🍕 Pizza Sales Performance Report

# 🧾 Executive Summary

- Total Revenue: $309,480  
- Total Orders: 8,013  
- Total Pizzas Sold: 18,794  
- Average Order Value: $38.62  
- Average Pizzas per Order: 2.35

# 📅 Sales Trends

## 🔹 Daily Trends

- Peak orders occur on Fridays and Saturdays, especially evenings.  
- Weekends consistently show higher order volumes.

## 🔹 Monthly Trends

- Highest number of orders recorded in July and January.  
- Consistent growth in sales over the summer months.

# 🍕 Category Performance

## 🔹 Sales by Pizza Category

|  |  |  |
| --- | --- | --- |
| Category | % of Sales | Pizzas Sold |
| Classic | 27.01% | 4,601 |
| Supreme | 25.83% | 3,733 |
| Veggie | 23.69% | 3,568 |
| Chicken | 23.48% | 3,345 |

- Top Performing Category: Classic

# 📏 Sales by Pizza Size

|  |  |
| --- | --- |
| Size | % of Sales |
| Large | 45.88% |
| Medium | 30.77% |
| Regular | 21.54% |
| X-Large | 1.73% |
| XX-Large | 0.09% |

- Most Preferred Size: Large

# 🏆 Best Sellers

## 🔹 By Revenue

1. Thai Chicken Pizza – ~$17K  
2. California Pizza  
3. Barbecue Pizza  
4. Classic Deluxe Pizza  
5. Southwest Pizza

## 🔹 By Quantity

1. Classic Deluxe Pizza – 967 units  
2. Hawaiian – 954  
3. Pepperoni – 928  
4. Thai Chicken – 928  
5. California – 898

## 🔹 By Total Orders

1. Classic Deluxe Pizza – 917 orders  
2. Hawaiian – 893  
3. Thai Chicken – 872  
4. Pepperoni – 867  
5. Barbecue – 822

# 🧊 Worst Sellers

## 🔹 By Revenue

1. Brie Carre Pizza – ~$4.5K  
2. Green Garden  
3. Spinach Supreme  
4. Spinach Alfredo  
5. Calabrese

## 🔹 By Quantity

1. Brie Carre Pizza – 189 units  
2. Spinach Alfredo – 345  
3. Calabrese – 349  
4. Soppressata – 358  
5. Green Garden – 360

## 🔹 By Total Orders

1. Brie Carre Pizza – 186 orders  
2. Spinach Alfredo – 332  
3. Calabrese – 344  
4. Mediterranean – 353  
5. Italian Veggie – 353