



PIZZA SALES ANALYSIS



817,860

Total Revenue



21350

Total Orders



49574

Total Pizza Sold



\$38.31

Avg Order Value



MENU



Sales Trends



Products/ Ingredients
Performance



Other Analysis



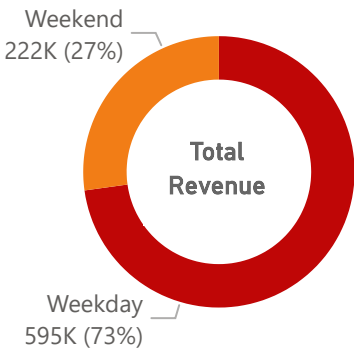
Report

Month

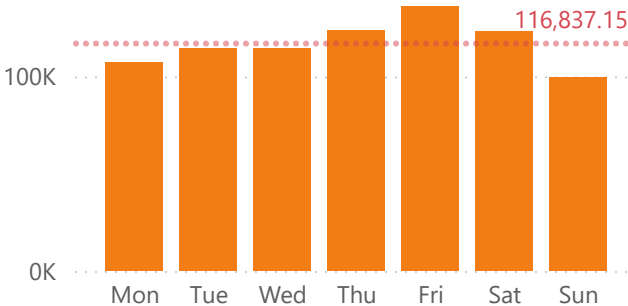
All

category

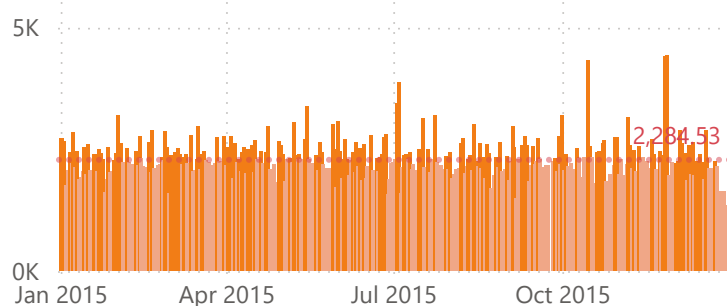
All



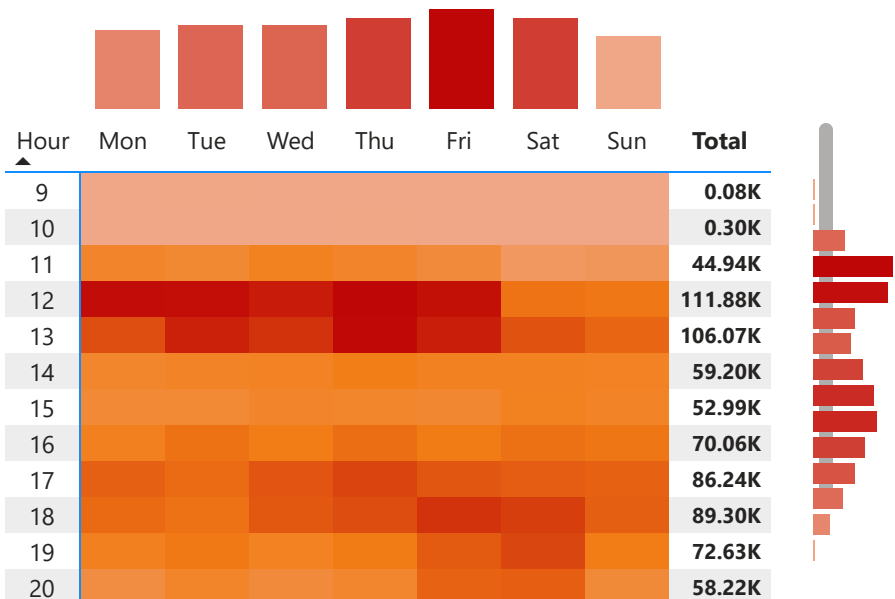
Sales Trends On Daily Basis



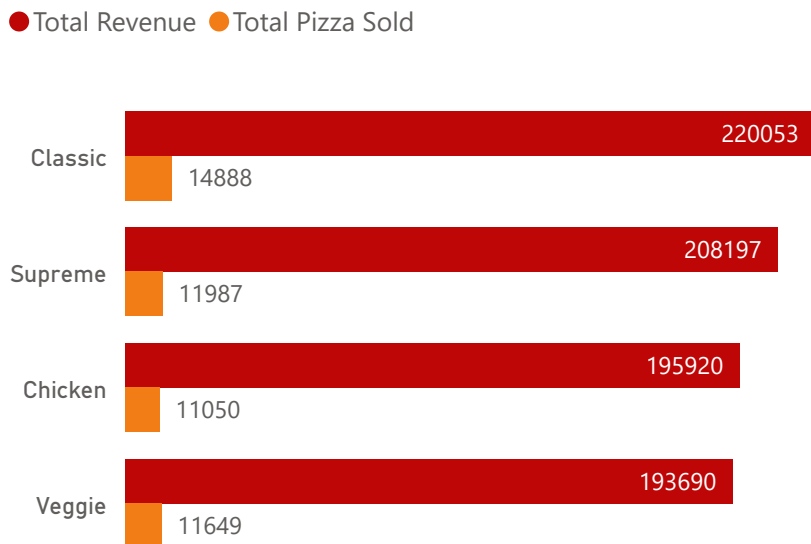
Sales Trends By Day Of The Month



Sales by Day/Hour



Sales By Product Category





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Report

Date

