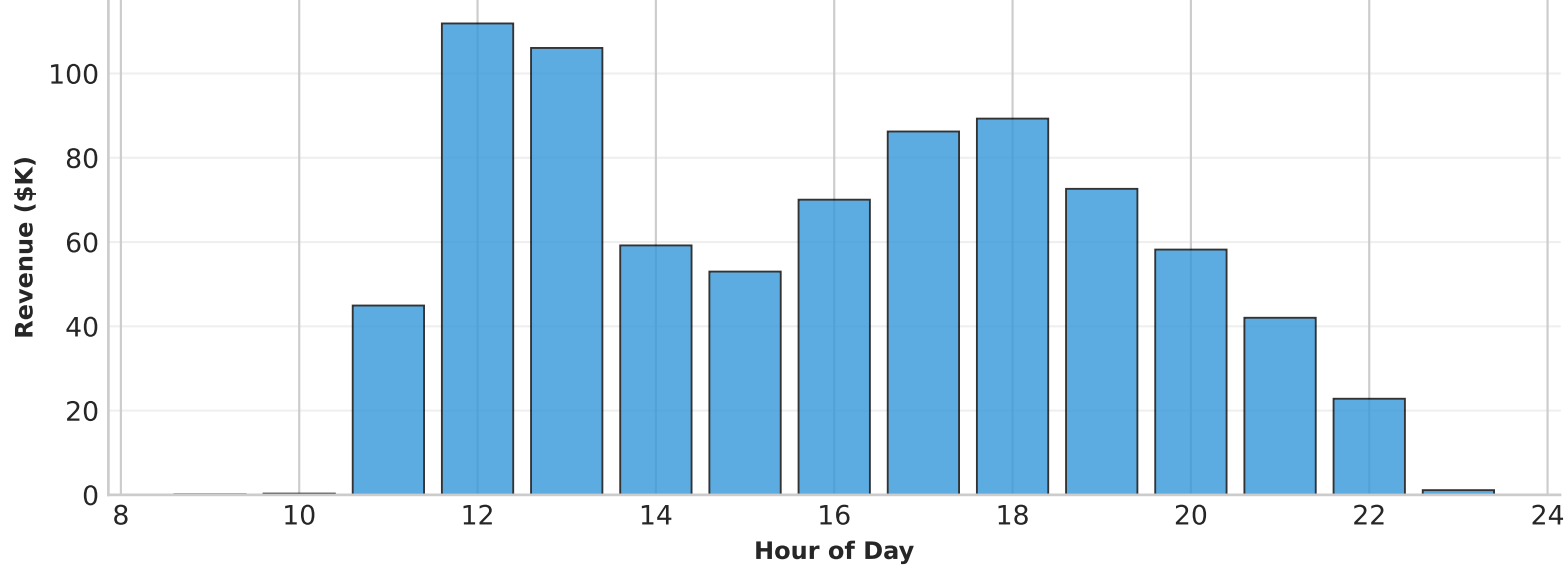
Revenue by Category



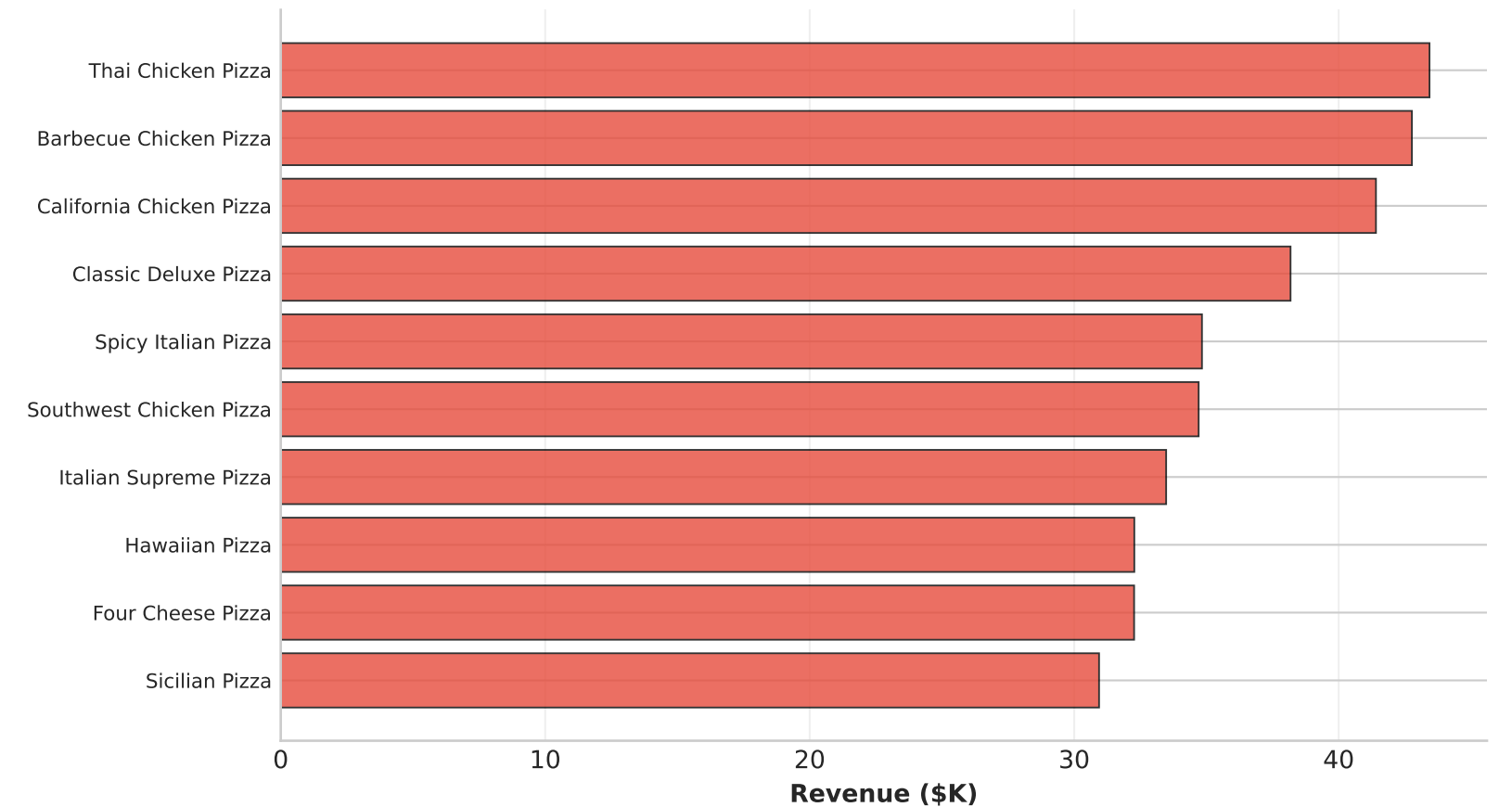
Orders by Pizza Size



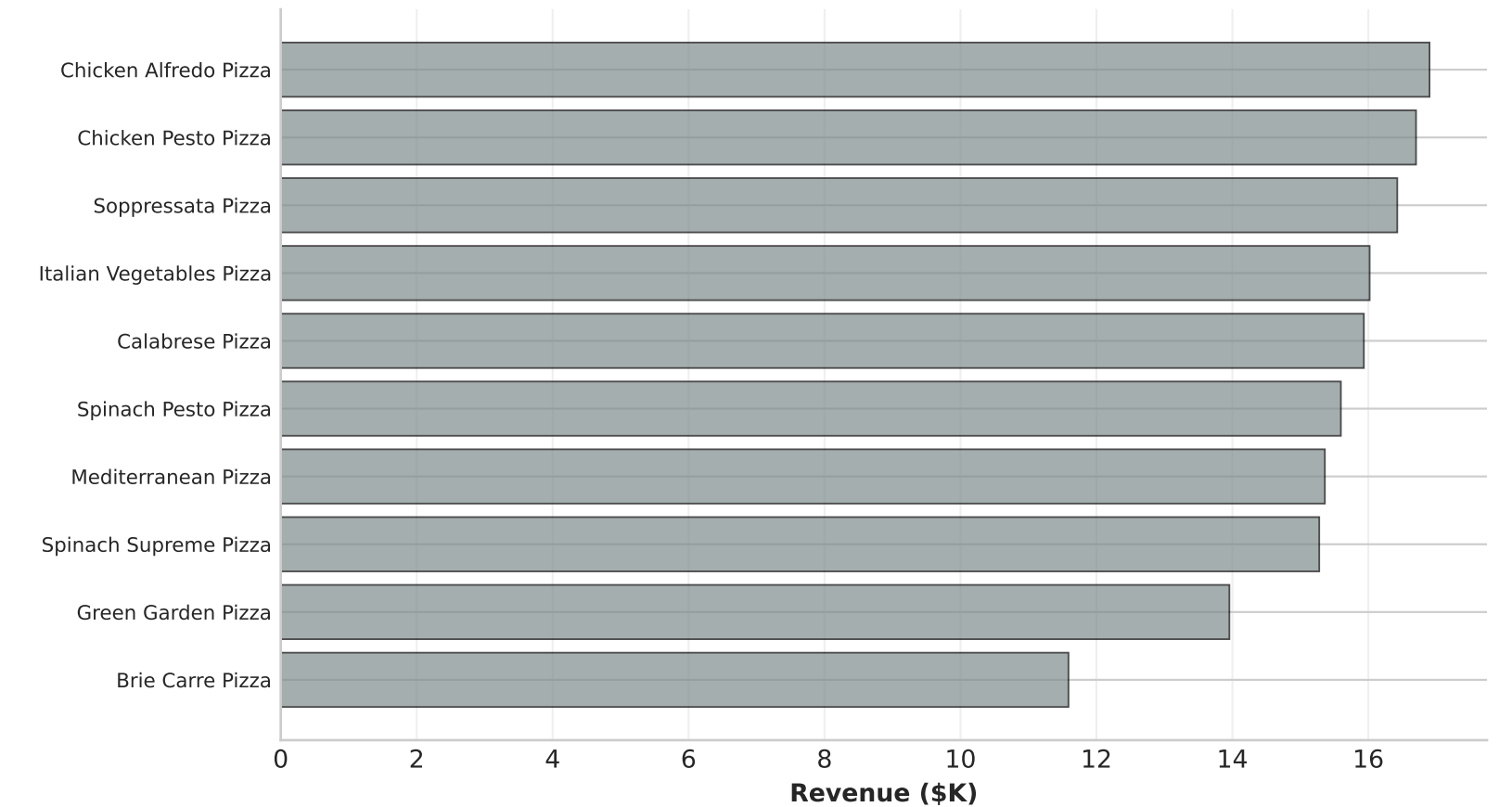
Hourly Sales Pattern



Top 10 Best-Selling Pizzas by Revenue



Bottom 10 Pizzas by Revenue (Candidates for Review)



ACTION-ORIENTED RECOMMENDATIONS

1. MENU OPTIMIZATION STRATEGY

Finding: Analysis reveals significant performance gaps between top and bottom sellers.

The top pizza (Thai Chicken Pizza) generates substantially more revenue than the bottom performer (Brie Carre Pizza).

Actions:

- ✓ Review bottom 10 performers for potential menu removal or recipe improvement
- ✓ Promote top 5 revenue generators through featured menu placement
