**Project Summary: Pizza Sales Report Analysis**

The Pizza Sales Report provides a detailed analysis of sales performance from January -15 to December-15, highlighting key metrics such as revenue, order trends, and product-specific performance. This report is valuable for assessing business trends, identifying best-selling items, and understanding customer preferences. Below is an in-depth breakdown of the report's findings.

**1. Overall Sales Metrics:**

* **Total Revenue**: The report shows total revenue of £817.86K for the period, with an average order value of £38.31.
* **Total Pizzas Sold**: 49,574 pizzas were sold through 21,350 orders, averaging 2.32 pizzas per order.
* **Comparison with Specific Category**: In a filtered view, a subset report shows total revenue of £193.69K, with an average order value of £21.66, and 11,649 pizzas sold through 8,941 orders (1.30 pizzas per order).

**2. Sales Trends:**

* **Daily Order Trends**: The highest daily orders occur on weekends, with a peak on Friday (3.5K orders), followed closely by Saturday (3.2K). Sunday shows the lowest order volume at 2.6K.
* **Monthly Trends**: The report indicates high sales in July (1,935 orders) and January (1,845 orders), with a notable dip in September (661 orders), possibly reflecting seasonal demand changes.

**3. Sales by Pizza Category:**

* **Category Performance**:
  + The "Classic" category is the top contributor, accounting for 26.91% of total sales, followed by "Supreme" (25.46%), "Chicken" (23.68%), and "Veggie" (23.96%).
  + The breakdown shows that customer preferences are evenly distributed across pizza types, but classic options lead slightly.
* **Top Performing Pizza Categories**: The "Classic" category sold the most pizzas at 14,888 units, with "Supreme" (11,987 units) and "Veggie" (11,649 units) following closely.

**4. Sales by Pizza Size:**

* **Size Preferences**:
  + "Large" pizzas dominate sales, contributing to 45.89% of the total, followed by "Medium" (30.49%), and "X-Large" (21.77%).
  + Sizes like "XX-Large" (0.12%) and regular options have minimal contributions, indicating a strong preference for larger sizes among customers.

**5. Best and Worst-Selling Pizzas:**

* **Best Sellers**:
  + By **Revenue**: The "Thai Chicken Pizza" generates the highest revenue. Other top revenue contributors include "The Four Cheese Pizza" (£32K), "Mexicana Pizza" (£27K), and "Five Cheese Pizza" (£26K).
  + By **Quantity and Orders**: The "Classic Deluxe Pizza" sells the most by volume and orders, while "The Four Cheese Pizza" is also among the top five in both categories.
* **Worst Sellers**:
  + By **Revenue**: The "Brie Carre Pizza" has the lowest revenue generation. Other low performers include "The Spinach Pesto Pizza," "Italian Vegetables Pizza," and "Green Garden Pizza."
  + By **Quantity and Orders**: "The Mediterranean Pizza" and "Green Garden Pizza" have the least orders and sales volumes, suggesting low customer interest in these options.

**6. Insights and Recommendations:**

* **Busiest Days and Times**: Sales are highest on weekends, especially Friday and Saturday evenings. The data suggests a peak in July and January, which may correlate with holidays or special events.
* **Popular Product Categories**: The "Classic" and "Supreme" categories show strong customer demand, and "Large" pizza sizes are the preferred choice. Focusing on inventory and marketing for these categories and sizes can boost sales.
* **Low-Performing Products**: Given the low demand for items like the "Brie Carre Pizza" and "Spinach Pesto Pizza," these could be reconsidered in the menu or promoted differently to attract specific customer segments.

This Pizza Sales Report project demonstrates data-driven insights into sales trends, customer preferences, and product performance. Through visualized data on key performance indicators, daily and monthly sales trends, and a breakdown of best- and worst-performing pizzas, this report enables informed decisions on product offerings and marketing strategies. By analysing patterns in customer demand by day, month, and category, this report serves as a vital tool for optimizing inventory, improving customer satisfaction, and maximizing profitability.

Overall, this project illustrates proficiency in data analysis and visualization, presenting actionable insights that support strategic planning for product and sales optimization in the food and beverage industry.