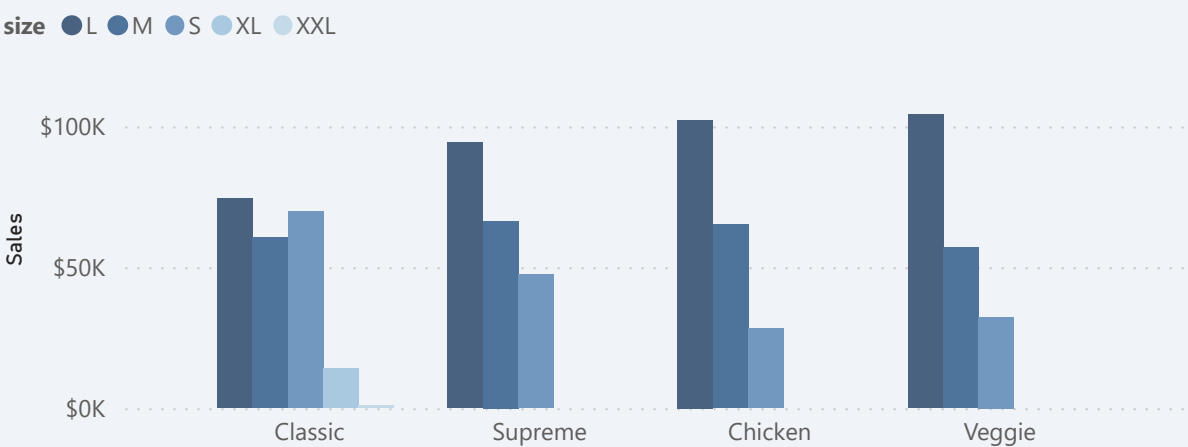


The **Classic** pizza brings in 220k, which is equivalent to 26.91% of the total revenue value.



Which **size** of pizza **generates** the majority of **the revenue**?

- Size **L and M** account for about **75%** of the revenue, with size L of Veggie accounting for 12.74% of the total revenue.
- Size S of Classic category generates revenue of 70K, equivalent to 8.54% of the total revenue, which is higher than all sizes of M.

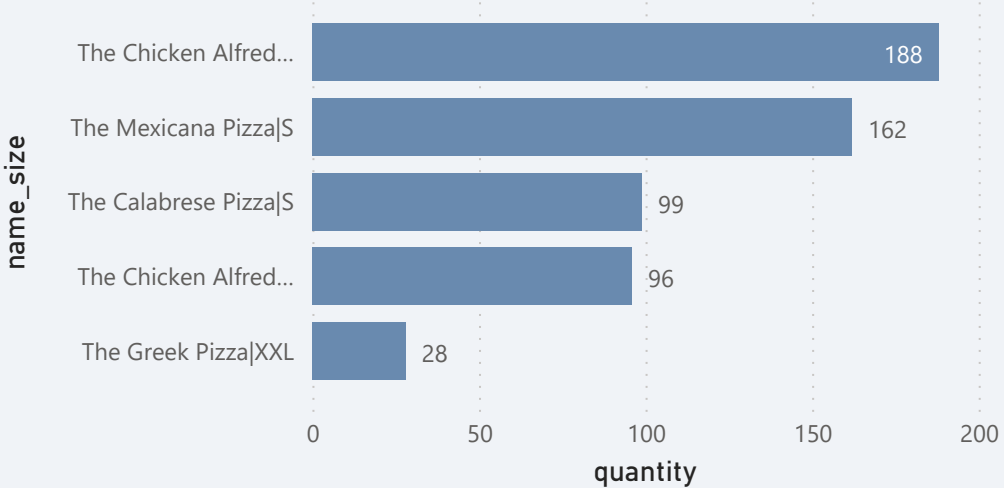
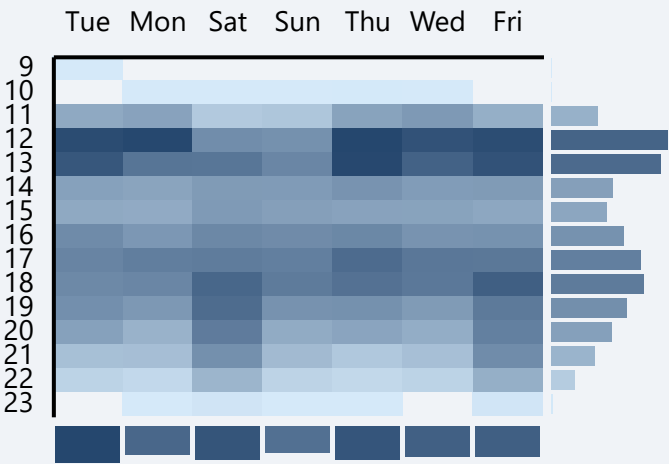
By Sales					
name	12 months	sales by size L-M-S-XL-XXL	monthly trends	quantity AVG per month	Sales AVG per month
The Thai Chicken Pizza	\$43,434			198	\$3,620
The Barbecue Chicken Pizza	\$42,768			203	\$3,564
The California Chicken Pizza	\$41,410			198	\$3,451
The Classic Deluxe Pizza	\$38,181			204	\$3,182
The Spicy Italian Pizza	\$34,831			160	\$2,903
The Southwest Chicken Pizza	\$34,706			160	\$2,892
The Italian Supreme Pizza	\$33,477			157	\$2,790
The Hawaiian Pizza	\$32,273			202	\$2,689
The Four Cheese Pizza	\$32,266			159	\$2,689
The Sicilian Pizza	\$30,941			162	\$2,578

