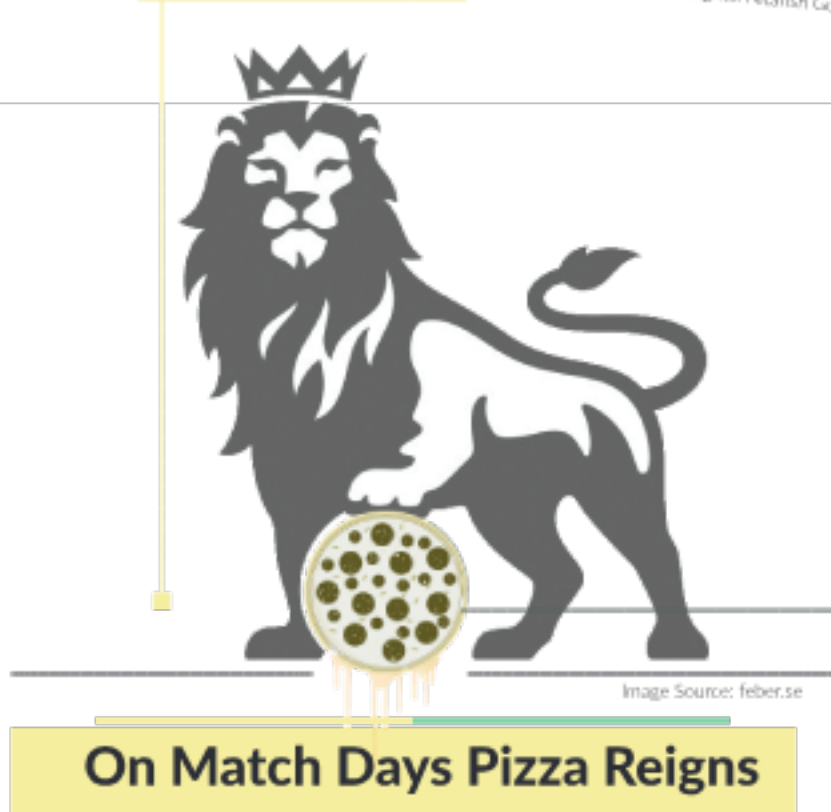


## Just How Much Pizza Is Consumed During EPL

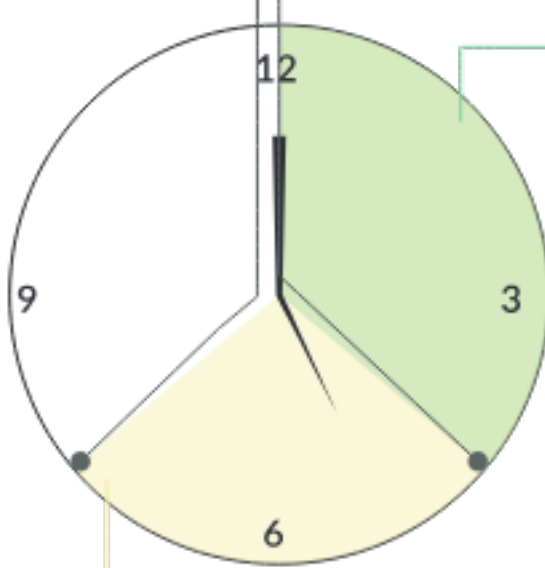
Analysis & Insights: Nikansh Gupta, Design: Prachin Vasko, Image Source: jsport.com, Zach Burries photography



### On Match Days Pizza Reigns

On match days, pizza consumption goes up significantly, with peaks seen at 4 PM and 7 PM

The average pizza consumption increases by **11%** on an EPL match day compared to an average day in the UK

