



February 1, 2026

Pizza Sales Performance

End-to-End Pizza Sales Performance Analysis

Executive Summary

Overview of the analysis objectives and scope

Total Orders Placed

21,350 orders \$817,860

Reflects the total number of customer purchases.

Total Revenue Generated

\$817,860

Indicates financial performance over the operational period.

Revenue Analysis

The total revenue of **\$817,860** reflects a consistent growth trend, illustrating solid performance throughout the operational period.



Premium Product Pricing Analysis



Highlighting The Greek Pizza's Value

The Greek Pizza is priced at **\$35.95**, reflecting its premium ingredients.

Customer Preferences

Customers predominantly favor large pizzas, indicating a tendency towards group dining and extending average order values significantly.



Top-Selling Pizzas

Insights into Best-Selling Products

Classic Deluxe Pizza

The Classic Deluxe Pizza leads sales with **2,453 units sold**, appealing to traditional tastes while driving substantial revenue for the business.

Barbecue Chicken Pizza

The Barbecue Chicken Pizza, with **2,432 units sold**, combines savory flavors with a unique twist, making it a favorite among customers seeking something different.

Hawaiian Pizza

With **2,422 units sold**, the Hawaiian Pizza remains a beloved choice, blending sweet and savory elements that resonate well with diverse customer preferences.

Demand for Pizza Categories

The pizza sales analysis reveals that the **Classic category** leads in demand, accounting for 14,888 units sold. Its popularity is driven by traditional flavors and customer loyalty. This strong demand emphasizes the need to maintain inventory for classic offerings to support ongoing sales growth.

Balanced Sales Among Other Categories

The **Supreme category** follows closely behind with 11,987 units sold. Other categories, such as Veggie and Chicken, also maintain balanced sales numbers, reflecting diverse customer preferences. This distribution highlights the importance of promoting all categories to cater to varied tastes and maximize revenue.



During peak lunch and dinner hours, our sales data indicates a **significant increase** in customer orders, presenting opportunities for targeted marketing and efficient staffing.

Top Revenue Generators

- 01 **Thai Chicken**
Contributed significantly with **\$43,434** in revenue this period.
- 02 **Barbecue Chicken**
Steady sales of **\$42,768** showcased its popularity among customers.
- 03 **California Chicken**
Generated **\$41,409**, indicating strong demand in the chicken category.

Classic Revenue Contribution

26.9%

Represents the largest share of total pizza revenue.

Supreme Revenue Contribution

25.5%

Indicates significant demand among our pizza categories.



Business Insights

Strategic Recommendations for Growth

Marketing Focus

Prioritize marketing efforts on high-revenue chicken pizzas to leverage their popularity and enhance overall sales performance, targeting promotions to attract existing and new customers.

Inventory Management

Maintain robust inventory levels for the Classic category, ensuring availability to meet high demand while minimizing risk of stockouts and lost sales opportunities.

Thank You

