

Days:

The busiest times for orders align with weekends, with Friday and Saturday evenings standing out as peak periods. Customers exhibit a preference for indulging in our offerings during the end of the week.

Monthly:

An intriguing pattern emerges in the monthly data, with July and January consistently demonstrating the highest order volumes. Seasonal or celebratory factors may contribute to this observed trend.

Sales Analysis

Category Impact:

Within our product categories, the Classic Category plays a pivotal role in driving both sales revenue and total order quantities. Its popularity suggests a strong customer affinity for the timeless and traditional offerings within this category.

Size Influence:

Delving into size preferences, our analysis reveals that large-sized pizzas significantly contribute to overall sales performance. This insight could inform marketing strategies, promotions, or product offerings that cater to the prevalent customer preference for larger-sized pizza options. Understanding and leveraging these trends can enhance our competitive edge in the market.

Best Sellers

Revenue:

The Thai Chicken Pizza emerges as the top revenue generator, showcasing its popularity and strong customer demand.

Quantity:

For total quantities sold, the Classic Deluxe Pizza takes the lead, indicating a consistent preference for this particular pizza variety among customers.

Total Orders:

Consistent with quantity, the Classic Deluxe Pizza holds the highest position in total orders, further emphasizing its popularity and widespread appeal.

Worst Sellers

Revenue:

The Brie Carre Pizza registers the minimum revenue, signaling a potential area for reevaluation in terms of marketing or product positioning.

Quantity:

Similarly, in terms of total quantities sold, the Brie Carre Pizza contributes the least, suggesting a lower demand compared to other offerings.

Total Orders:

Aligning with quantity and revenue, the Brie Carre Pizza also records the minimum total orders, highlighting the need for a closer examination of its market reception and potential adjustments in the product strategy.