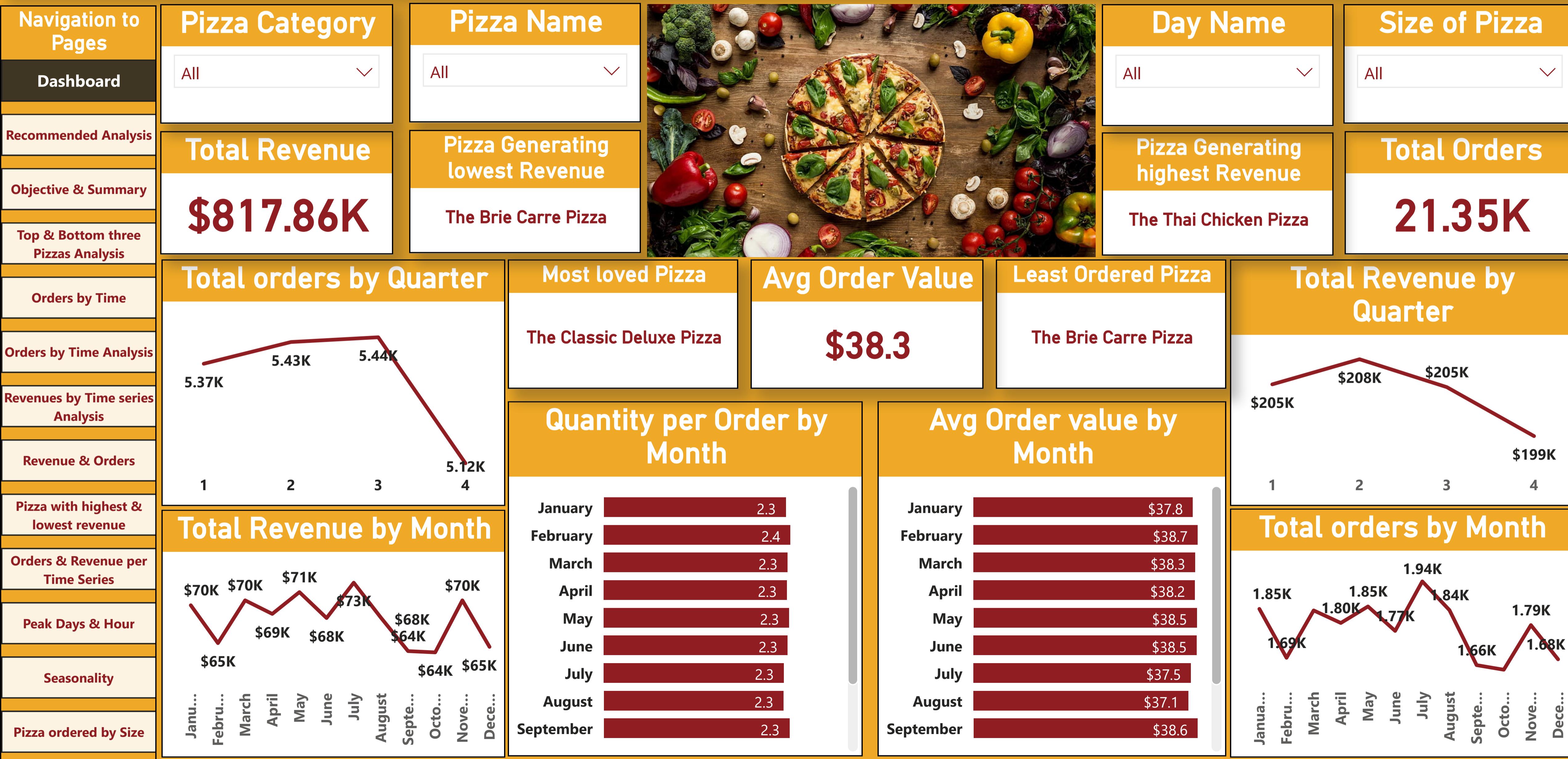


PIZZA PLACE SALES REPORT



Orders per Day

59.6

Promotion(Combo Offer)

To boost sales of the least ordered pizza, a combo offer could pair it with the highest revenue-generating or most loved pizza. Such a promotion increases the likelihood of customers trying the less popular option, improves the dining experience, and can drive revenue growth.

