Pizza Sales

JAN 15 - DEC 15

Summary

Trending Pizza

Analysis

Pizza Category: All

Pizza Name: All

Pizza Size: All

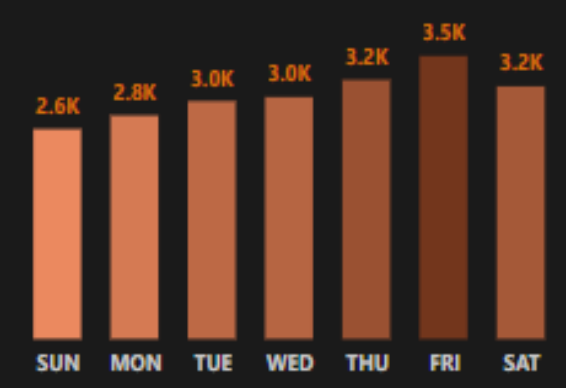
Pizza Ingredients: All

Clear Filters

Created by
Rahat Maksud Pranto

21.4K	138.5	49.6K	$817.9K	2.3	38.3
Total Orders	Avg Daily Pizza Sold	Total Pizzas Sold	Total Revenue	Avg. Pizzas Per Order	Avg. order value

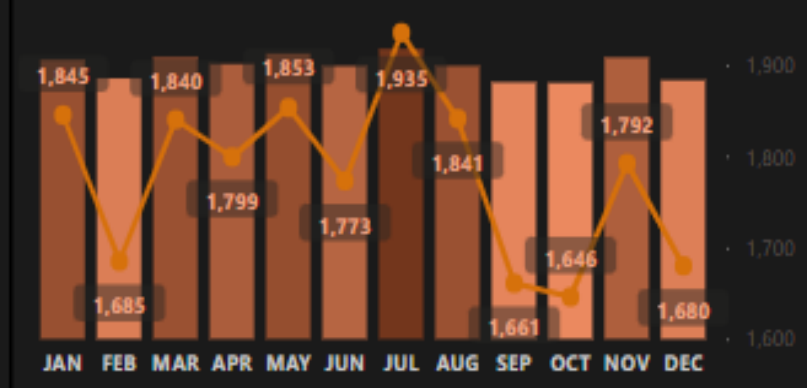
Daily Trend for Total Orders



Orders are highest on **weekends**, Friday/ Thursday/ Saturday evenings.

Recommendation 1: Restaurant should offer Special Deal in **Weekdays.**

Total Revenue & Orders Trend by Months

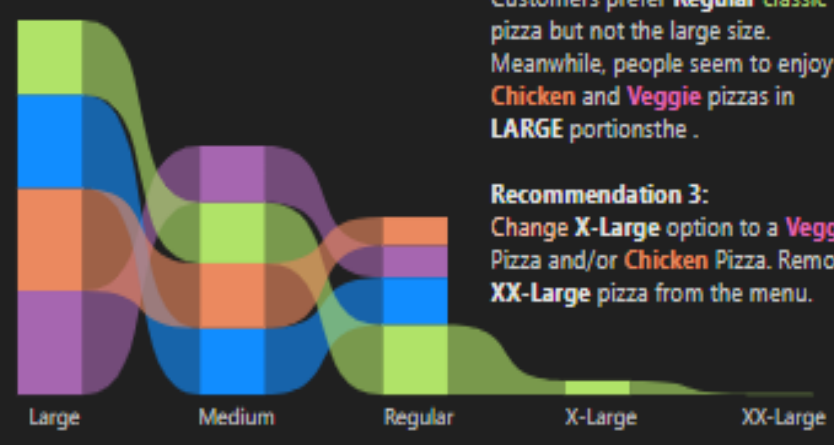


There are **maximum Orders** from months of January to July. The **total orders slightly decrease** in August, follows by a **sharp downward trend** in September and October. This leads to a **decrease** in total revenues.

Recommendation 2: Restaurant should offer **promotion in autumn & pre-winter period** in order to boost sales.

Top Pizzas Sold by Category

Total Revenue by Pizza_Size and Pizza_Category



Customers prefer **Regular** classic pizza but not the large size. Meanwhile, people seem to enjoy Chicken and Veggie pizzas in **LARGE** portionsthe .

Recommendation 3: Change **X-Large** option to a Veggie Pizza and/or Chicken Pizza. Remove **XX-Large** pizza from the menu.

