

PIZZA SALES REPORT

Jan/15-Dec/15

Pizza Category

All

01-01-2015

31-12-2015

Overview

Business Trends

Product Insights

817.86K

Total Revenue

38.31

Average Order Value

49574

Total Pizzas Sold

21350

Total orders

2.32

Avg Pizzas/Order

138.47

Avg Pizzas Sold /Day

BUSIEST DAYS & TIMES

DAYS

Orders are **highest** on weekends, **Friday/Saturday** evenings.

MONTHLY

There are **maximum** orders from month of **July and January**.

SALES PERFORMANCE

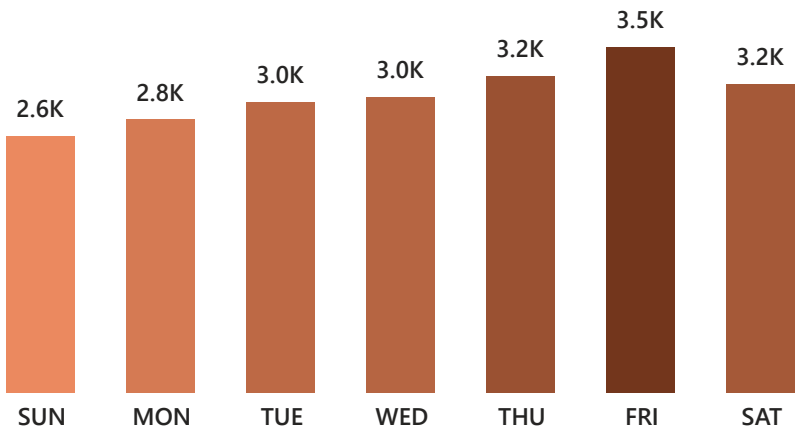
CATEGORY

Classic Category contributes to **maximum** sales & total orders.

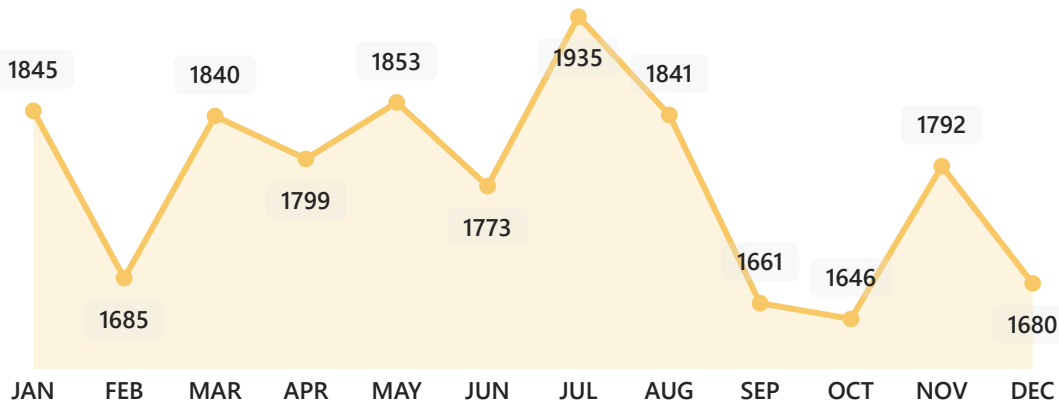
SIZE

Large size pizza contributes to the **maximum** sales.

