



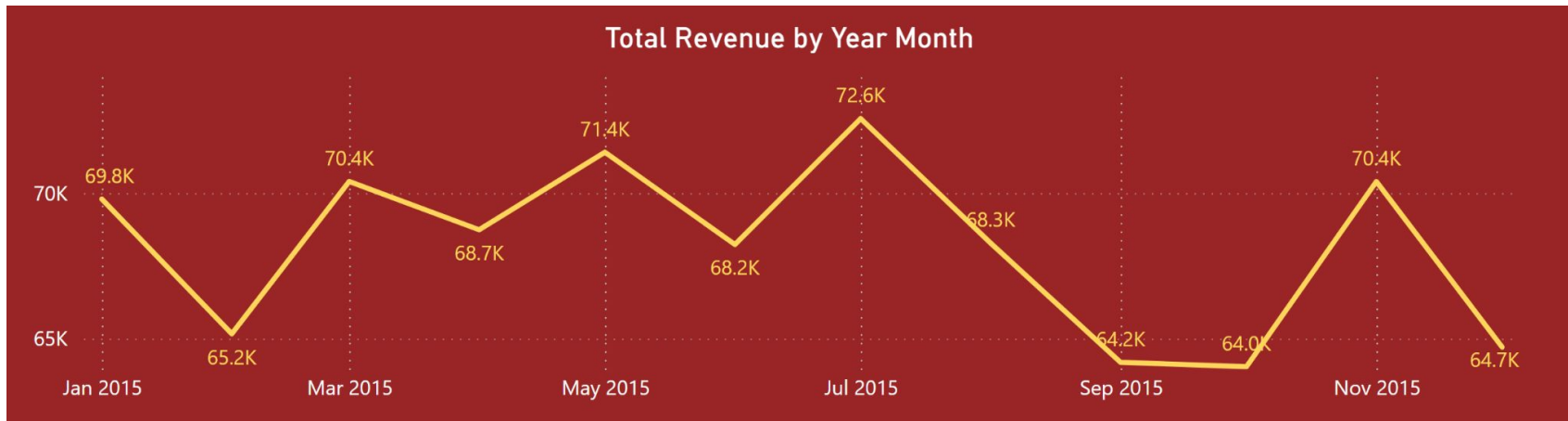
Pizza Portfolio

Business Analysis Project

Anh Huy Phung

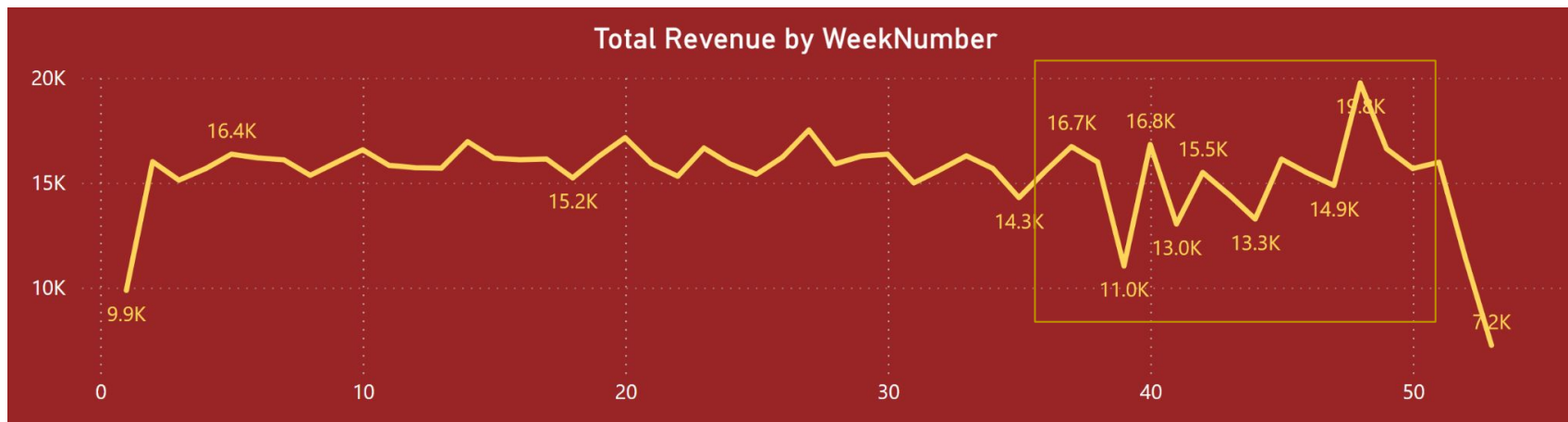
Trendline (1)