- ✓ Test limited-time offers to boost interest in mid-tier products
- ✓ Conduct customer surveys on discontinued items before final decisions

2. STAFFING & OPERATIONAL EFFICIENCY

Finding: Sales peak during 12:00 hour with Friday being the busiest day.

Current staffing may not align with demand patterns.

Actions:

- ✓ Increase staff scheduling during 12-14 PM window
- ✓ Implement pre-prep protocols 2 hours before peak times
- ✓ Add kitchen capacity (ovens/stations) for Friday service
- ✓ Monitor wait times and adjust real-time staffing as needed

3. REVENUE GROWTH INITIATIVES

Finding: Average order value is \$38.31, indicating potential for upselling strategies.

Actions:

- ✓ Create combo deals pairing popular pizzas with appetizers/drinks
- ✓ Train staff on upselling techniques (size upgrades, add-ons)
- ✓ Implement "You might also like" suggestions for online orders
- ✓ Offer loyalty rewards for orders exceeding \$47.88

4. SIZE MIX OPTIMIZATION

Finding: Large pizzas dominate sales, suggesting family/group ordering patterns.

Actions:

- ✓ Develop family meal bundles (2 large pizzas + sides)
- ✓ Test XL/XXL pizza promotions for larger gatherings
- ✓ Introduce "pizza by the slice" during lunch for individual customers
- ✓ Price optimization analysis on Small/Medium sizes to drive volume

IMPLEMENTATION TIMELINE

Immediate (30 days):