

Pizza Sales Analysis Dashboard

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Background

Pizza sales data is analyzed to understand customer **behavior, sales performance, and product popularity**.

This analysis helps identify revenue drivers, best-selling pizzas, and monthly sales trends to support business decision-making.

What do we want to know?

- How much total revenue is generated?
- How many orders are received?
- What is the average order value?
- Which pizza categories sell the most?
- What are the top 10 best-selling pizzas?
- How does revenue change over time?

What happened?

Total Revenue

\$817

Total Order

2135

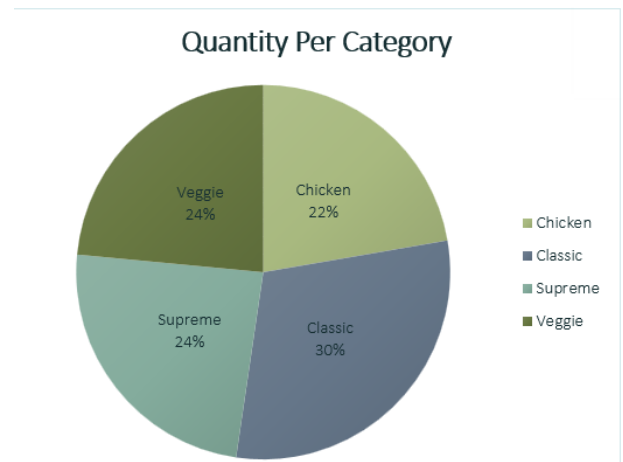
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38.3

The **total revenue** shows the overall business performance, while the **total number of orders** reflects customer demand.

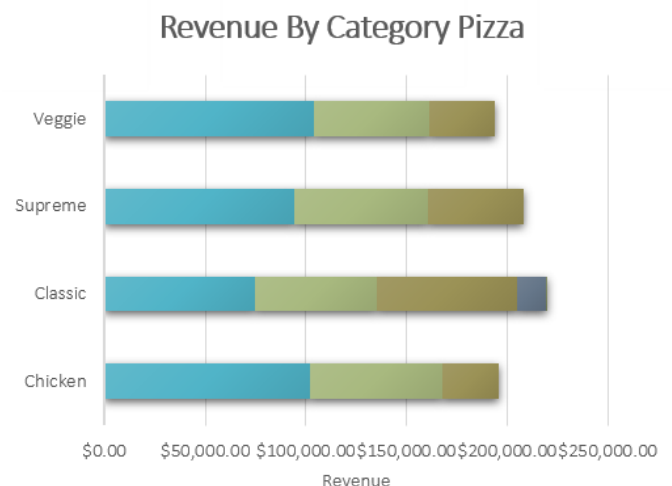
The **average order value** indicates how much customers spend per **transaction** on average.

Quantity Per Category



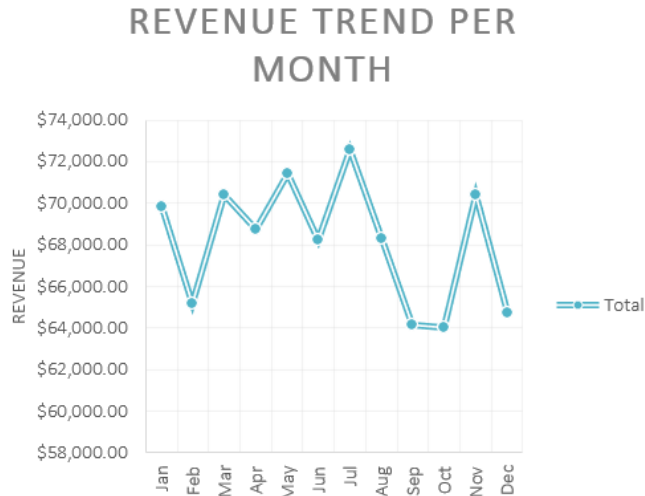
Classic and Supreme pizzas dominate total sales quantity, indicating that customers prefer **traditional and premium pizza** types compared to other categories.

Revenue by Pizza Category



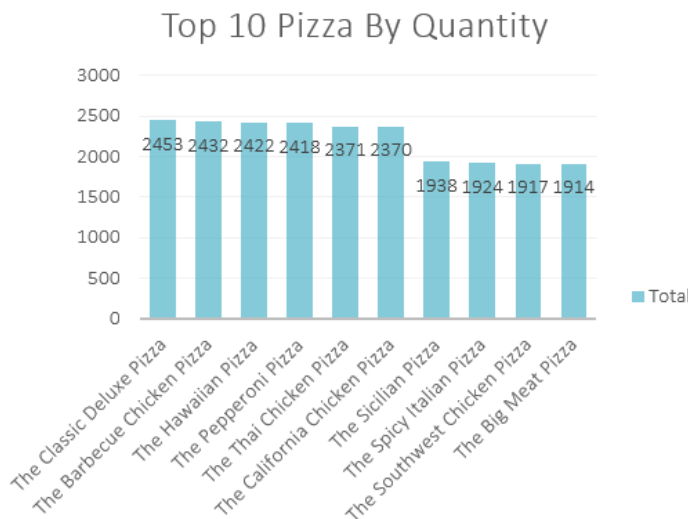
Although sales quantities vary, **Classic and Supreme** categories contribute the **highest revenue**, showing a **strong relationship** between popularity and profitability.

Revenue Trend Per Month



Monthly revenue shows fluctuations throughout the year, with certain months experiencing **higher sales**. This pattern may indicate **seasonal demand** or **promotional effects**.

What are the best-selling pizzas?



The **Classic Deluxe Pizza** variants consistently dominate sales, suggesting key products that should be **prioritized** in promotions and **inventory planning**.

What Can We Learn?

- Focus marketing on top-selling pizzas
- Maintain stock for high-demand categories
- Use monthly trends to plan promotions

Conclusion

This analysis provides **insights** into sales performance, customer preferences, and revenue trends.

The dashboard and analysis can support better pricing, promotion, and product strategy decisions.

Key Insight

- **Classic** and **Supreme** pizzas dominate sales and revenue
- A small number of pizzas drive **most of the demand**
- Monthly revenue shows **seasonal fluctuations**