1/01/2015



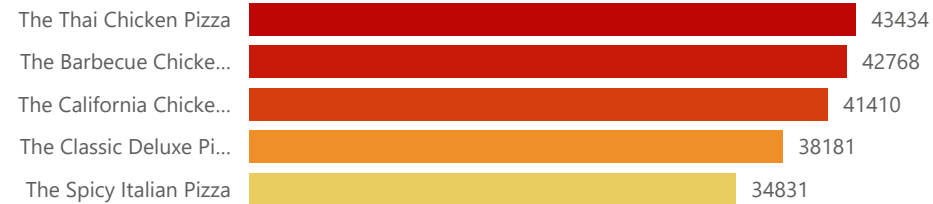
31/12/2015



Category

All

Top 5 Pizzas by Total Revenue



Top 5 Pizzas By Quantity Sold



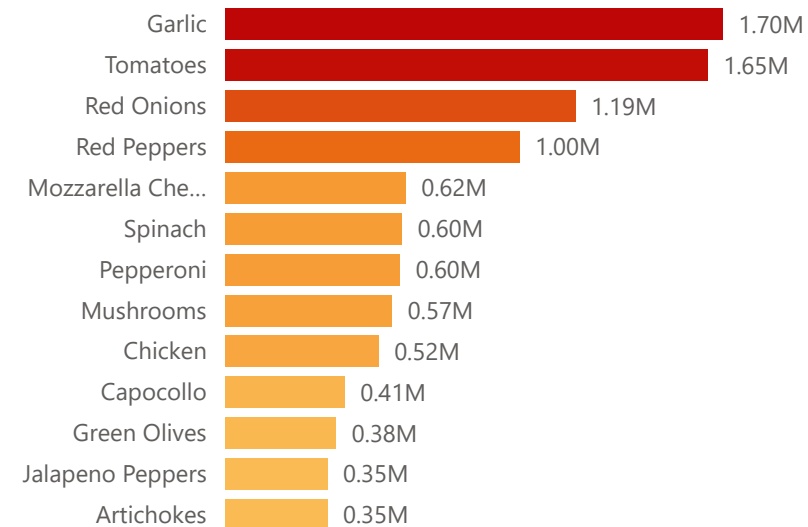
Bottom 5 Pizzas by Total Revenue



Bottom 5 Pizzas By Quantity Sold



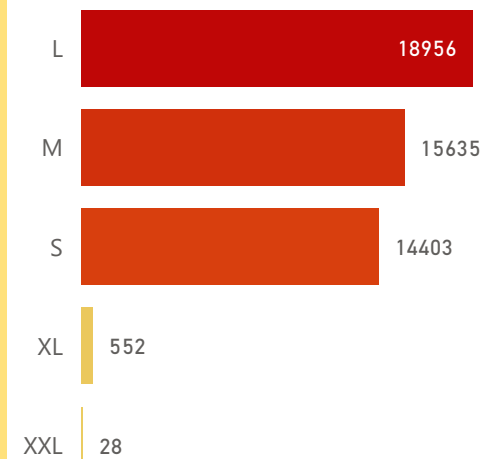
Total Sales By Pizza Ingredient



Most popular Pizza Ingredients

Ingredient	Quantity
Garlic	27422
Tomatoes	26601
Red Onions	19547
Red Peppers	16284
Mozzarella Cheese	10333
Pepperoni	10300
Spinach	10012
Mushrooms	9624
Chicken	8443
Capocollo	6572
Green Olives	6174
Artichokes	5682
Jalapeno Peppers	5643
Green Peppers	5224
Feta Cheese	4748