Peak Hours & Day

Based on the matrix table data showing that the most pizza orders are placed on Thursdays and Fridays between 12 to 1 pm businesses could offer lunchtime promotions, monitor pizza quality, increase staffing, provide a variety of options, and use customer feedback to improve the overall experience. Implementing these suggestions can lead to increased customer loyalty and growth.

Most loved Pizza

The Classic Deluxe Pizza

Least Ordered Pizza

The Brie Carre Pizza

Pizza Generating highest Revenue

The Thai Chicken Pizza

Most Ordered Category

Classic

Total Revenue

\$817.86K

Season having highest Revenue

Quarter	Month	Total Revenue
Qtr 2	April	\$68,736.80
Qtr 2	May	\$71,402.75
Qtr 2	June	\$68,230.20
Total		\$208,369.75

Season having most Orders

Quarter	Month	Orders
Qtr 3	July	1935
Qtr 3	August	1841
Qtr 3	September	1661
Total		5437

Total Orders

21.35K

Day Name	9	10	11	12	13	14	15	16	17	18	19	20	21
Sunday		1	95	210	261	214	222	278	322	324	281	197	147
Monday		1	226	398	331	182	192	247	317	303	235	174	134
Tuesday	1		188	421	371	196	191	295	309	301	274	214	131
Wednesday		2	231	420	381	201	210	259	343	335	238	193	139
Thursday		3	214	434	438	233	228	289	376	361	270	217	114
Friday			192	415	413	221	190	258	344	387	340	319	268
Saturday		1	85	222	260	225	235	294	325	388	371	328	265



Objective

- To analyze customer traffic trends and identify peak hours in order to optimize staffing and improve operational efficiency.
- To identify the average number of pizzas in an order, as well as the top-selling pizzas, in order to inform inventory management and marketing strategies.
- To determine the total revenue generated by pizza sales throughout the year and identify any seasonal trends in order to inform forecasting and budgeting decisions.
- To assess the popularity of various pizzas on the menu and identify any underperforming items or opportunities for promotion in order to optimize the menu and increase sales.

Revenue Summary

At \$2,08,369.75, Quarter 2 had the highest Total Revenue and was 4.64% higher than quarter 4, which had the lowest Total Revenue at \$1,99,124.10.

Quarter 2 had the highest Total Revenue at \$2,08,369.75, followed by 1, 3, and 4. It accounted for 25.48% of Total Revenue.

Across all 4 Quarter, Total Revenue ranged from \$1,99,124.10 to \$2,08,369.75.

Orders Summary

Quarter 3 had the highest total orders i.e. 5437 and was 6.23% higher than quarter 4, which had the lowest total orders at 5118.

Quarter 3 had the highest total orders followed by 2, 1, and 4. It accounted for 25.47% of total orders.

Across all 12 Month, Total Revenue ranged from \$64,027.60 to \$72,557.90.

Highest ordered Pizza Summary

The Classic Deluxe Pizza had the highest total orders and was 2.24% higher than The Pepperoni Pizza, which had the lowest total orders.

The Classic Deluxe Pizza had the highest total orders, followed by The Hawaiian Pizza and The Pepperoni Pizza.

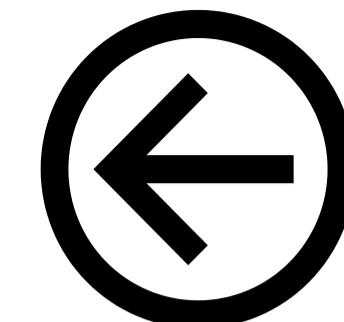
The Thai Chicken Pizza accounted for 34.04% of Total Revenue.