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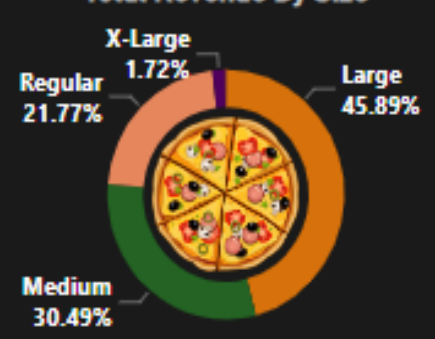
Total Revenue By Size



Best Selling Pizzas

Top 5 Pizzas by Revenue

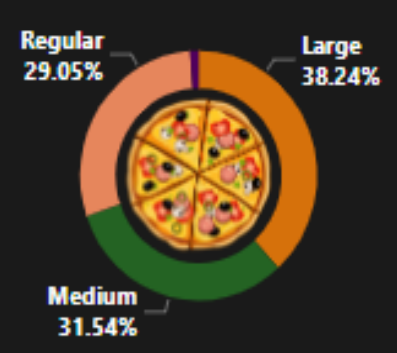
Top 5 Pizzas by Quantity Sold

Most Pizzas Ordered are Large 38% and they **contribute 46% to the Revenue.** Classic Contribute to **best selling & Total Orders.**

Recommendation 4: Removing Brie Carrie Pizza From menu reduces inventory complexity and costs as lowest in selling & Revenue.

Recommendation 5: Focus On categories with a high profit margin.

Total Pizzas Sold By Size



Worst Selling Pizzas

Bottom 5 Pizzas by Revenue

Bottom 5 Pizzas by Quantity Sold

Popular Pizza Ingredients

Pizza Sales

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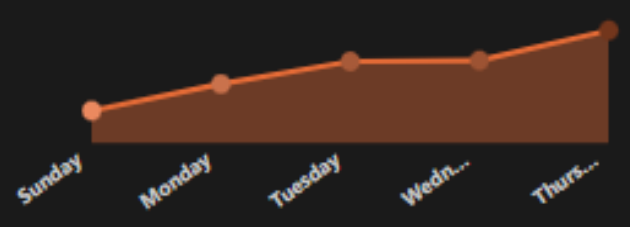
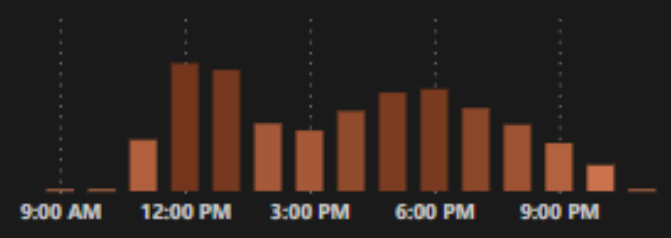
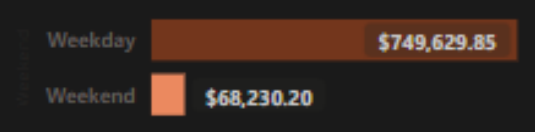
Revenue by Weekday



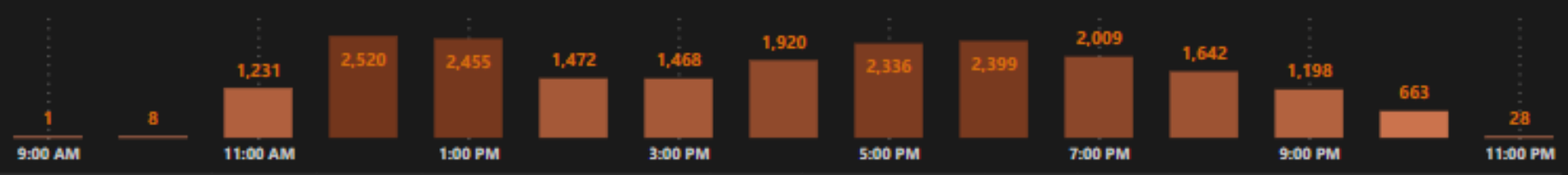
Revenue by Business Hour



Weekday VS Weekend Revenue



Orders by Hour



Day Name	9:00 AM	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM	9:00 PM	10:00 PM	11:00 PM
Sunday		1	95	210	261	214	222	278	322	324	281	197	147	70	2
Monday		1	226	398	331	182	192	247	317	303	235	174	134	53	1
Tuesday	1		188	421	371	196	191	295	309	301	274	214	131	81	
Wednesday		2	231	420	381	201	210	259	343	335	238	193	139	72	
Thursday		3	214	434	438	233	228	289	376	361	270	217	114	60	2
Friday			192	415	413	221	190	258	344	387	340	319	268	180	11
Saturday		1	85	222	260	225	235	294	325	388	371	328	265	147	12

12 pm & 1 pm Lunch and Evening **5 pm-6 pm** are Peak time in terms of Order Volume.

Recommendation 6: Optimize Staff Level and Preparation for Peak time, especially in **Friday, Thursday and Saturday. Key holidays should be planned for in advance to ensure enough stock.**

Recommendation 7: Alter Opening hours to 11AM - 9.59PM.