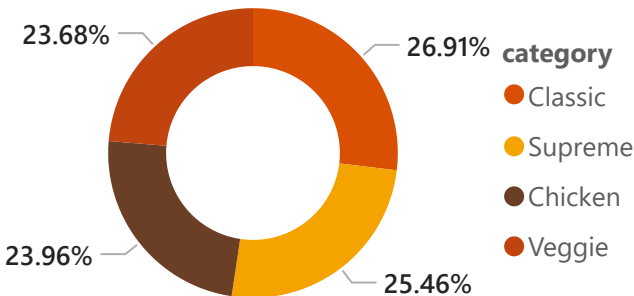
Daily Trend for Total Orders



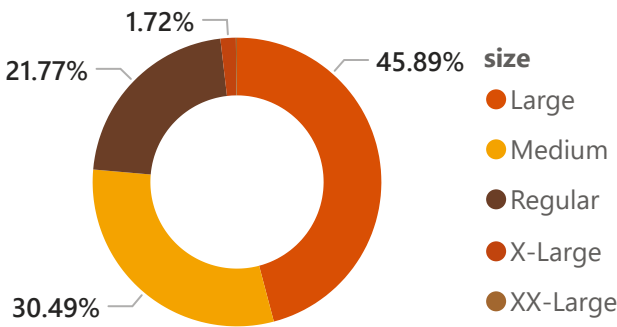
Total orders by Order Month



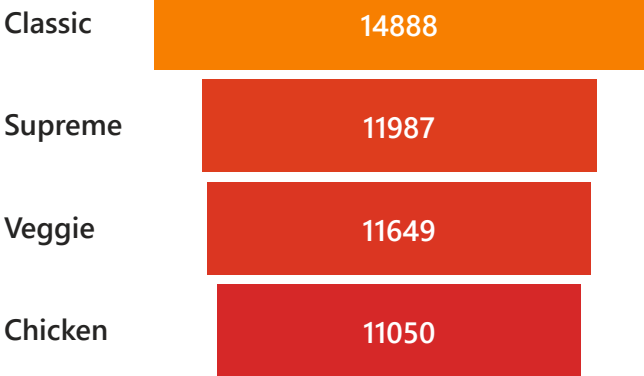
% of Sales by Pizza Category



% of Sales by Pizza Size



Total Pizzas Sold by Pizza category



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BEST SELLERS

REVENUE

The Thai Chicken Pizza contributes to maximum revenue

QUANTITY

The Classic Deluxe Pizza contributes to the maximum quantities.

TOTAL ORDERS

The Classic Deluxe Pizza contributes to the maximum Total Orders.