Total Pizza Sold by Size





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MENU



Sales Trends



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Report

Date

1/01/2015

31/12/2015

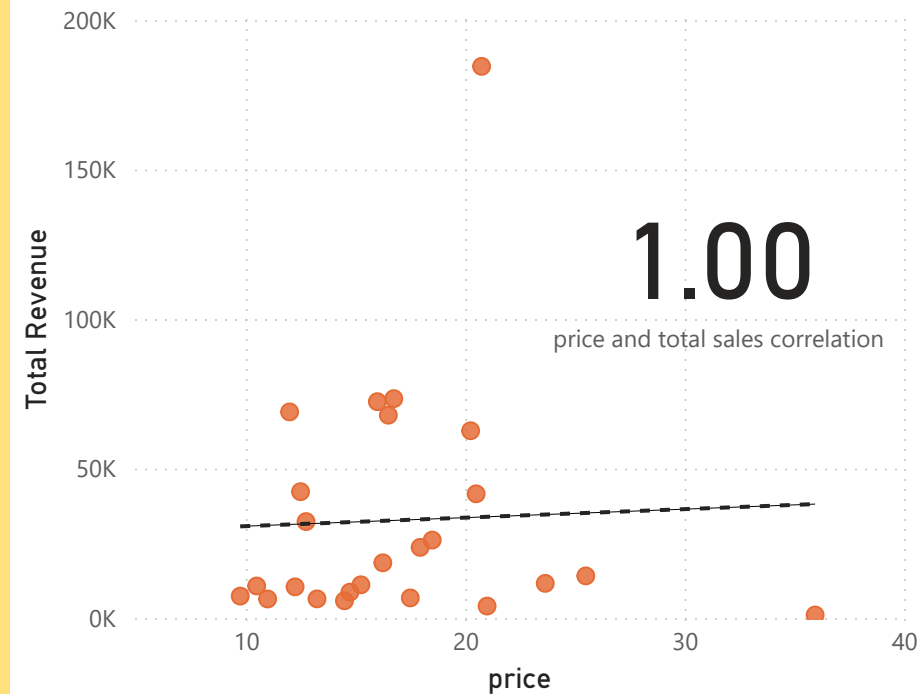
Category

All

Predicted Unit Price

0.50

Total Sales by Unit Price



$$(y) = 1.02 (x) + -0.07$$

Linear Regression Formula

$$\text{Predicted Sales (y*)} = \$0.44$$

Linear Regression Prediction

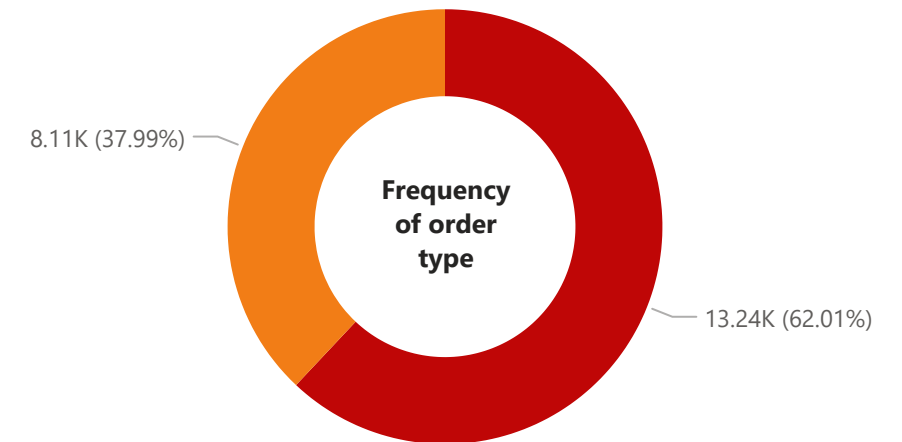
23.98

Average time between orders
(in minutes)

2.32

Average items per order

OrderType ● Multi-item ● Single_item





Data Analysis Report for Pizza Company (2015)

Summary

This report provides a thorough analysis of the 2015 sales performance of a pizza manufacturing and distribution company. It examines key business aspects, including sales trends, product performance, customer purchasing behaviour, ingredient usage, and pricing correlations. Insights gained from this analysis inform actionable strategies to optimise revenue, streamline product offerings, and enhance marketing effectiveness.

1. Sales Trend Analysis

1.1. Daily, Weekly, and Monthly Sales Trends

- **Insight:** Sales exhibited a consistent upward trend leading into the holiday season, peaking notably in November.
- **Observation:** Steady sales growth was punctuated by noticeable spikes during weekends and public holidays.

1.2. Peak Sales Periods and Seasonality

- **Peak Dates:** 4 July, 15 October, 26-27 November.
- **Insight:** These peaks align with public holidays and possibly promotional campaigns, suggesting a strong seasonal impact on sales.

