

Executive Summary: Pizza Hut Sales Analysis

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This report provides key insights into Pizza Hut's sales performance, analyzing order trends, revenue generation, and customer preferences.

Key Findings:

- **Total Orders & Revenue:**
A total of **21,350 orders** were placed, generating a revenue of **\$817,860.05** from pizza sales.
- **Top-Selling & Most Expensive Pizzas:**
The **highest-priced pizza** is *The Greek Pizza* at **\$35.95**.
The **top 5 most ordered pizzas** are:
 1. *The Classic Deluxe Pizza* (2,453 orders)
 2. *The Barbecue Chicken Pizza* (2,432 orders)
 3. *The Hawaiian Pizza* (2,422 orders)
 4. *The Pepperoni Pizza* (2,418 orders)
 5. *The Thai Chicken Pizza* (2,371 orders)
- **Pizza Size Preferences:**
Customers preferred **Large (L) pizzas the most**, with **18,526 orders**, followed by Medium (**15,385**) and Small (**14,137**) sizes.
- **Category-Wise Sales Performance:**
 - **Total quantity ordered per category:**
 - Classic: **14,888**
 - Supreme: **11,987**
 - Veggie: **11,649**
 - Chicken: **11,050**
 - **Revenue contribution by category:**
 - Classic: **26.91%**
 - Supreme: **25.46%**
 - Chicken: **23.96%**
 - Veggie: **23.68%**
- **Peak Order Times & Order Trends:**
 - The highest number of orders were placed at **12 PM (2,520 orders)**.
 - On average, **138 pizzas** were ordered per day.
- **Top Revenue-Generating Pizzas:**
The top 3 pizzas based on revenue are:
 0. *The Thai Chicken Pizza* - **\$43,434.25**
 1. *The Barbecue Chicken Pizza* - **\$42,768.00**
 2. *The California Chicken Pizza* - **\$41,409.50**

Conclusion & Recommendations:

- **Large pizzas should remain the focus** of promotional efforts due to their high demand.

- **Classic and Chicken pizza categories** contribute significantly to revenue and should be prioritized for marketing and upselling strategies.
- **Lunch hour promotions (especially at 12 PM)** can help maximize peak sales.
- **Popular pizza flavors** like *Classic Deluxe*, *Barbecue Chicken*, and *Thai Chicken* should be leveraged for combo deals and featured offers.

This data-driven analysis provides valuable insights into optimizing Pizza Hut's sales strategies and improving customer satisfaction.