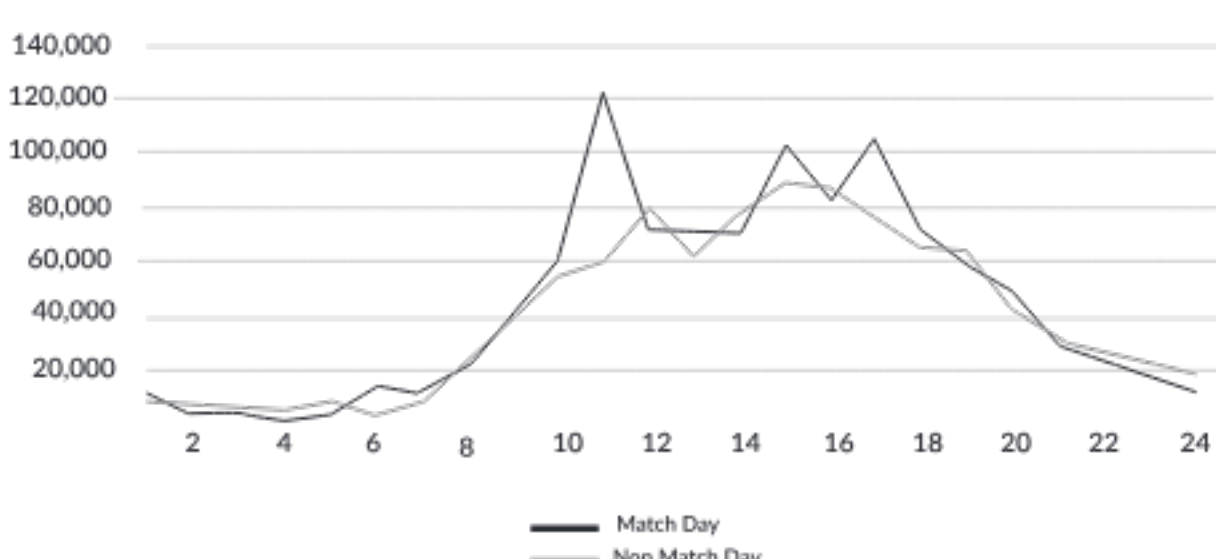


39% Increase in pizza orders at 4 PM

Peak in traffic around 4 PM on match days

SUN

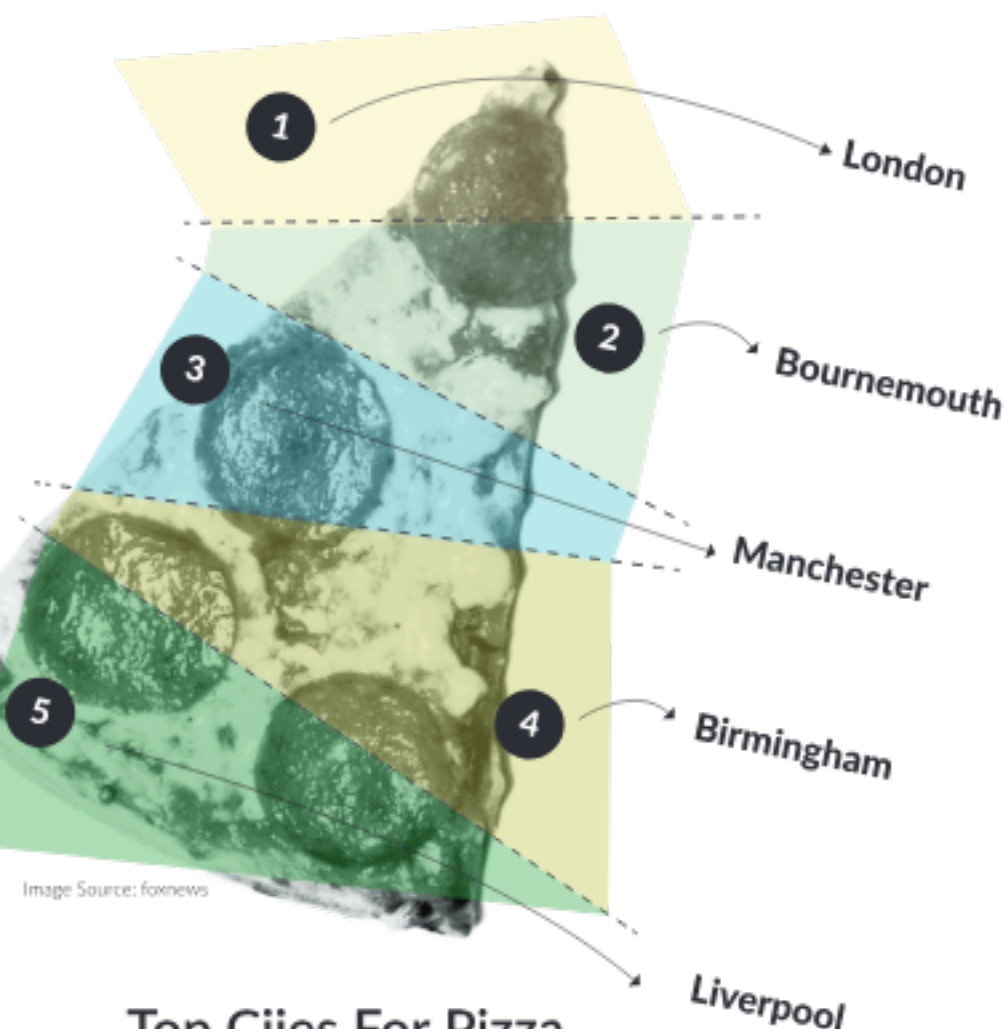
9% Increase in pizza orders on Sundays, whenever there is a match