Monthly: Monthly revenue fluctuates between ~64K and 72K. Peaks occur in **July (72.6K)** and **November (70.4K)**, while the lowest points are **February (65.2K)** and **September (64.2K)**. Overall, revenue maintains a cyclical pattern, tend to drop in third quarter of the year and recovering gradually after each dip.



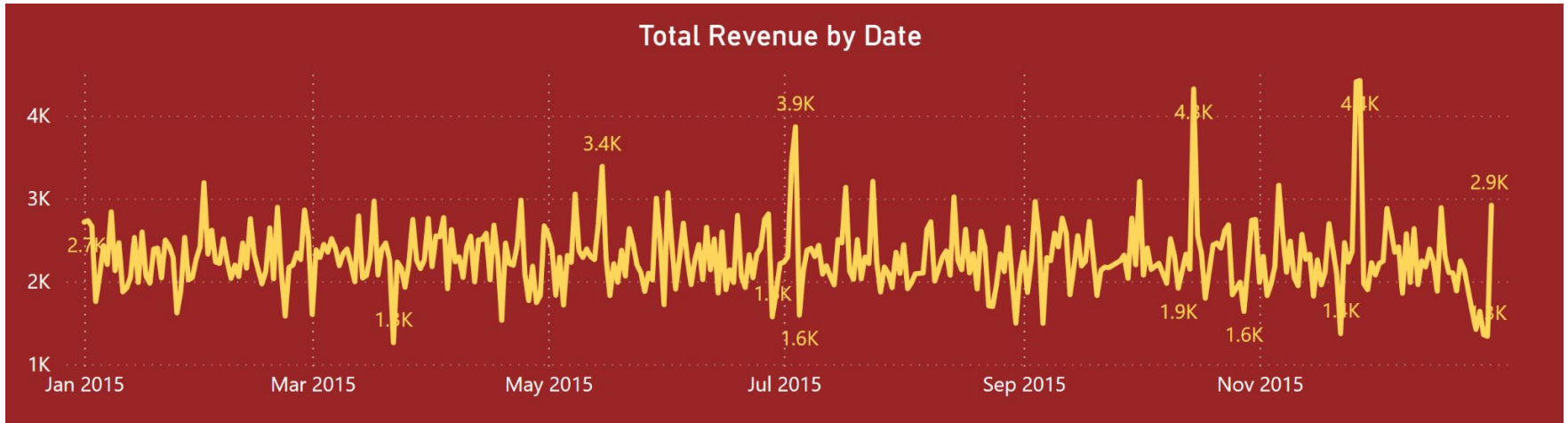
Trendline (2)

Weekly: Weekly totals are more stable, typically between **15K–17K**, with occasional dips (~11K) and peaks (~19K). The trend shows consistent weekly performance but with noticeable increases around **week 45–48**, aligning with the pre-holiday shopping period. A sharp drop follows at the year's end, likely due to post-season slowdowns.



Trendline (3)

Daily: Daily revenue fluctuates significantly between ~1K and 4.8K, showing multiple short-term spikes and dips. This high volatility suggests variations in daily transactions or promotions in Holidays (etc 26, 27 Nov which are black friday that year). Despite the fluctuations, looking closer, revenue remains relatively stable in the 2K–3K range most of the year



Weekdate and time (1)

Peak Days:

The highest revenues occur between **Thursday and Saturday**, with Friday leading overall ($\approx 0.14\text{M}$). This indicates strong end-of-week purchasing behavior, likely linked to social gatherings, dining out, or weekend preparations.

