

Pizza Sales Analysis 2015

Total Sales Amount

€ 817,86K

Total Pizza Sold

50K

Total Order Count

21K

Avg. Order Value

€ 38,31

Avg. Daily Order Count

59,64

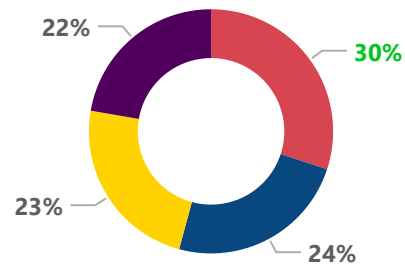
Select Category

All

Select Size

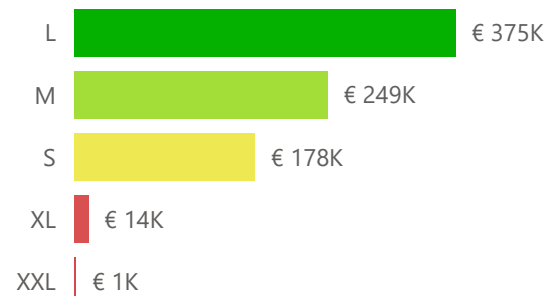
All

Sales Percentage by Category

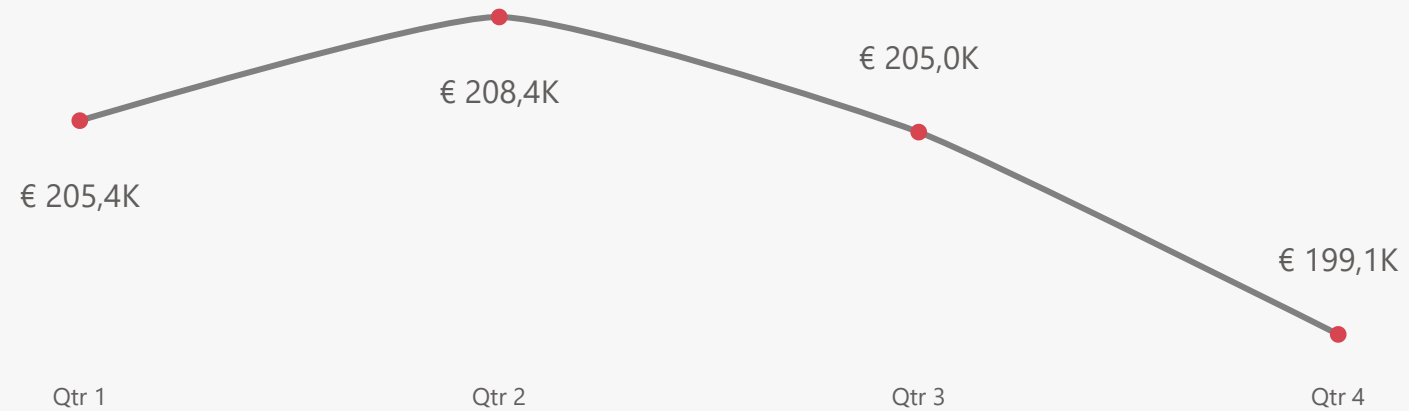


● Classic ● Supreme ● Veggie ● Chicken

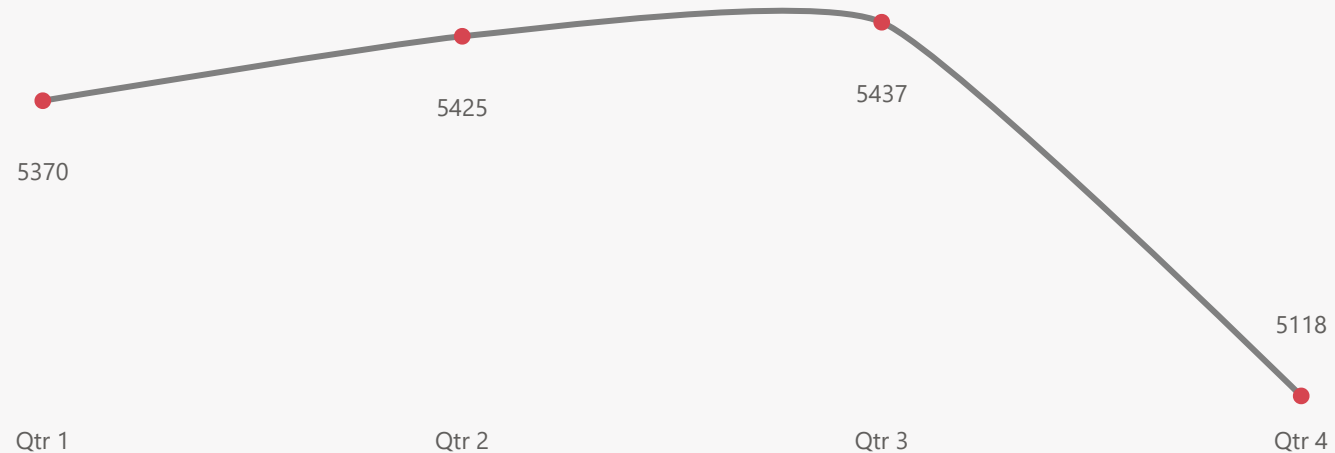
Sales Amount by Size