By Sold					
name	12 months	quantity by size L-M-S-XL-XXL	monthly trends	quantity AVG per month	sales AVG per month
The Barbecue Chicken Pizza	2432			203	\$3,564
The Big Meat Pizza	1914			160	\$1,914
The California Chicken Pizza	2370			198	\$3,451
The Classic Deluxe Pizza	2453			204	\$3,182
The Hawaiian Pizza	2422			202	\$2,689
The Pepperoni Pizza	2418			202	\$2,513
The Sicilian Pizza	1938			162	\$2,578
The Southwest Chicken Pizza	1917			160	\$2,892
The Spicy Italian Pizza	1924			160	\$2,903
The Thai Chicken Pizza	2371			198	\$3,620

- Although Classic pizza has the highest revenue, the **top three best-selling pizzas belong to the Chicken pizza** category, with an AVG of nearly **600 pizzas** sold per month, equivalent to **\$10,635**.
- In the top 10, only The Four Cheese Pizza belongs to Veggie pizza.

Which type of pizza is the **bestsellers**?

- **The Classic Deluxe Pizza** is the bestsellers pizza with a total of **2453** units sold.
- Top 10 bestsellers products are concentrated in 3 sizes: **L, M, and S**. Product The Big Meat Pizza only sells best with size S.



- There are two **peak hours**, which are from **12 PM-1PM** and from **5PM-6PM**.
- **Tuesday, Thursday, and Saturday** are the top three days with the highest number of sales.

The main ingredients chosen in pizzas are **cheese, tomatoes, red, peppers...**

Top 5 worst selling products.

- The Greek Pizza in size **XXL** is the worst selling product.

RECOMMENDATIONS

- Stores may consider adjusting opening times accordingly to save operating money.
- During peak periods, it is necessary to ensure the preparation and professionalism of employees. At peak hours, the store can advise customers to call to order tables and dishes in advance, or the store can make an app to serve this -> the store can prepare in advance to serve quickly, saving time.
- You may consider removing the worst selling products to focus on products with more potential.
- The results show that customers tend to be interested in larger cakes, so the store can consider focusing on developing sizes.
- The results showed that each cake had a best-selling month, and at worst, the store could rely on the results of the analysis to consider adjusting its sales plan accordingly.