Early-week days (Monday–Wednesday) show steady but lower sales ($\sim 0.11\text{M}$ each), suggesting reduced midweek activity.

	0.11M	0.11M	0.11M	0.12M	0.14M	0.12M	0.10M	
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
9		83.00						83.00
10	50.25		76.65	86.50		52.75	37.50	303.65
11	7,767.00	7,147.05	8,686.50	7,731.65	6,449.30	3,335.55	3,818.75	44,935.80
12	18,596.10	18,364.85	17,359.10	19,042.20	18,227.05	10,299.80	9,988.80	111,877.90
13	13,292.20	16,889.00	15,478.75	18,807.10	17,144.55	13,001.15	11,452.95	106,065.70
14	7,614.80	8,084.65	8,382.30	9,423.10	8,583.45	8,646.40	8,466.70	59,201.40
15	6,868.80	6,922.50	7,677.25	7,594.30	7,182.05	8,671.55	8,075.85	52,992.30
16	8,907.75	10,449.70	9,580.40	10,795.05	9,642.15	10,588.10	10,092.25	70,055.40
17	11,893.70	10,980.50	12,792.40	14,064.55	12,622.40	12,107.60	11,776.30	86,237.45
18	11,044.70	10,403.80	12,516.95	13,335.85	15,440.05	14,591.25	11,964.25	89,296.85
19	8,853.85	9,960.95	8,495.45	9,639.60	12,287.05	13,956.25	9,435.75	72,628.90
20	5,866.25	7,943.85	6,544.95	7,530.50	11,659.15	12,031.60	6,639.10	58,215.40
21	4,638.15	4,470.45	4,439.40	3,537.50	10,131.80	9,811.15	5,001.35	42,029.80
22	1,869.05	2,433.50	2,378.30	1,896.60	6,274.20	5,579.30	2,384.20	22,815.15
23	66.95			44.00	430.70	509.95	69.75	1,121.35

Weekdate and time (2)

- **Peak Times of Day:**

The most active sales periods are during **lunch hours (11 AM–2 PM)** and **evening hours (6–10 PM)**.

- **Lunch period:** consistent customer traffic for meals or short breaks.
- **After-work period:** significant spikes, especially toward the weekend, reflecting leisure or takeaway purchases.

- **Overall Insight:**

Sales are **time-sensitive and event-driven**, clustering around meal times and weekends. This pattern highlights strong **demand during social and leisure periods** and suggests that promotional efforts or staffing resources should be prioritized for **Thursday–Saturday evenings and lunch peaks**.

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Revenue and Quantity

By both **total revenue** and **quantity sold**, the ranking is:

