

Pizza Is Consumed During EPL

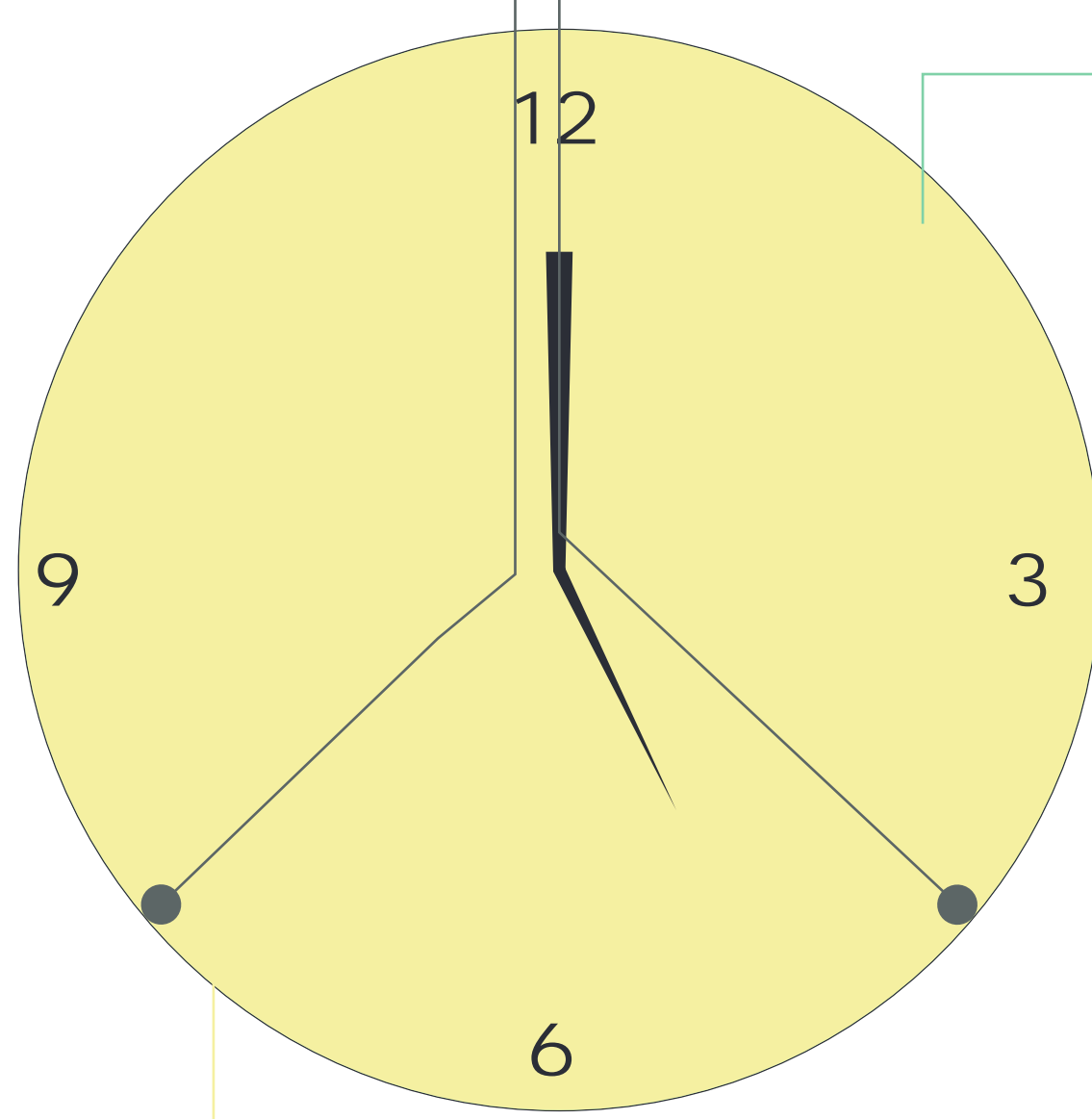
Image Source: jdSport.com, Zach Burries photography



