



Joey's
Pizza Place

Sales Review Dashboard



Time Period

All

Category

Size

Category

- ☐ Chicken
- ☐ Classic
- ☐ Supreme
- ☐ Veggie

Sales

Sales By Category

Classic	\$6.32M
Veggie	\$5.04M
Supreme	\$5.03M
Chicken	\$3.33M

21.35K

Number of Orders

50K

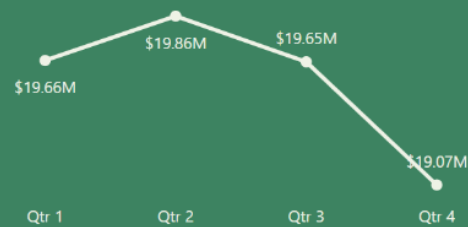
Quantity

\$78.24M

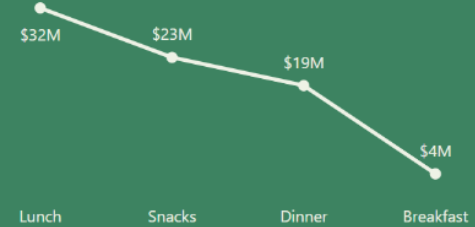
Sales



Sales by Quarter



Sales by Part of the Day



Quantity

Top 5 Pizzas By Sales

The Barbecue Chicken Pizza	\$1,22,208
The Thai Chicken Pizza	\$1,19,142.75
The Classic Deluxe Pizza	\$1,18,970.5
The Hawaiian Pizza	\$97,485.5
The Pepperoni Pizza	\$90,675

Top

Bottom



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Time Period

All

Category

Size

Size

☐ L

☐ M

☐ S

☐ XL

☐ XXL

Quantity

Quantity Sold By Size

L	18956
M	15635
S	14403
XL	552
XXL	28

21.35K

Number of Orders

50K

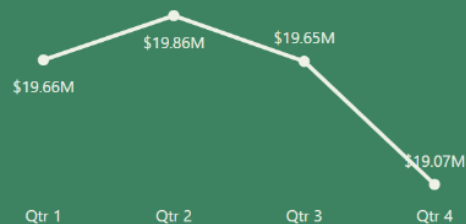
Quantity

\$78.24M

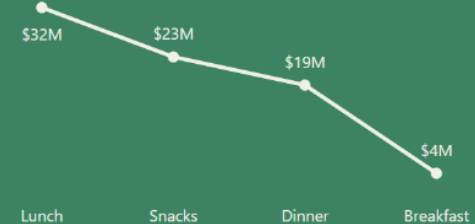
Sales



Sales by Quarter



Sales by Part of the Day



Sales

Bottom 5 Pizzas By Quantity

The Soppressata Pizza	961
The Spinach Supreme Pizza	950
The Calabrese Pizza	937
The Mediterranean Pizza	934
The Brie Carre Pizza	490

Top

Bottom



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Findings:



1. Q4 has lowest Sale in the year.
2. Sales during breakfast is least.
3. The Brie Carre Pizza is least popular as it has lowest sale.
4. XL and XXL have least revenue whereas L has highest revenue.
5. Chicken category is not liked by customers as it has lowest sale and quantity sold

Suggestions to the Business:

1. Introduce Happy Hours during Breakfast and Dinner to attract more customers.
2. Introduce Festival offers in Q4 to attract more footfalls.
3. Stop or upgrade ingredients of Bottom 5 selling Pizzas.
4. Train employees to Upsell XL and XXL pizzas to customers.
5. Upgrade the ingredients of all the pizzas in Chicken category.