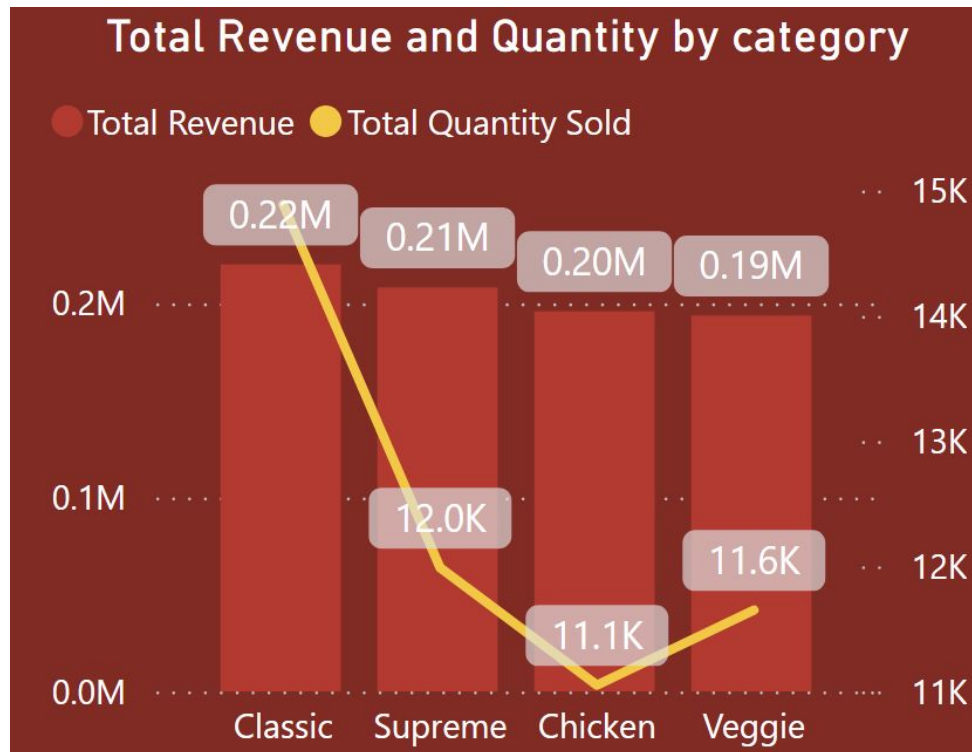
Classic – Highest ($\approx 0.22\text{M}$ revenue, 15K units)

Supreme – Second ($\approx 0.21\text{M}$, 12K units)

Chicken – Third ($\approx 0.20\text{M}$, 11.1K units)

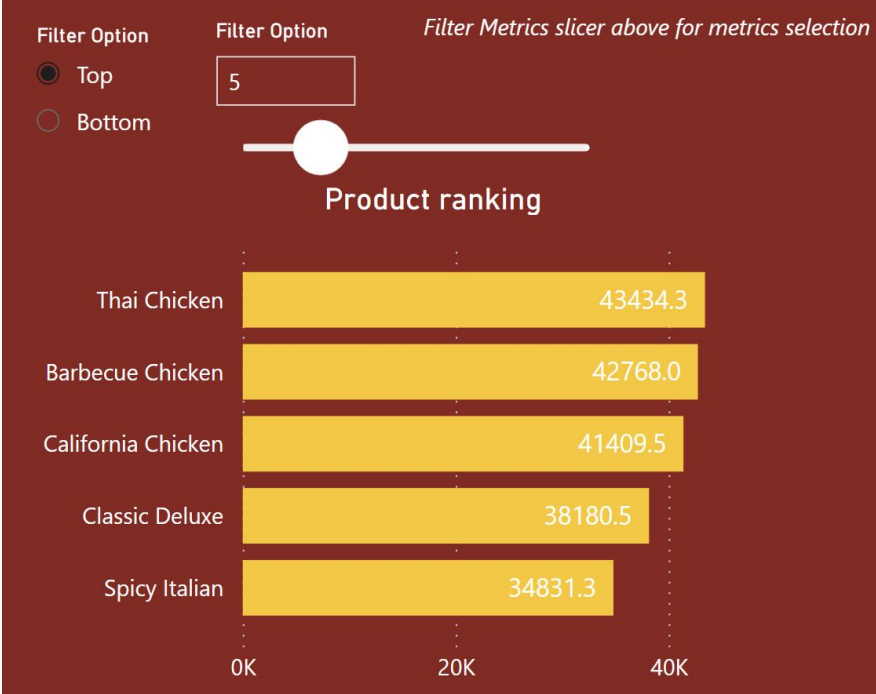
Veggie – Lowest ($\approx 0.19\text{M}$, 11.6K units)

Classic pizzas lead in both sales and revenue, while Veggie and Chicken perform similarly but generate slightly less overall.