Orders by Time Summary

July had the highest total orders i.e. 1935 and was 17.56% higher than October, which had the lowest total orders i.e. 1646.

July accounted for 9.06% of total orders.

Across all 12 Month, total orders ranged from 1646 to 1935.

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Top three Pizza by Order

The Clas...	2329
The Haw...	2280
The Pep...	2278

Orders per Day

59.6

Count of Date

358

Bottom three Pizza by Order

The Brie...	480
The Cala...	918
The Me...	912
The Spin...	918

Top three Pizza by Revenue

The Thai...	\$43.43K
The Cali...	\$41.41K
The Bar...	\$42.77K

Most Ordered Category

Classic

Least Ordered Category

Chicken

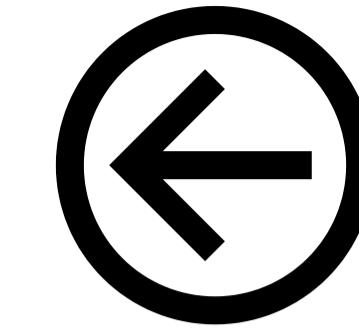
Bottom three Pizza by Revenue

The Brie...	\$11.59K
The Gre...	\$13.96K
The Spin...	\$15.28K

Total Orders

21350

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Quarter total orders

Quarter	total orders
3	5437
2	5425
1	5370
4	5118
Total	21350

Month total orders

Month	total orders
1	1845
2	1685
3	1840
4	1799
5	1853
6	1773
7	1935
8	1841
9	1661
10	1646
11	1792
12	1680
Total	21350

Day total orders

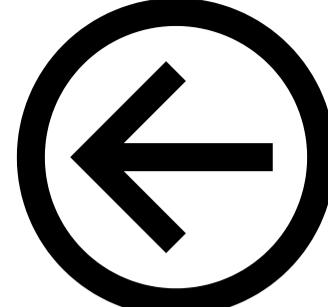
Day	total orders
1	820
2	712
3	721
4	747
5	625
6	727
7	710
8	719
9	703
10	728
11	731
12	634
Total	21350

DayName total orders

DayName	total orders
Sunday	2624
Monday	2794
Tuesday	2973
Wednesday	3024
Thursday	3239
Friday	3538
Saturday	3158
Total	21350

At 1935, July had the highest total orders and was 17.56% higher than October, which had the lowest total orders at 1646.