On Match Days Pizza Rejoys

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



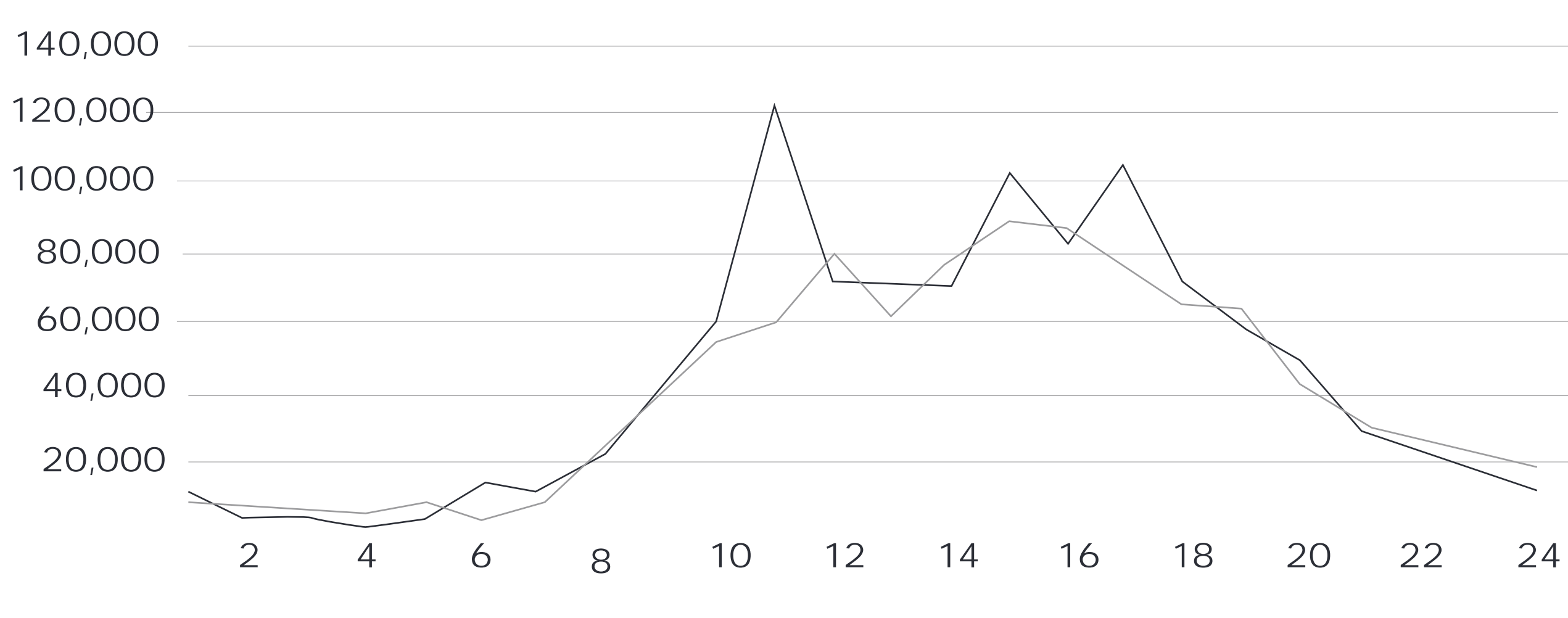
19% Increase in pizza orders at 7 PM

