

Domino's Pizza Sales Performance Report

Overview

This Power BI dashboard analyses pizza sales performance across different categories, sizes, time periods, and days of the week. It provides key insights into revenue trends, customer preferences, and operational performance.

Key Performance Indicators (KPIs)

Metric	Value	Insight
Average Order Value (AOV)	\$38.31	On average, each customer spends \$38 per order.
Average Pizza Price	\$16.49	Indicates standard pricing, likely mid-tier product mix (M & L sizes dominant).
Total Orders	21K	Total number of unique orders processed.
Total Revenue	\$817.86K	Overall sales revenue generated from all orders.

Category Performance

- Classic pizzas lead in total revenue (~220K), followed by Supreme (~208K).
- Veggie and Chicken categories contribute slightly less, around 195K–196K each.
- This indicates a balanced customer demand across categories, with Classic remaining the top performer.

Recommendation:

→ Continue to promote Classic range, but consider marketing Veggie options to health-conscious consumers to balance category mix.

Pizza Size Insights

- Large (L) pizzas are the most popular, making up 36% of total orders.
- Medium (M) and Small (S) sizes follow closely (~32% and 31%).
- XL and XXL contribute marginally, suggesting niche demand.

Recommendation:

→ Bundle M and L pizzas with sides or beverages to further increase AOV.
→ Consider promotional offers for XL sizes to drive upselling.

Meal Time Analysis

Meal Time Orders		Observation
Dinner	Highest (~10K+)	Peak period for orders.
Lunch	Strong second (~9K+)	Consistent midday demand.
Late Night	Minimal (~few hundred)	Limited demand, potential delivery timing constraint.

Meal Time Orders

Observation

Breakfast Negligible

Not a significant segment.

Recommendation:

- Focus marketing and staffing on **Lunch & Dinner windows**.
- Explore **Late-Night Deals** in high-demand regions.

Day-of-Week Trends

- Orders gradually increase during weekdays, peaking around **day 4 (Friday)**.
- Slight dip observed over weekends, though still strong.

Recommendation:

- Launch **Friday specials** to capitalize on pre-weekend surge.
- Explore **Weekend Family Combo offers** to sustain weekend orders.

Weekend Analysis

- Weekend sales account for a smaller proportion than weekdays (based on slicer 0 = weekday, 1 = weekend).
- Indicates consistent but not significantly higher weekend demand.

Recommendation:

- Consider targeted weekend marketing or app-based loyalty programs.

Overall Insights

- ✓ Revenue is well distributed across product categories and sizes.
- ✓ Peak order hours align with meal times, suggesting operational efficiency.
- ✓ Growth opportunity exists in **upsizing, combos, and weekend campaigns**.

Future Enhancements for Dashboard

- Add **Time trend (daily/monthly revenue)** to identify seasonality.
- Include **Top 10 pizzas by revenue** for product-level insights.
- Introduce **Profit Margin or Cost per Pizza** for financial depth.
- Add **Customer Segment** if user-level data becomes available.