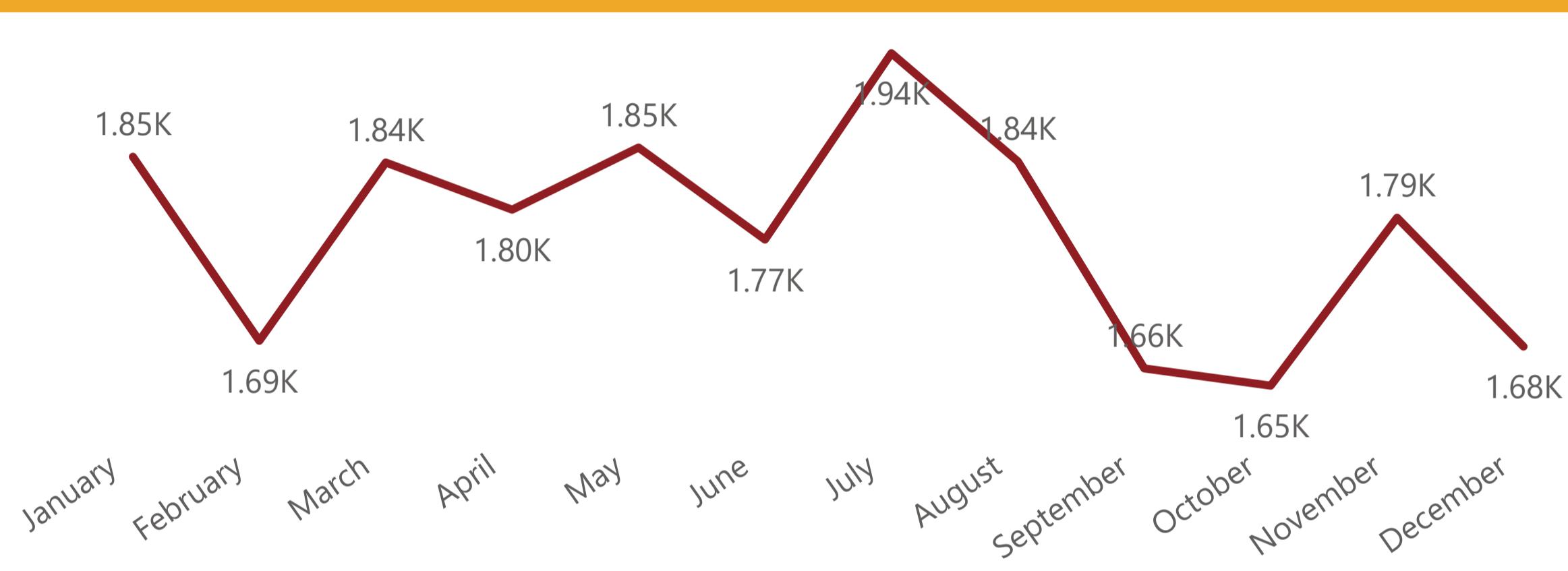
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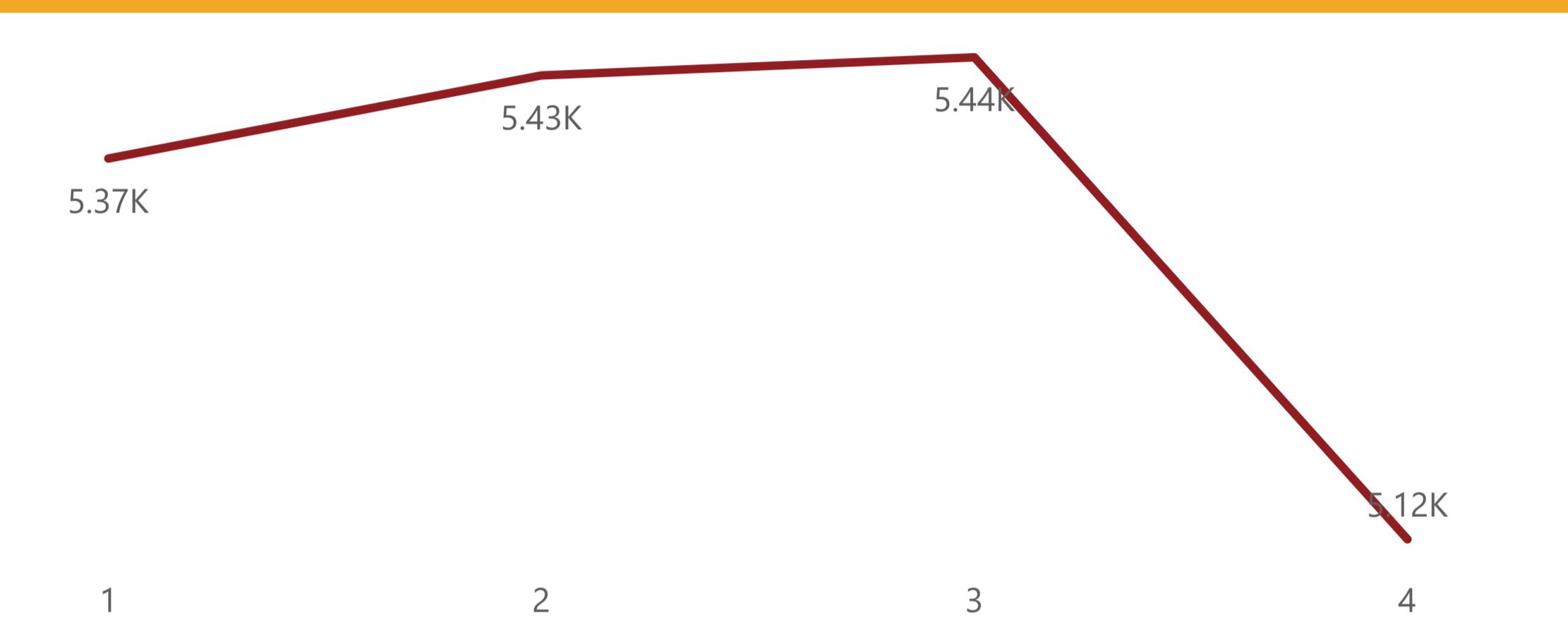
July accounted for 9.06% of total orders.