WORST SELLERS

REVENUE

The Brie Carre Pizza contributes to minimum revenue

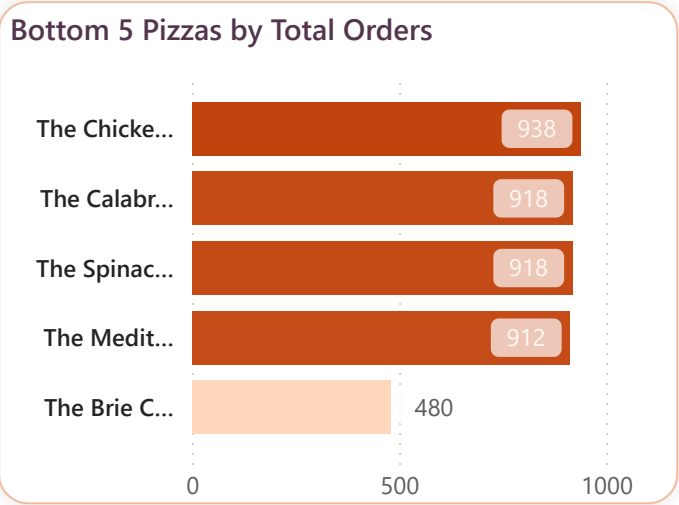
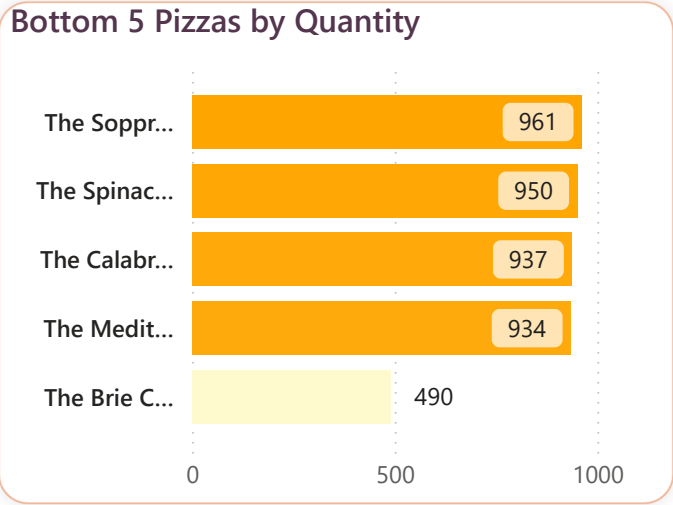
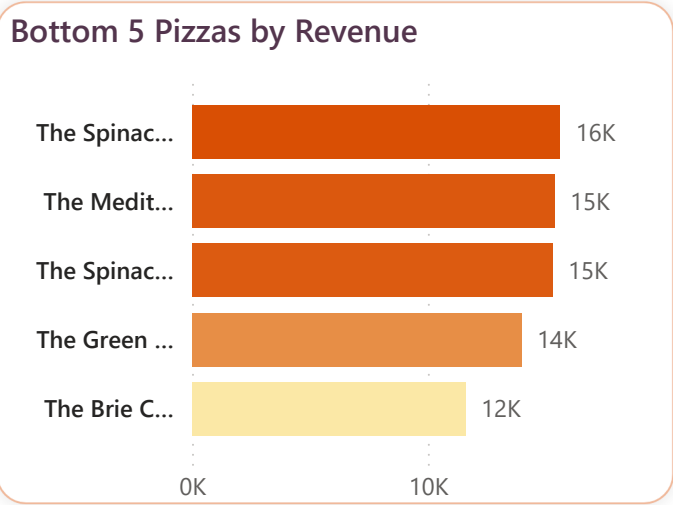
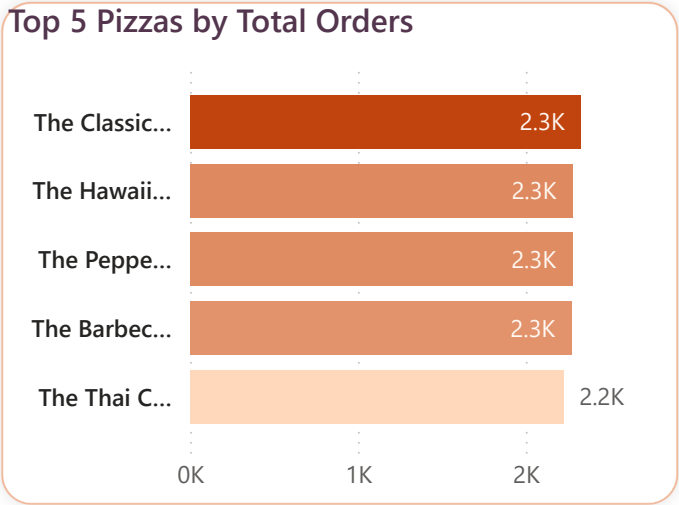
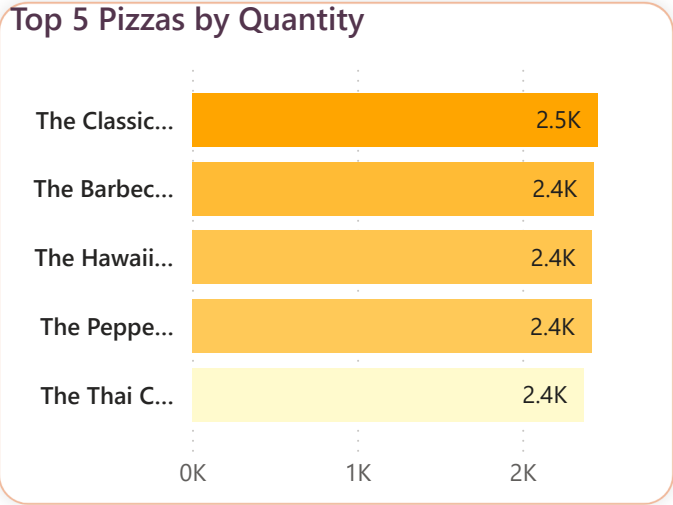
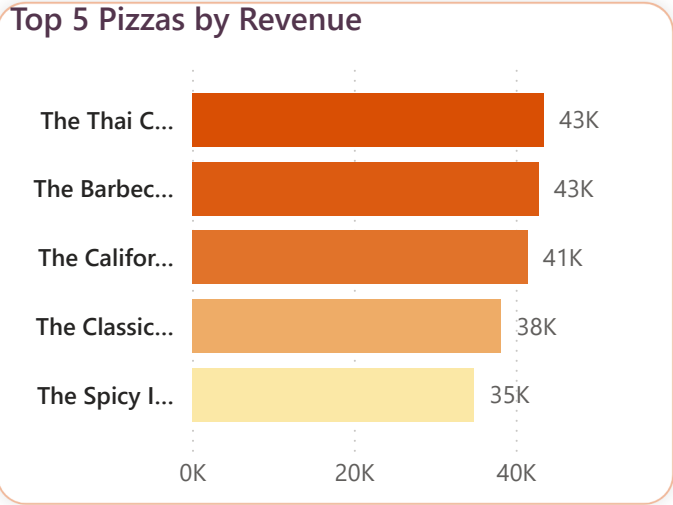
QUANTITY

The Brie Carre Pizza contributes to the minimum quantities.

