

# Pizza Sales Report

## Conclusion:

1. **Most Ordered Pizza:** The **Thai Chicken Pizza** emerged as the most ordered pizza, making it the top choice among customers.
2. **Percentage Contribution of Each Pizza Type:**
  - Classic: **26.91%**
  - Supreme: **25.46%**
  - Chicken: **23.96%**
  - Veggie: **26.68%**
3. **Most In-Demand Pizzas:**
  - **1st:** Thai Chicken Pizza
  - **2nd:** BBQ Chicken Pizza
  - **3rd:** California Chicken Pizza
4. **Daily Sales Performance:** The **average number of pizzas ordered per day is 138**, indicating consistent demand.
5. **Highest Ordered Pizza Type:** The **Classic Deluxe Pizza** recorded the highest sales volume with **2,453 units sold**.
6. **Size Preference:** The **large-sized pizzas were the most popular**, with a total order count of **18,526**.
7. **Highest Priced Pizza:** The **Greek Pizza** had the highest price at **\$35.95**.
8. **Total Revenue:** The overall sales revenue amounted to **\$817,860.05**, reflecting strong market performance.

## Recommendations:

1. **Optimize Inventory for High-Demand Pizzas:** Ensure adequate stock and preparation capacity for the most ordered pizzas, especially Thai Chicken, BBQ Chicken, and California Chicken Pizza.
2. **Upsell Large Pizzas:** Since large-sized pizzas are the most preferred, consider running promotions or combo deals to further increase sales.
3. **Menu Pricing Strategy:** Analyze the sales performance of the high-priced Greek Pizza to assess whether price adjustments or bundling options could improve sales.
4. **Customer Behavior Analysis:** Conduct deeper data analysis to understand customer demographics, order frequency, and peak sales hours for better marketing strategies.
5. **Improve Operational Efficiency:** With an average of **138 pizzas ordered per day**, optimizing kitchen workflow and delivery logistics can enhance efficiency and customer satisfaction.
6. **Targeted Promotions:** Given the high demand for chicken-based pizzas, marketing campaigns or discounts on these items could drive even higher sales.
7. **Seasonal Trends & Expansion:** Evaluate seasonal demand fluctuations and consider expanding the menu or introducing new flavors based on customer preferences.