

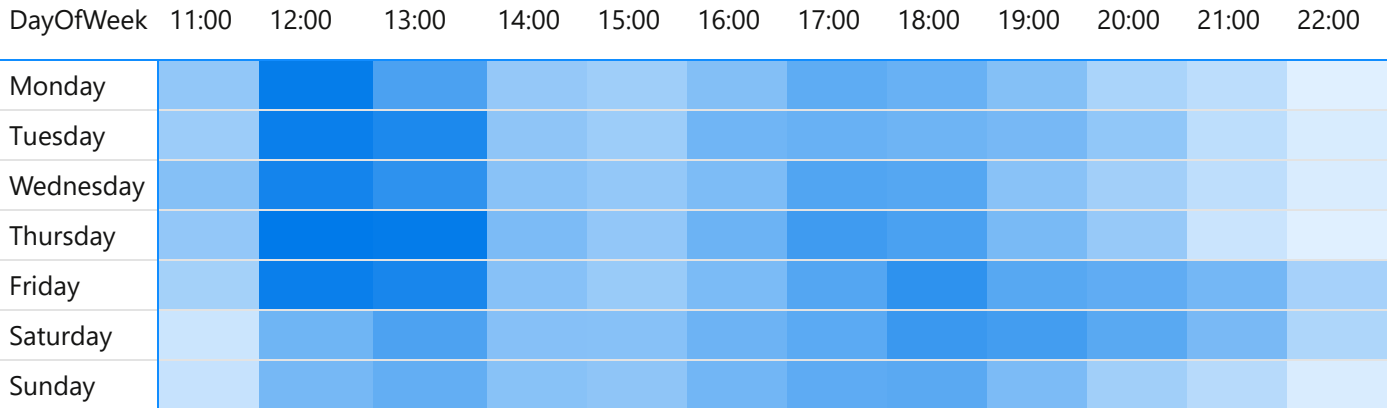
Pizza Sales Report - 2015

This dashboard offers a detailed breakdown of your pizzeria's sales in 2015, revealing peak sales times, popular pizza types and sizes, aswell as top and bottom performing pizzas by revenue.

In the given timeframe a total of **49,57K pizzas were sold**, generating a **revenue of 817,86K**.

No significant seasonality effects were observed during 2015, however some significant fluctuations were observed depending on the time of day and the day of the week. This suggests potential opportunities to optimize staffing and/or opening hours.

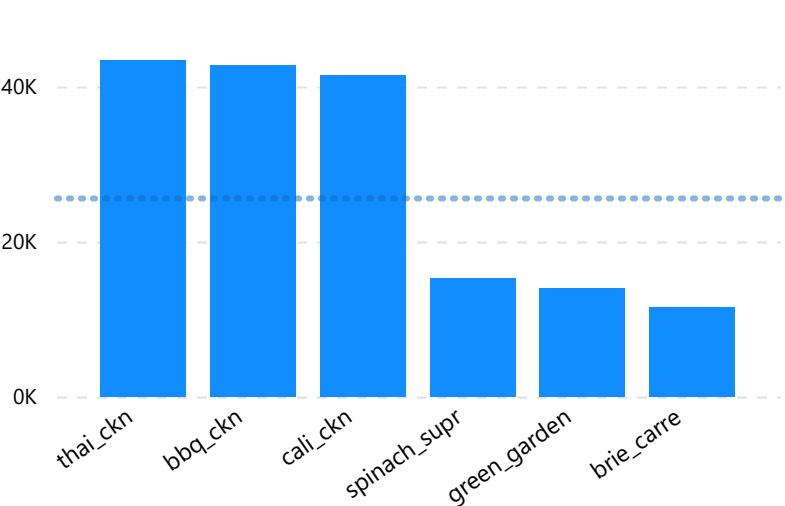
Number of orders through the week



Focusing on peak sales times between **12:00 to 14:00 combined with 18:00 to 19:00**, we observe a **37,6%** contribution to the total revenue.

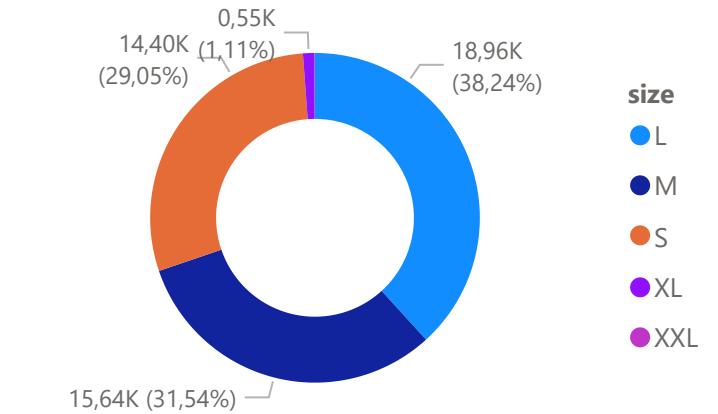
The timeframe with the lowest activity, **22:00 to 23:00**, only contributes **2,8%** to the total revenue.

Revenue by pizza type



- All three best performing pizzas by revenue were in the same category 'chicken'.
- The average revenue per pizza type was 25,56K.
- At 43,43K the top performing pizza thai_ckn was 69,9% higher than the average revenue per pizza.
- At 11,59K bottom performing brie_carre was 54,7% lower than the average revenue per pizza.

Ordered pizzas by size



Sizes S, M, and L are all very popular, while XL and XXL with a combined share of under 1,2%, are very unpopular.