TOTAL ORDERS

The Brie Carre Pizza contributes to the minimum Total Orders.

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Total Revenue	Average Order Value	Total Pizzas Sold	Total orders	Avg Pizzas/Order	Avg Pizzas Sold /Day



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REVENUE TRENDS

CUMULATIVE GROWTH

Consistent daily growth is seen in **revenue**.

CUSTOMER DEMAND PATTERNS

PEAK ORDER HOURS

Orders spike between **12-2 PM**. **Lunchtime** and **evening** hours dominate pizza demand.

TOP 3 PIZZAS

Each category has distinct top performers- optimize offerings by tracking these leaders.

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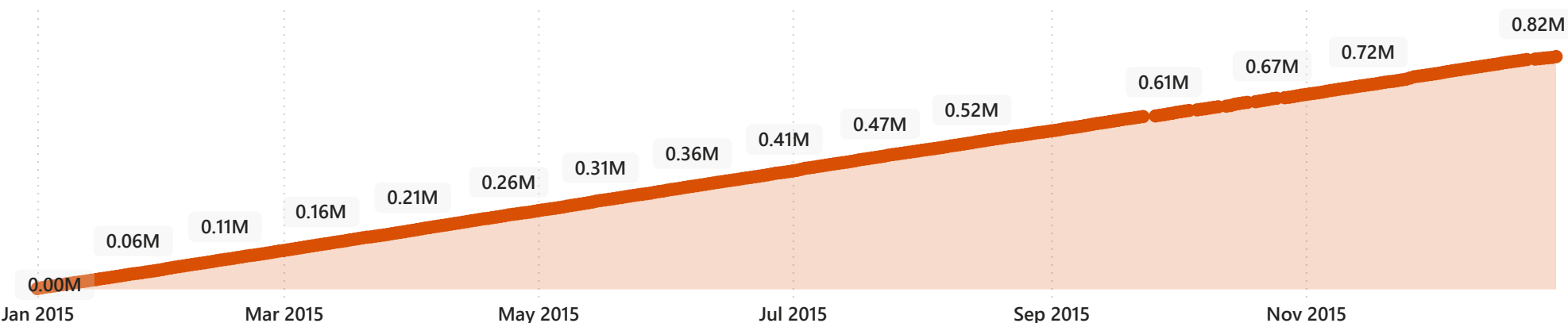
2.32

Avg Pizzas/Order

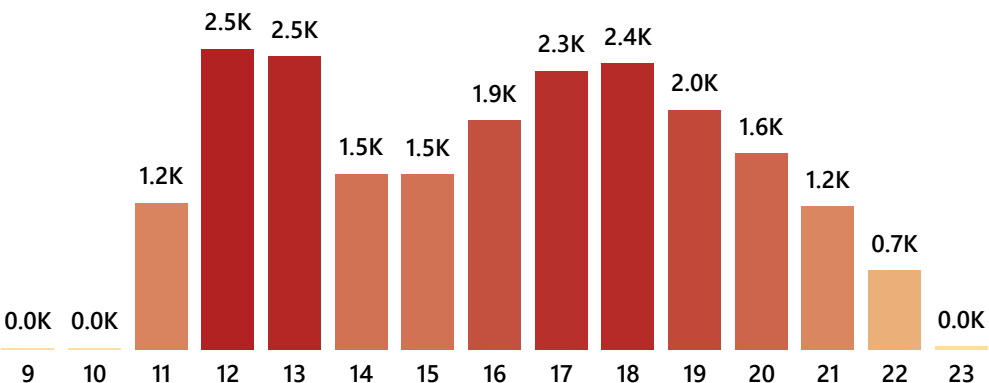
138.47

Avg Pizzas Sold /Day

Cumulative Revenue Generated Over Time



Hourly Pizza Order Trends



Top 3 Pizza Types by Revenue in each Category

category	Total Revenue	Pizza Rank Per Category
Chicken	1,27,611.75	1
The Thai Chicken Pizza	43,434.25	1
The Barbecue Chicken Pizza	42,768.00	2
The California Chicken Pizza	41,409.50	3
Classic	1,00,615.50	1
Supreme	99,248.50	1
Veggie	85,112.95	1
Total	4,12,588.70	1