





## Sales Dashboard

Total Revenue  
\$8,17,860.05



Total Order  
Placed  
21350.00



Total Pizza Served  
48620



Highest Priced  
Pizza  
The Big Cheese Pizza



Sales/Order  
\$38.31



Hour

9 10 11 12 13 14 15 16 17 18 19 20 21 22 23

Day Name

Monday  
Tuesday  
Wednesday  
Thursday  
Friday  
Saturday  
Sunday

category

Chicken  
Classic  
Supreme  
Veggie

day\_of\_week

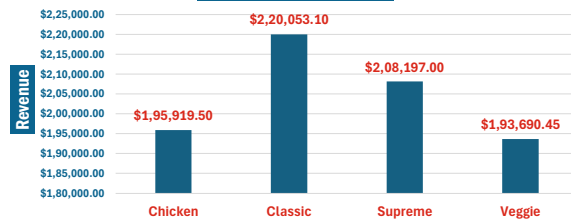
Weekdays  
Weekend

size

L  
M  
S  
XL  
XXL

Sum of Sales

### Revenue By Pizza Category

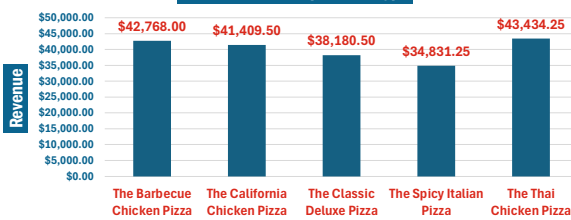


category

### Pizza category

Sum of Sales

### Sales Based On Top 5 Pizza type

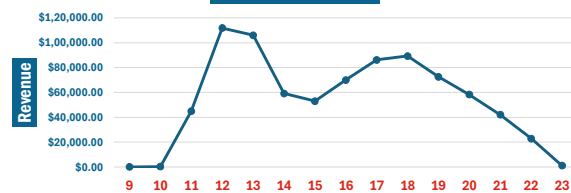


name

### Pizza's Type

Sum of Sales

### Sales Trend Over Hours

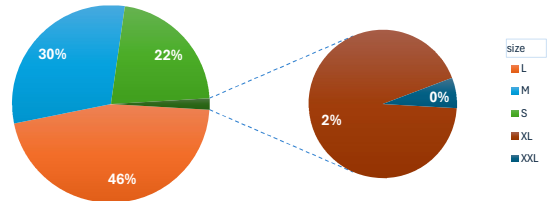


Hour

Hours

Sum of Sales

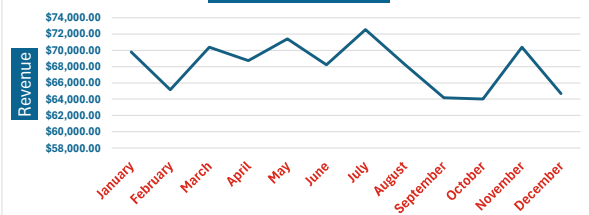
### Revenue Distribution by pizza size



size  
L  
M  
S  
XL  
XXL

Sum of Sales

### Sales Trend Over Months

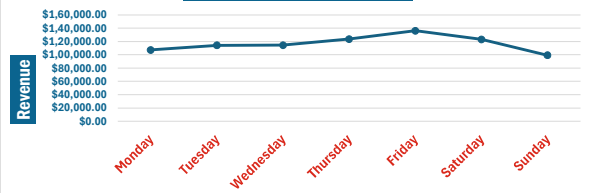


Months

Month Name

Sum of Sales

### Sales Trend By Day Of The Week



Day Name

Day of The Week

## Executive Summary:

The Domino's Pizza Sales Dashboard provides a comprehensive analysis of sales performance across different dimensions such as pizza categories, pizza types, size distribution, time of day, day of the week, and months. Key insights from the dashboard include:

### 1. Top Revenue Generators:

- The **top 5 pizza types** generating the highest revenue are "The Barbecue Chicken Pizza," "The California Chicken Pizza," "The Classic Deluxe Pizza," "The Spicy Italian Pizza," and "The Thai Chicken Pizza," with the Barbecue Chicken Pizza leading at **\$42,768.00**.
- In terms of **categories**, the "Classic" category leads with a revenue of **\$2,208,053.10**, followed by "Supreme" and "Veggie."

### 2. Revenue Distribution by Pizza Size:

- **46%** of the revenue is generated by XXL pizzas, followed by XL pizzas contributing **30%**, with L, M, and S pizzas generating smaller shares.

### 3. Sales Trend Analysis:

- **Hourly Trends:** The peak sales hours occur between **11 AM and 2 PM**, showing that lunch is a significant sales period.
- **Day of the Week Trends:** The sales peak during the middle of the week (Wednesday and Thursday), followed by a slight drop during the weekend.
- **Monthly Trends:** Sales show a slight dip during July, followed by a consistent trend with notable peaks in September and December.

### 4. Total Metrics:

- The total revenue generated is **\$8,17,860.05**, with a total of **21,350 orders** placed and **48,620 pizzas served**.
- The **highest priced pizza** is the "Brie Carne Pizza."
- The average revenue per order is **\$38.31**.

## Recommendations:

### 1. Promotion and Marketing Strategies:

- Focus marketing efforts on promoting XXL and XL pizzas, as they contribute **76%** of the total revenue. Offer combo deals and promotions during the lunch hours (11 AM to 2 PM) to further capitalize on this peak time.
- Create midweek promotions or loyalty programs on **Wednesdays and Thursdays** when sales are highest to sustain the momentum and attract more customers.

### 2. Diversifying Sales:

- The smaller-sized pizzas (L, M, S) contribute only a small share to the overall revenue. Consider creating value deals for these smaller sizes to increase their share of sales, especially for customers looking for affordable meal options.

### 3. Monthly Promotions:

- Implement special campaigns during the slow months like **July** to increase sales. Consider offering limited-time flavors or discounts to attract more customers during this period.
- 4. **Weekend Sales Improvement:**
  - Since sales slightly drop during weekends, explore offering weekend-specific discounts or combo deals to attract more family and group orders. Emphasize weekend delivery promotions to boost orders.
- 5. **Seasonal Campaigns:**
  - Considering the spike in sales during **September** and **December**, capitalize on the holiday seasons by promoting new flavors, party packages, and catering services, which could further enhance sales performance in these peak months.

By leveraging these insights and implementing targeted strategies, Domino's can further boost revenue, customer retention, and operational efficiency.



Thank  
you