39% Increase in pizza orders at 4 PM

Peak in traffic around 4 PM on match days

SUN

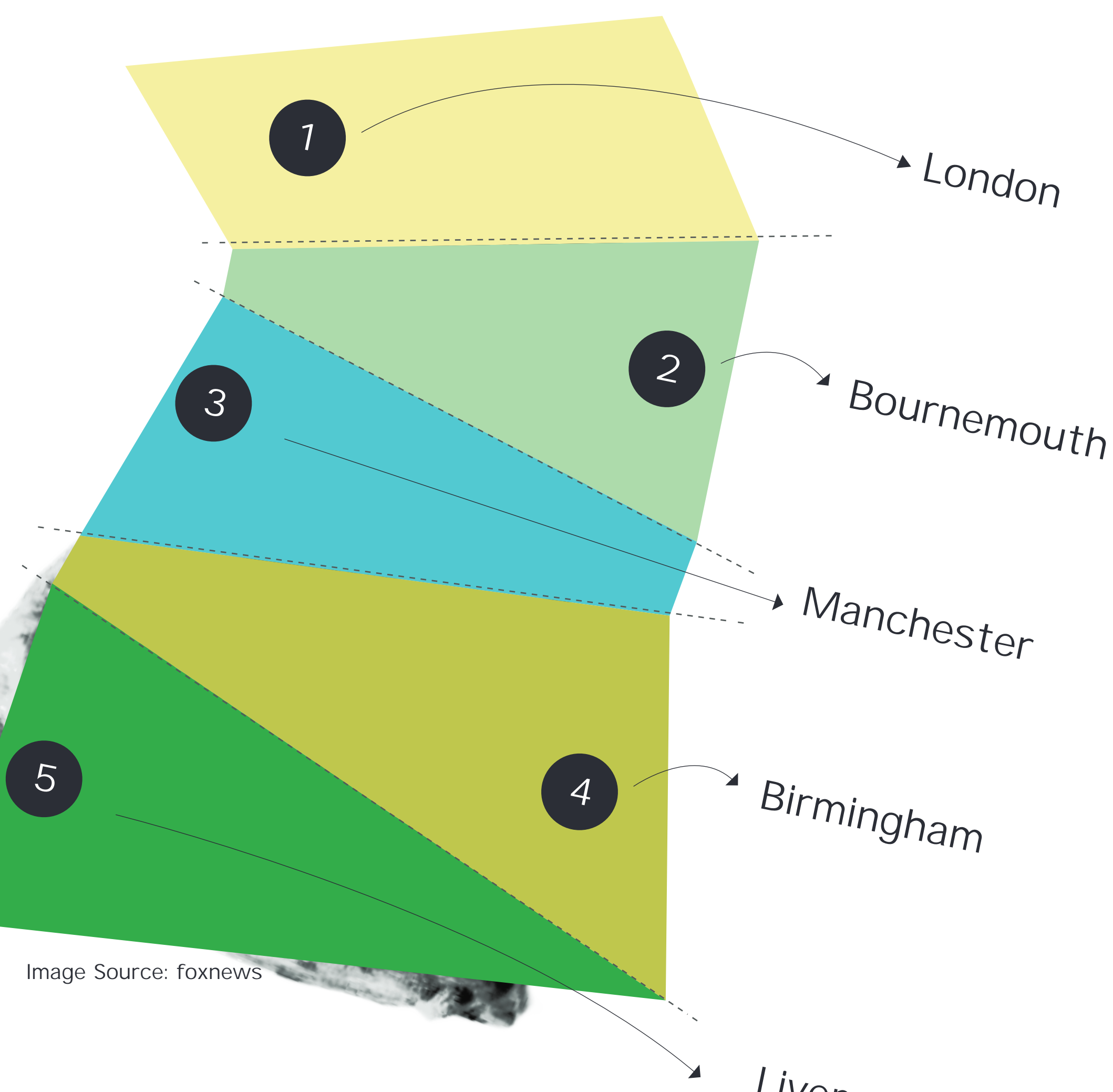
9% Increase in pizza orders on Sundays, whenever there is a match



