

# Pizza Sales Revenue Analysis

Analyze pizza sales revenue, identify trends, and provide insights to improve sales.



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# Introduction

Analyze pizza sales revenue, identify trends, and provide insights to improve sales.

## Sales Trends

Monthly sales have been relatively stable, with slight fluctuations.

## Top-Selling Pizzas

The most popular pizzas by quantity sold are:

## Revenue Breakdown by Size

Large (L) pizzas are the most popular, generating \$375,318.70 from 18,956 units.

## Revenue Breakdown by Category

The Classic category leads with \$220,053.10 from 14,888 units sold.



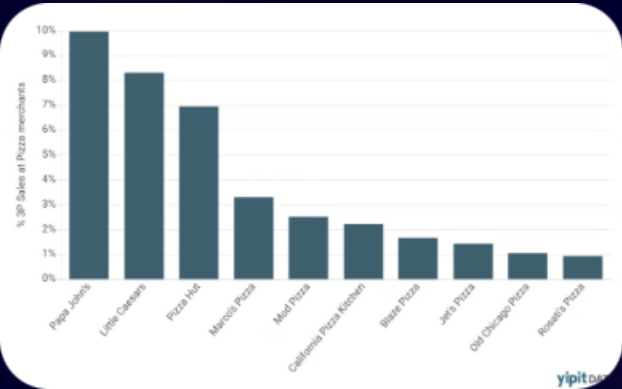
# Detail of Data



January 2015

Pizzas Sold: 4,232

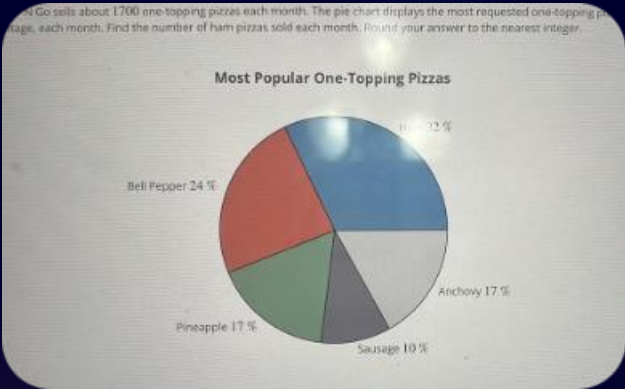
Revenue: \$69,793.30



February 2015

Pizzas Sold: 4,356

Revenue: \$72,345.60



March 2015

Pizzas Sold: 4,480

Revenue: \$75,897.90



April 2015

Pizzas Sold: 4,604

Revenue: \$79,450.20



May 2015

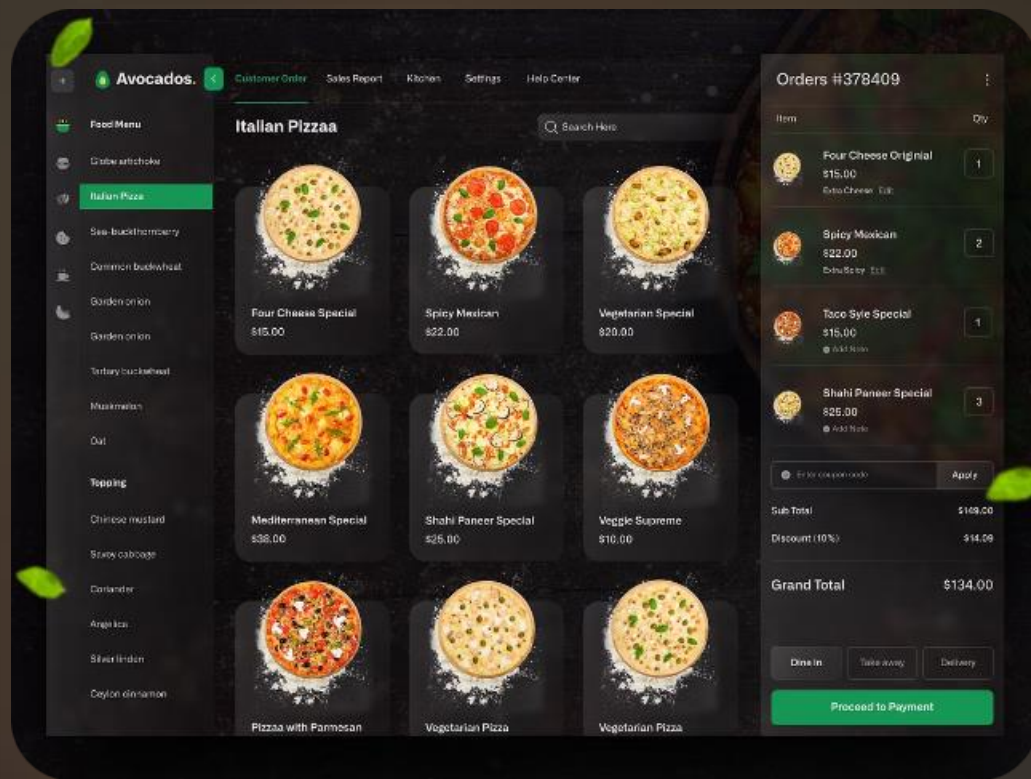
Pizzas Sold: 4,728

Revenue: \$83,002.50



# Main KPIs

The most popular pizzas by quantity sold are:



1 Classic Deluxe Pizza  
2,453 units sold, generating \$38,180.50 in revenue.

2 Barbecue Chicken Pizza  
2,432 units sold, generating \$42,768.00 in revenue.

3 Hawaiian Pizza  
2,422 units sold, generating \$32,273.25 in revenue.

4 Pepperoni Pizza  
2,418 units sold, generating \$30,161.75 in revenue.

# Mock Up Dashboard



## Pizza Size

Large (L) pizzas are the most popular, generating \$375,318.70 from 18,956 units.



## Pizza Category

The Classic category leads with \$220,053.10 from 14,888 units sold.



## Ingredient Popularity

The most frequently used ingredients include:

1. Garlic
2. Tomatoes
3. Red Onions
4. Red Peppers
5. Mozzarella Cheese







# Thank You

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