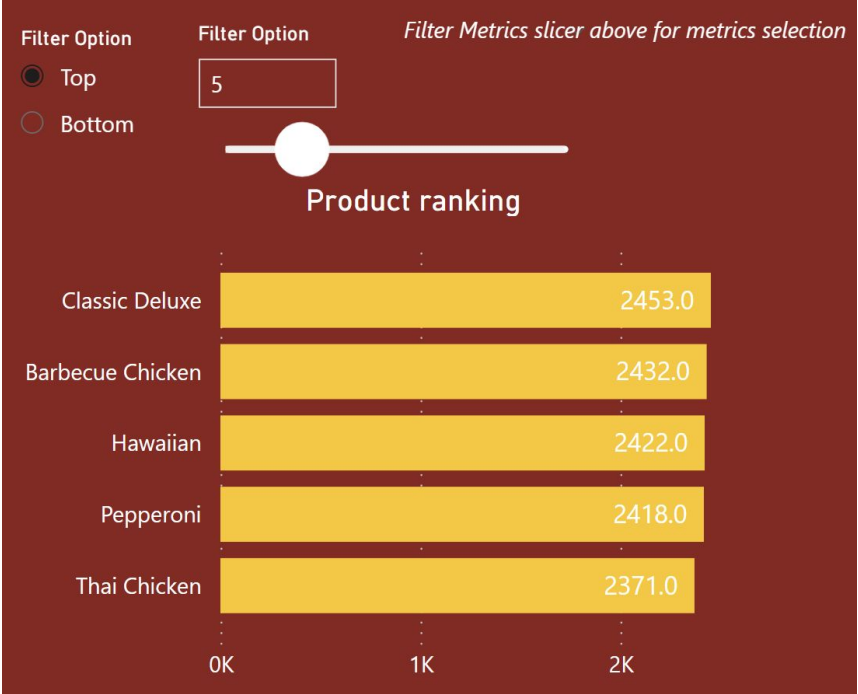


Rank top 5 Pizzas by Revenue and Quantity

Revenue



Quantity



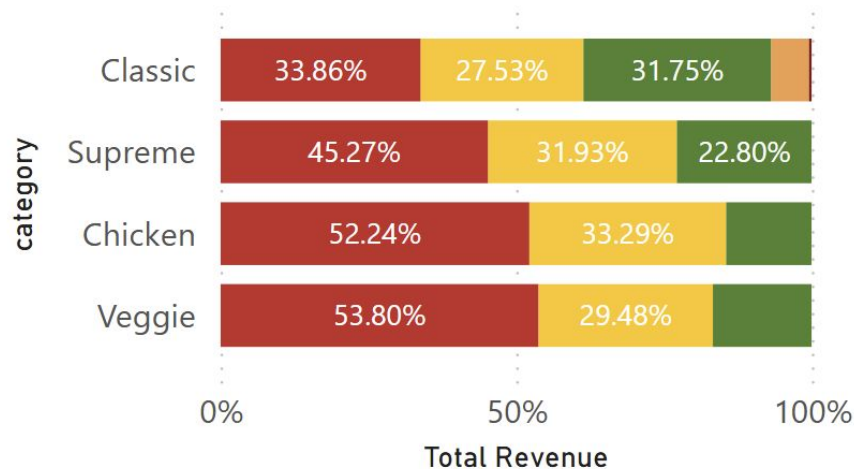
Correlation between size and Revenue

Across all categories, **large (L)** pizzas dominate total revenue, contributing between **33%–54%** of sales.

- **Veggie (53.8%)** and **Chicken (52.2%)** rely most heavily on large sizes, suggesting customer preference for bigger portions in these categories.
- **Supreme (45.3%)** also shows strong large-size demand but with more balanced contributions from **medium (31.9%)** and **small (22.8%)** sizes.
- **Classic (33.9%)** is the most evenly distributed, with notable sales from **medium (27.5%)** and **small (31.8%)** pizzas.

Total Revenue by category and size

size ● L ● M ● S ● XL ● XXL



Top and bottom 5 Ingredients

