PIZZA SALES ANALYSIS REPORT

Data Source: Power BI Dashboard
Tools Used: Power BI, Excel, SQL

Summary

This dashboard provides an overview of pizza sales performance by category, time (month/quarter), and product. The key highlights include total revenue, average order value, and top-performing pizzas, providing stakeholders with clear insights for decision-making.

Trend Analysis

Total Revenue by Month

- **Peak revenue** observed in **July($72.6K)**

- Gradual decline from **August to October($68.3K - $64.0K)**

- Indicates possible seasonal trend or decreased promotions in Q3

PIZZA SALES ANALYSIS REPORT

Total Orders by Month

- Follows a declining pattern as revenue

- Suggests stable average pricing, but reduced demand later in the year

Average Order Value per Month

- Consistent across months (~$38)

- No significant fluctuations, showing price or portion consistency

Quarter-Wise Insights

- **Total Orders and Revenue** are **evenly distributed across all four quarters**

- Revenue per quarter ranges from **$199K to $208K**

- No strong seasonality in quarterly performance, which is a good sign of business consistency

Product Insights

- **The Big Meat Pizza** is the best-selling item — customer favorite (overall)
- The list of other pizza category and their best selling pizza

Pizza Category	Best selling Pizza
Big Meat	The Big Meat Pizza
Brie Carre	The Brie Carre Pizza
Calabrese	The Calabrese Pizza
Hawaiian	The Hawaiian Pizza

PIZZA SALES ANALYSIS REPORT

Mexicana	The Mexicana Pizza
Napolitana	The Napolitana Pizza
Peppreoni	The Pepperoni Pizza
Sicilian	The Scilian Pizza
The Greek	The Greek Pizza

Business Recommendations

1. **Reinvest in Top-Selling Months:** Boost inventory and staffing in high-demand months like **July and May**.

2. **Investigate Q3 Dip:** Analyze customer behavior in **September–October** and explore possible promotions to counter the decline.

3. **Promote Best Sellers:** Use **The Big Meat Pizza** in combo deals or loyalty programs.

4. **Introduce Dynamic Pricing or Bundles:** Especially in low-revenue months to boost average order value.

5. **Maintain High Performers:** Stable order value and revenue show product and pricing strength — continue consistent quality and service

Conclusion

The pizza sales analysis highlights consistent business performance with a strong average order value of $38.3 and total revenue of $817.9K. July recorded the highest sales, while The Big Meat Pizza emerged as the best-selling product. Although sales remained steady across quarters, a noticeable decline from August to October suggests potential seasonality or reduced promotional activity. These insights can guide strategic decisions such as targeted marketing, inventory planning, and product bundling. Leveraging data visualization tools like Power BI has

PIZZA SALES ANALYSIS REPORT

enabled clear identification of sales patterns, empowering the business to make informed decisions and drive future growth.