1.3. Sales by Day of the Week and Time of Day

- **Best Days:** Thursday, Friday, and Saturday experienced the highest turnover.
- **Slowest Days:** Sunday and Monday recorded the lowest sales.
- **Time Insight:** Sales peaked during lunch hours (12 PM - 1 PM), while mornings (9 AM - 10 AM) and late evenings (11 PM) saw minimal activity.

1.4. Sales Spikes and Drops

- **Insight:** Sales surges were linked to promotions and public events, while declines followed holiday periods, indicating potential promotion fatigue.

2. Product Performance

2.1. Pizza Category Ranking

- **Top-Performing Category:** Classic Pizzas.
- **Lowest-Performing Category:** Veggie Pizzas.

2.2. Top & Bottom Performing Pizzas

- **Highest Revenue Generator:** Thai Chicken Pizza.
- **Most Sold Pizza:** Classic Deluxe Pizza.
- **Lowest Revenue & Sold Pizza:** Brie Carre Pizza.

2.3. Pizza Size and Sales Correlation

- **Insight:** Larger pizzas drove higher sales in most categories, except for Classic pizzas, where smaller sizes were preferred.

3. Customer Purchase Patterns

3.1. Popular Pizza Sizes

- **Most Popular Size:** Large pizzas dominated sales across all categories.

3.2. Single vs. Multi-Item Orders

- **Insight:** Approximately 40% of customers placed single-item orders, highlighting an opportunity to promote combo deals and encourage larger purchases.

4. Ingredient Analysis

4.1. Ingredient Usage Frequency

- **Most Used Ingredients:** Garlic and tomatoes were the most frequently used.
- **Least Used Ingredients:** Thyme and prosciutto appeared the least.

4.2. Ingredient-Sales Correlation