Sales Amount



Order Count



Quarter

Month

Day

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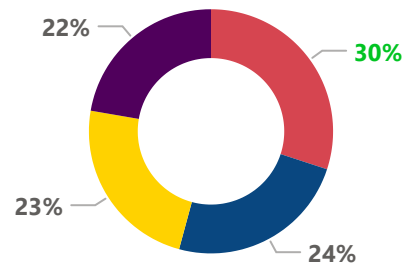
Select Category

All

Select Size

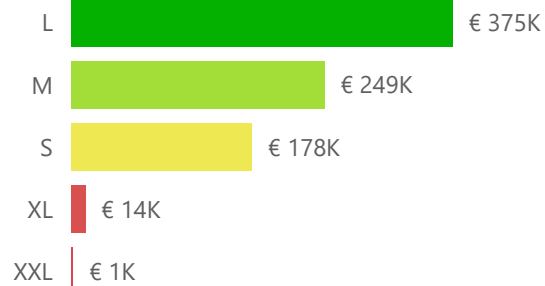
All

Sales Percentage by Category



● Classic ● Supreme ● Veggie ● Chicken

Sales Amount by Size



Sales Amount by Time



Order Count by Time



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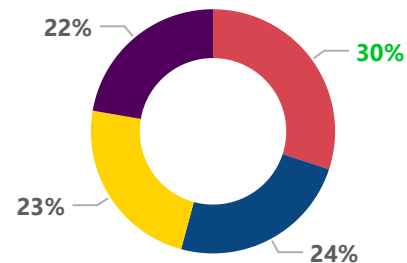
Select Category