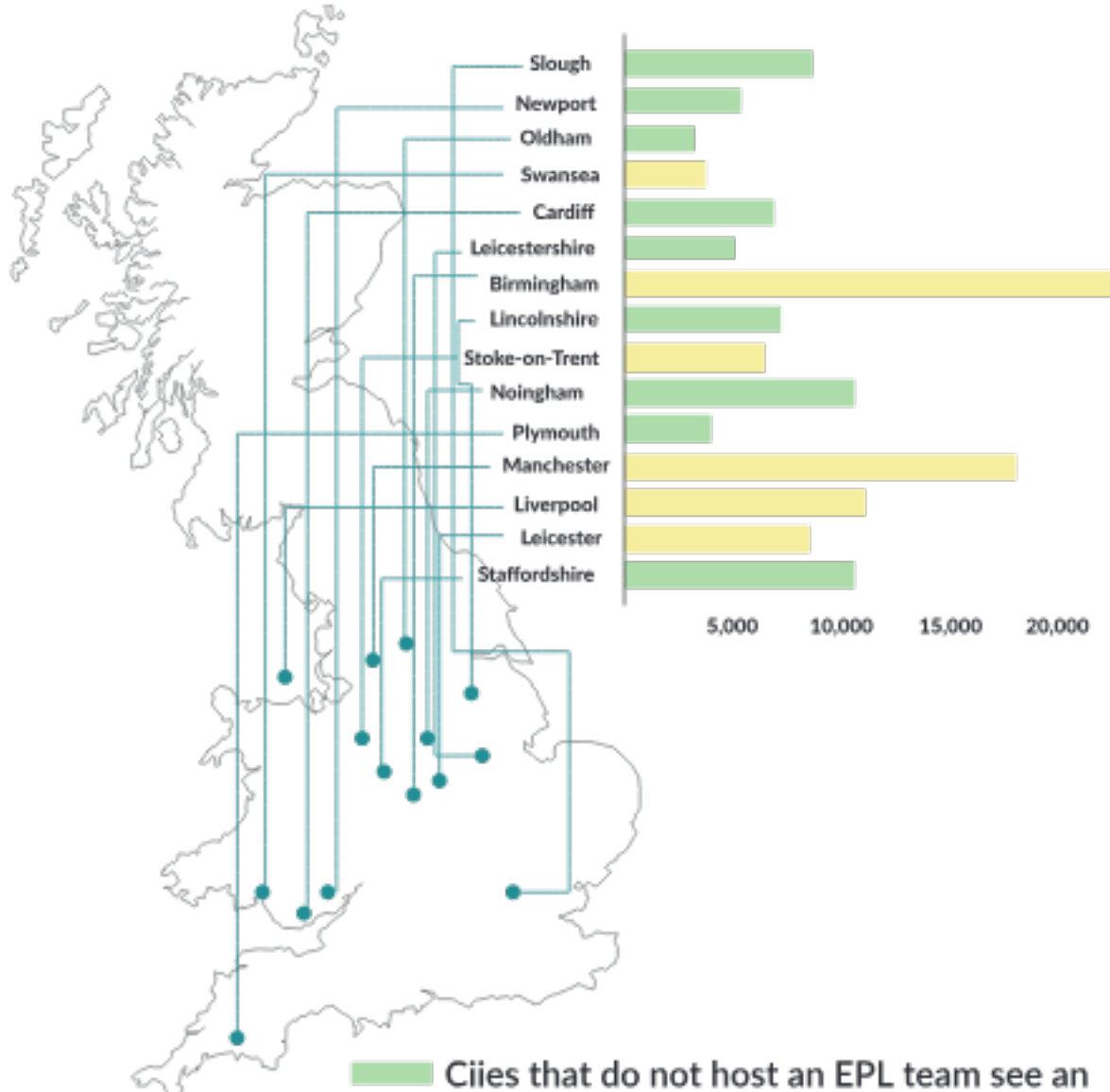
### Pizza Is Where The Host Cities Are

25% Increase in pizza orders online in host cities on an EPL match day

Top cities by fluctuation in pizza distribution



Top Cities For Pizza Consumption During EPL



Cities that do not host an EPL team see an increase in pizza orders on match days

### Pizza Orders High on These Match Days

1



Match was ranked the most popular match with the highest number of pizzas ordered

3.5x increase in pizzas on this match day, when compared to average of other matches.

#### Arsenal vs Crystal Palace

2



2x increase in pizzas when compared to the average of other matches

#### Bournemouth vs Liverpool

3



2x increase in pizzas, when compared to the average of other Leicester matches played

#### Leicester vs West Ham United

4



1.7x increase in pizza orders when compared to other Stoke City matches played

#### Manchester City vs Stoke

### What Do a Pizza Lover and Football Fan have in common?

#### Age-Gender

Male between 18-24 years old

#### TV Preference

Sports  
Music  
Entertainment

#### Gaming Interest

Sports  
Racing  
Fighting

#### Online Activity

Sports & Movies

#### Educaion

Secondary level educated  
Vocational  
University

#### Career

Mostly have a career in technology  
Manufacturing  
Armed Service

#### Food Choices

Fast Food  
Indian  
Gourmet

#### Drink Preference

Energy Drinks  
Beer  
Cola

Common  
Only Pizza Lovers  
Only Football Fan