Pizza Sales Report

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Q1: What is the total revenue generated from pizza sales?

Q2: What is the average order value?

Q3: How many pizzas are sold per order on average?

Q4: What is the most popular pizza?

Q5: Which pizza category generates the most revenue?

1. **Total Revenue**:

- **Formula**: Total Revenue = SUM(total_price)

- **Explanation**: Adds up the total price of all orders to calculate the overall revenue.

2. **Average Order Value**:

- **Formula**: Avg Order Value = [Total Revenue] / [Total Orders]

- **Explanation**: Divides the total revenue by the total number of orders to get the average order value, showing the average amount spent per order.

3. **Total Pizzas Sold**:

- **Formula**: Total Pizzas Sold = SUM(quantity)

- **Explanation**: Calculates the sum of all quantities sold, representing the total number of pizzas sold.

4. **Total Orders**:

- **Formula**: Total Orders = DISTINCTCOUNT(order_id)

- **Explanation**: Counts distinct order IDs to determine the total number of orders.

5. **Average Pizzas Per Order**:

- **Formula**: Avg Pizzas Per Order = [Total Pizzas Sold] / [Total Orders]

- **Explanation**: Divides the total pizzas sold by the total orders to get an average number of pizzas per order, indicating typical order size.

<u>**Revenue and Order Metrics**</u>:

- o **Total Revenue**: The business generated **$817.86K** in total revenue, indicating strong overall performance.

- o **Avg Order Value**: The average order value of **$38.31** suggests customers typically spend around this amount per order, which could be useful for pricing strategies.

- o **Total Pizzas Sold**: A significant number of pizzas, **49,574**, were sold, which is impressive and indicates a healthy demand.

- o **Total Orders**: With **21,350** orders, the business shows robust order volumes. This metric, combined with total pizzas sold, gives an average of about **2.32 pizzas per order**, suggesting customers often purchase multiple pizzas in a single transaction.

<u>Time-Based Sales Analysis</u>

2. **Busiest Days and Times**:

- o **Weekly Trends**: The busiest days are **Fridays (3.5K orders)**, followed by **Thursdays and Saturdays**. This indicates that weekends (especially evenings) are peak times for orders, which aligns with typical dining-out patterns.

- o **Monthly Trends**: The highest orders occur in **July (933 orders)** and **August (841 orders)**, suggesting these months are peak sales periods, possibly due to holidays, vacations, or promotional events. In contrast, **October** sees a dip, which may require targeted marketing efforts.

3. **Category Performance**:

- o **Classic Pizzas**: The Classic category contributes the most to both sales and total orders, showing it's a customer favorite. This could be leveraged in marketing campaigns or promotions.

- o **Pizza Sizes**:

  - ▪ **Large Pizzas** dominate sales, contributing to **45.89%** of the total, followed by Medium and Regular sizes. This suggests customers prefer larger sizes, possibly due to better value for money or family-sized orders.

<u>**Sales by Pizza Category & Size**</u>

4. **Category Share**:

- o The pizza categories have a fairly even distribution, with **Classic (26.91%)** leading, followed closely by **Supreme (25.46%)**, **Chicken (23.68%)**, and **Veggie (23.68%)**. This indicates a diverse customer preference, with no single category dominating the market.

5. **Pizza Size Distribution**:

   o **Large Pizzas** hold the largest share (45.89%), indicating a strong preference for larger portions. Marketing larger pizzas could enhance revenue further, especially during peak times.

Best and Worst Sellers Analysis

6. **Top 5 Pizzas**:

   o **Revenue Leaders**:

      ▪ "The Thai Chicken Pizza" and "The Barbecue" are the top revenue generators, each bringing in **$43K**. Promoting these popular items further can boost sales.

   o **Quantity Leaders**:

      ▪ "The Classic Deluxe Pizza" sells the most in terms of quantity (**2.5K units**), making it a staple in the menu. Highlighting it in combo deals could increase overall order values.

7. **Bottom 5 Pizzas**:

   o **Lowest Revenue**:

      ▪ "The Brie Carre Pizza" contributes the least to revenue (**$12K**), which indicates low customer interest. This could be due to its ingredients, pricing, or lack of promotion.

   o **Lowest Quantity Sold**:

      ▪ The least sold pizza by quantity is also "The Brie Carre Pizza" with only **490 units**, suggesting it might need a recipe overhaul, better marketing, or could be removed from the menu.

Key Observations & Recommendations

1. **Focus on Peak Days**:

   o Since orders are highest on weekends, especially Fridays and Saturdays, consider offering special weekend deals or promotions to maximize revenue during these peak times.

2. **Seasonal Promotions**:

   o Given the spike in sales during July and August, consider running targeted seasonal promotions during these months to capitalize on the natural increase in demand.

   o For months with lower sales like October, introducing discounts or new limited-time offerings could help boost engagement.

3. **Menu Optimization**:

- o Promote high-performing pizzas like "The Thai Chicken Pizza" and "The Classic Deluxe" through special offers or bundles.

- o Review and potentially improve or phase out underperforming pizzas like "The Brie Carre Pizza" to streamline the menu and focus on best-sellers.

4. **Size Preferences**:

- o Since large pizzas are the most popular, focus marketing efforts on this size. Introducing combo deals or discounts on large orders could increase average order value.

5. **Customer Retention Strategies**:

- o Leverage data on high-demand days and pizza categories to create loyalty programs or rewards that encourage repeat purchases, especially on slower days.