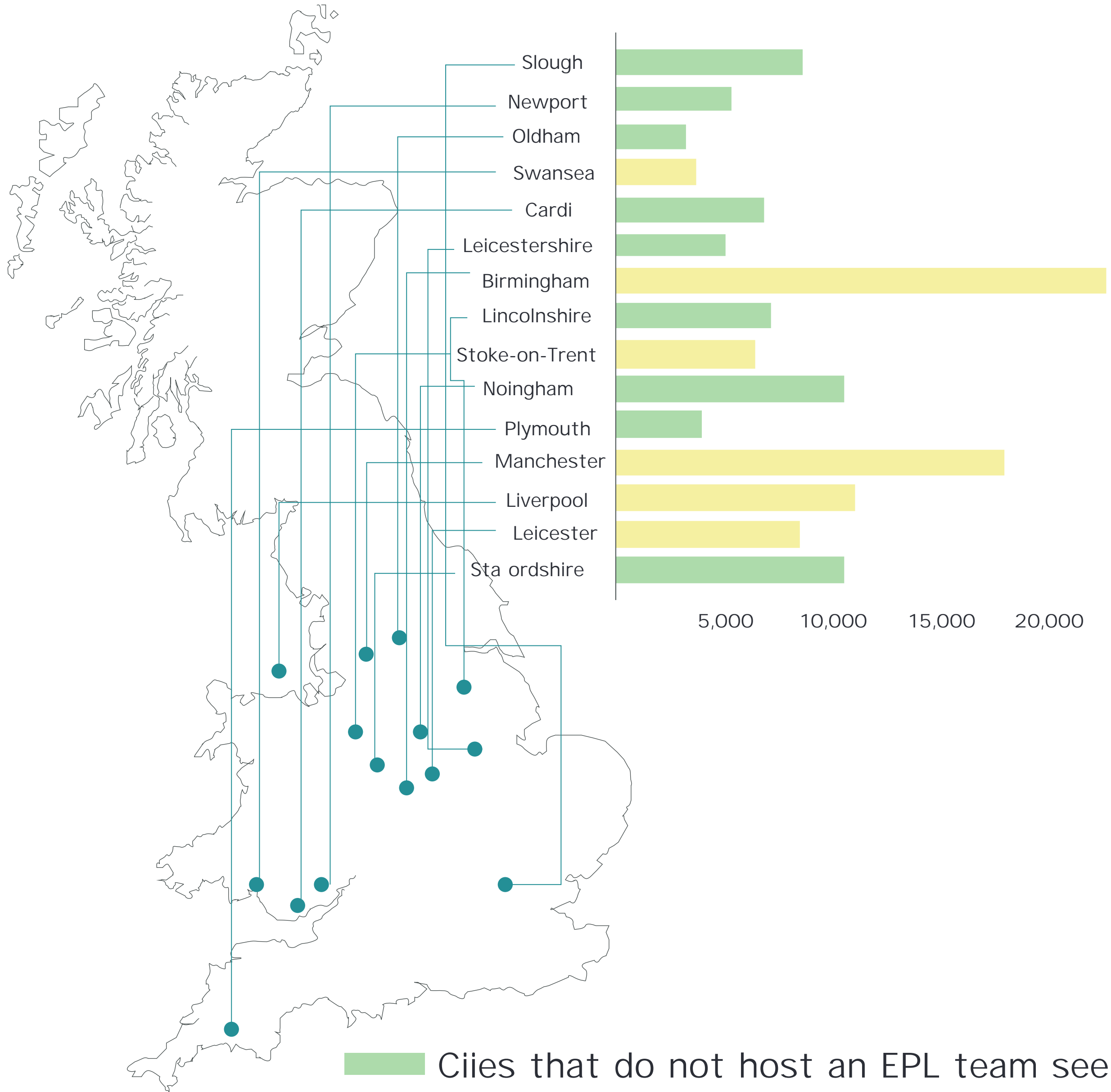
Pizza Is Where The Host Cities Are

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 a 25% increase in pizza orders on match days

Pizza Orders High on These Match Days

1



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

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

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

Educational

- 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

Graphics: Pratima Vaska; Insights: Nitansh Gupta