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Best/Worst Seller



DOMINOS SALES ANALYSIS (Jan 22-23)

01-01-2023

31-12-2023

Pizza Category

All

38.31

AVG Order

2.32

Avg pizza per order

21K

Total ORDER

817.86K

Total Revenue

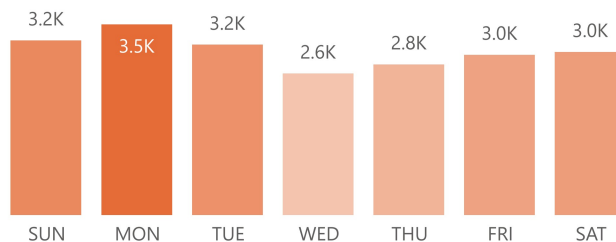
50K

Total pizza sold

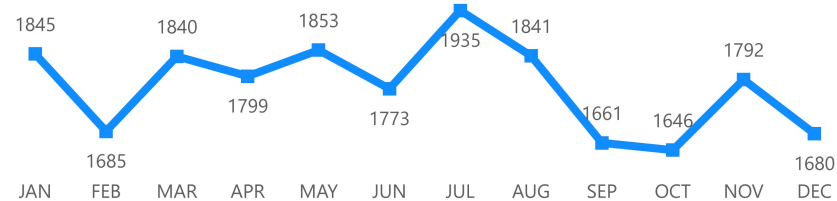
BUSINESS INSIGHT

- **Classic** Pizza have **Highest % of sales** all category
- Customer prefer **Large** pizza size the most
- **JAN** is the most **Order** generating months of the year
- Order are **highest** in weak-end **Friday to Tuesday**

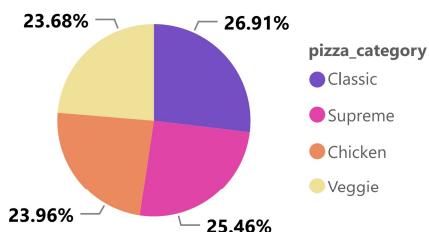
Daily Trend by Total Orders



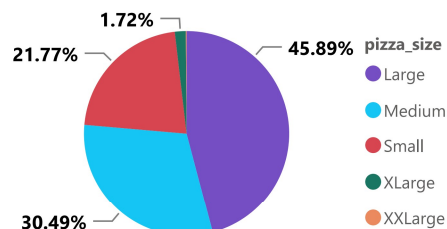
Monthly Trend for Total Orders



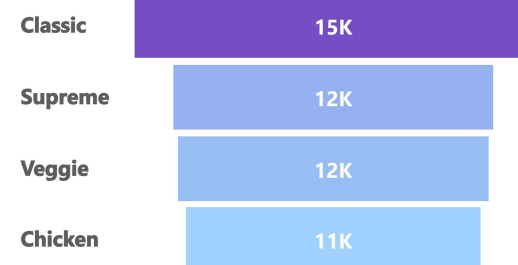
% of Sales by Pizza_Category



% of Sales by Pizza Size



Total pizza sold by pizza_category





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Best/Worst Seller >



DOMINOS SALES ANALYSIS (Jan 22-23)

Pizza Category

Select all

Chicken

Classic

Supreme

Veggie

38.31

AVG Order

2.32

Avg pizza per order

21K

Total ORDER

817.86K

Total Revenue

50K

Total pizza sold

BEST SELLER

REVENUE: Chicken pizza brought max Revenue

Order: Deluxe pizza have maximum order

Quantity: Deluxe pizza win the race in term of quantity

Top 5 Pizza by order

The Classic Delux...	2.3K
The Barbecue Chi...	2.3K
The Thai Chicken ...	2.2K
The California Chi...	2.2K
The Spicy Italian ...	1.8K

Top 5 Pizza by Revenue

The Thai Chicken Pizza	43K
The Barbecue Chicken ...	43K
The California Chicken ...	41K
The Classic Deluxe Pizza	38K
The Spicy Italian Pizza	35K

Top 5 Pizza by Quantity

The Classic Deluxe Piz...	2.5K
The Barbecue Chicken...	2.4K
The Thai Chicken Pizza	2.4K
The California Chicken...	2.4K
The Spicy Italian Pizza	1.9K

WORST SELLER

REVENUE: Brie Carre pizza brought minimum Revenue

Order: Brie Carre pizza have minimum order

Quantity: Spicy Italian pizza loose the race in term of quantity

Bottom 5 Pizza by Order

The Green Gar...	976
The Spinach P...	945
The Spinach S...	918
The Mediterra...	912
The Brie Carre...	480

Bottom 5 Pizza by Revenue

The Spinach Pesto Pizza	16K
The Mediterranean Pizza	15K
The Spinach Supreme ...	15K
The Green Garden Pizza	14K
The Brie Carre Pizza	12K

Bottom 5 Pizza by Quantity

The Classic Deluxe Pizza	2.5K
The Barbecue Chicken Pizza	2.4K
The Thai Chicken Pizza	2.4K
The California Chicken Pizza	2.4K
The Spicy Italian Pizza	1.9K