Across all 12 MonthName, total orders ranged from 1646 to 1935.

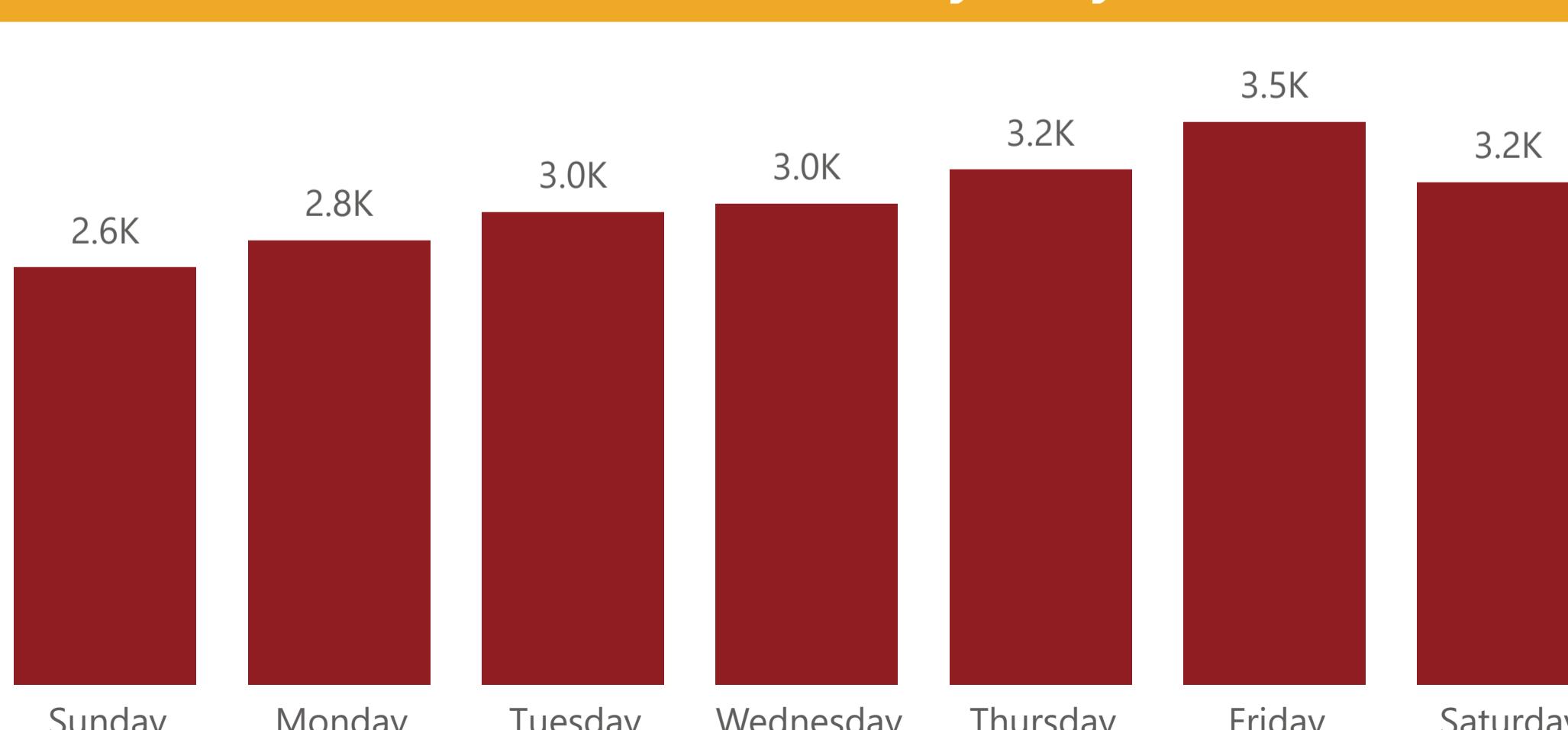
Total orders by Month



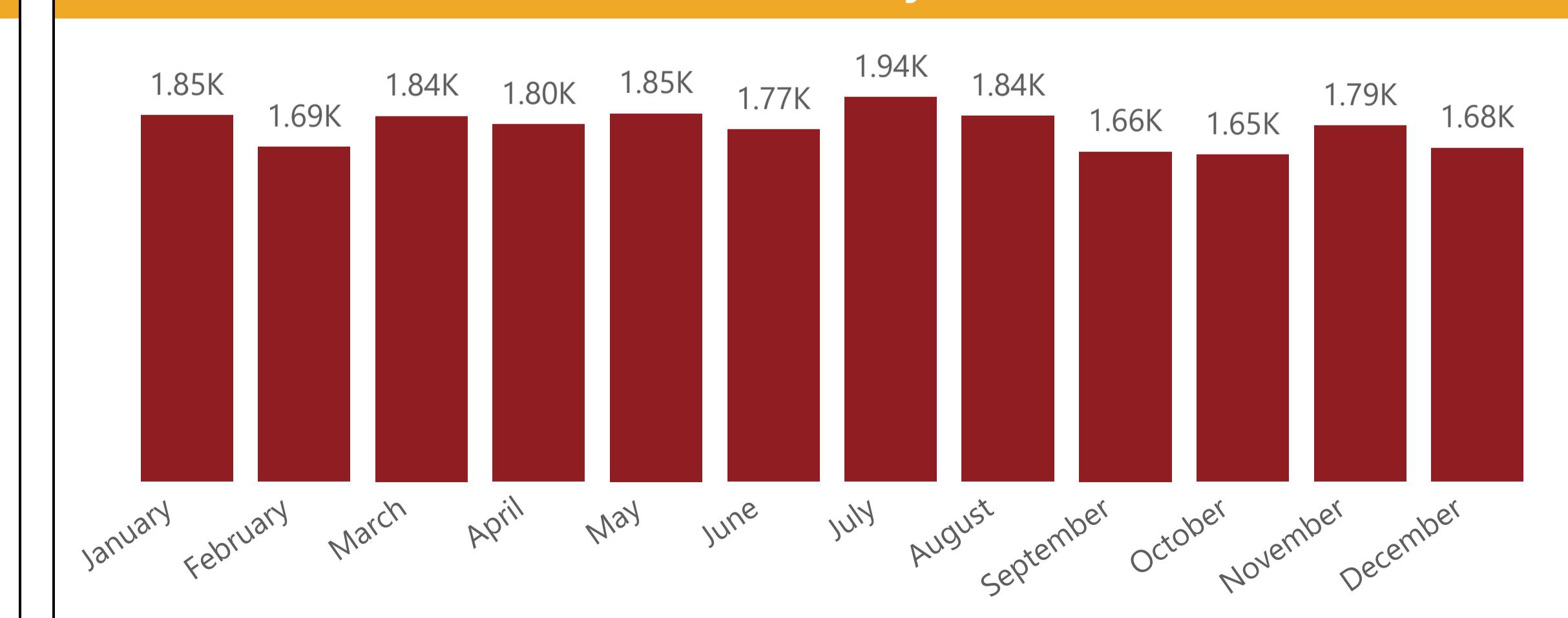
Total orders by Quarter



Total orders by Day



Total orders by Month

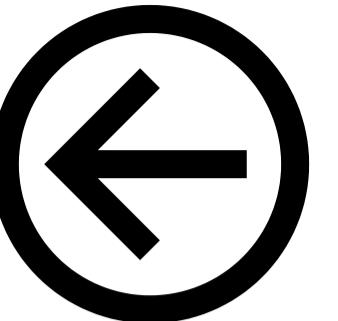


At \$208,369.75, 2 had the highest Total Revenue and was 4.64% higher than 4, which had the lowest Total Revenue at \$199,124.10.