All

Select Size

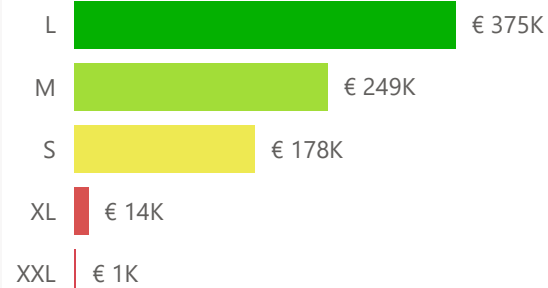
All

Sales Percentage by Category



● Classic ● Supreme ● Veggie ● Chicken

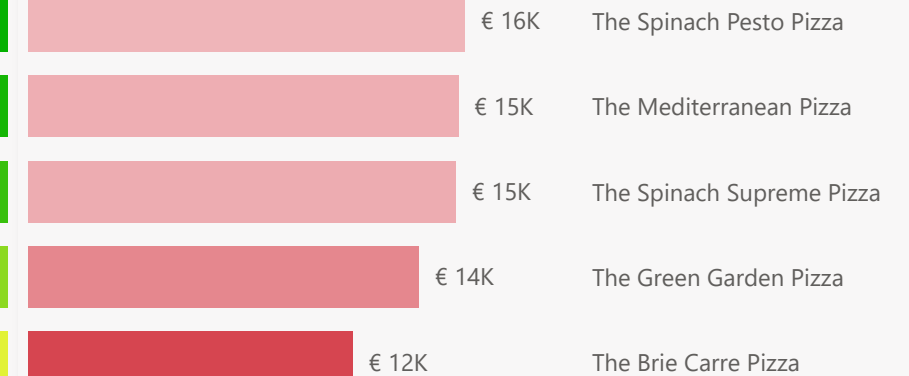
Sales Amount by Size



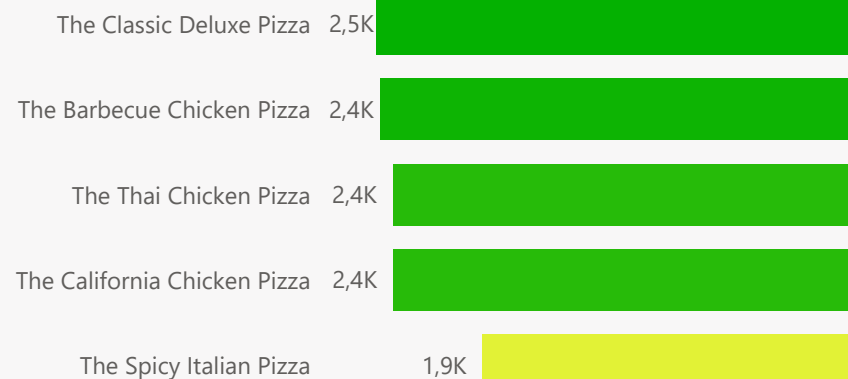
Top 5 Products by Sales Amount



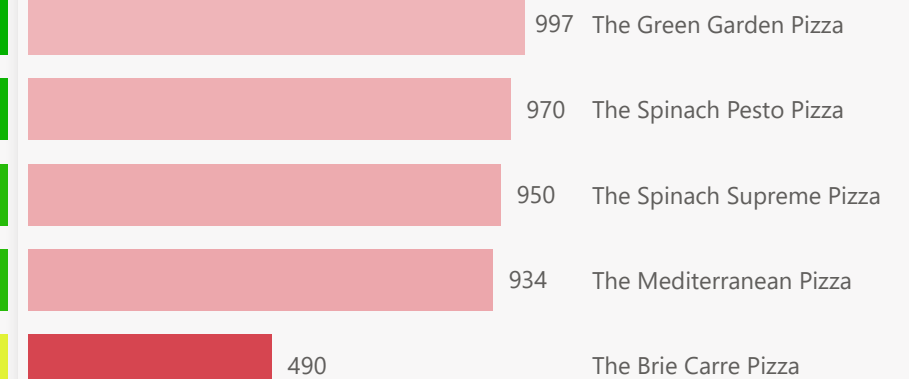
Bottom 5 Products by Sales Amount



Top 5 Products by Quantity



Bottom 5 Products by Sales Amount



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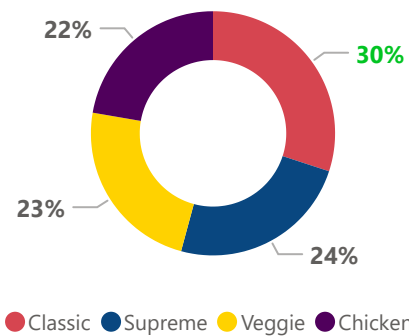
€ 38,31

Avg. Daily Order Count

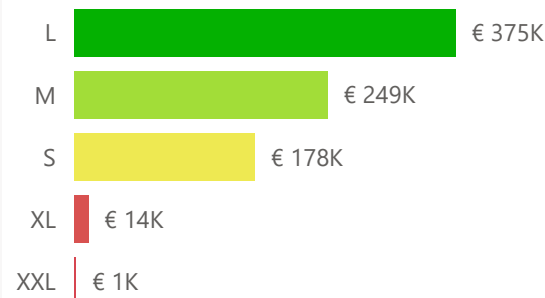
59,64

Findings & Insights

Sales Percentage by Category



Sales Amount by Size



- Classic category leads with **30%** of the total sales.
- **Small, Medium** and **Large** sizes account for **98%** of the total sales. Discontinuation of **XL** and **XXL** sizes should be considered.
- **Autumn** and **Winter** seasons are the **lowest** (except **January** and **November**), **Spring** and **Summer** are the **highest** seasons in terms of total sales and order count.
- **Friday** peaks with **€ 136K** as the busiest among all days. **Thursday** and **Saturday** are following.
- The restaurant is the **busiest** around **lunch (12:00-14:00)** and **dinner time (17:00-19:00)**. Products and personnel should be organized accordingly.
- It might be a good decision to remove **The Brie Carre Pizza** from the menu as it's by far the **least** popular among all pizzas.