2 had the highest Total Revenue at \$208,369.75, followed by 1, 3, and 4.

2 accounted for 25.48% of Total Revenue.

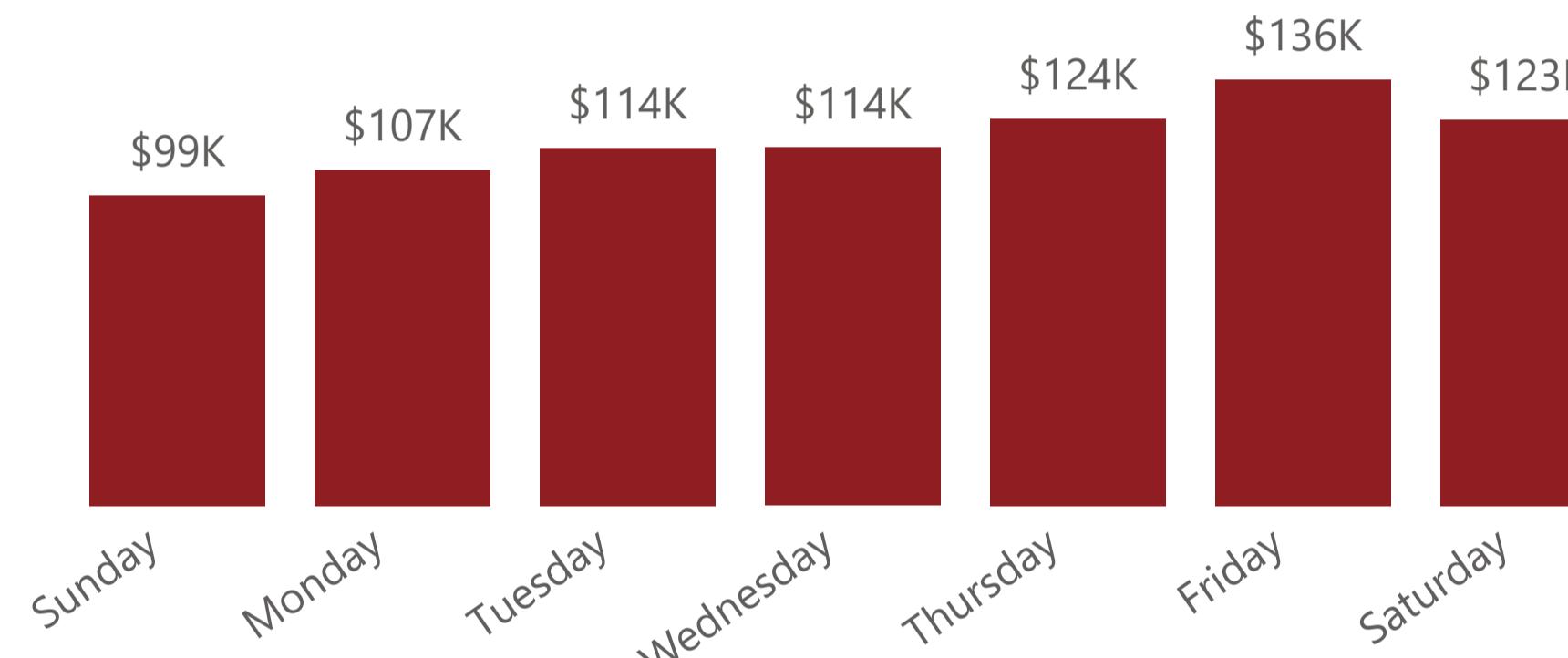
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Total Revenue

\$817.86K

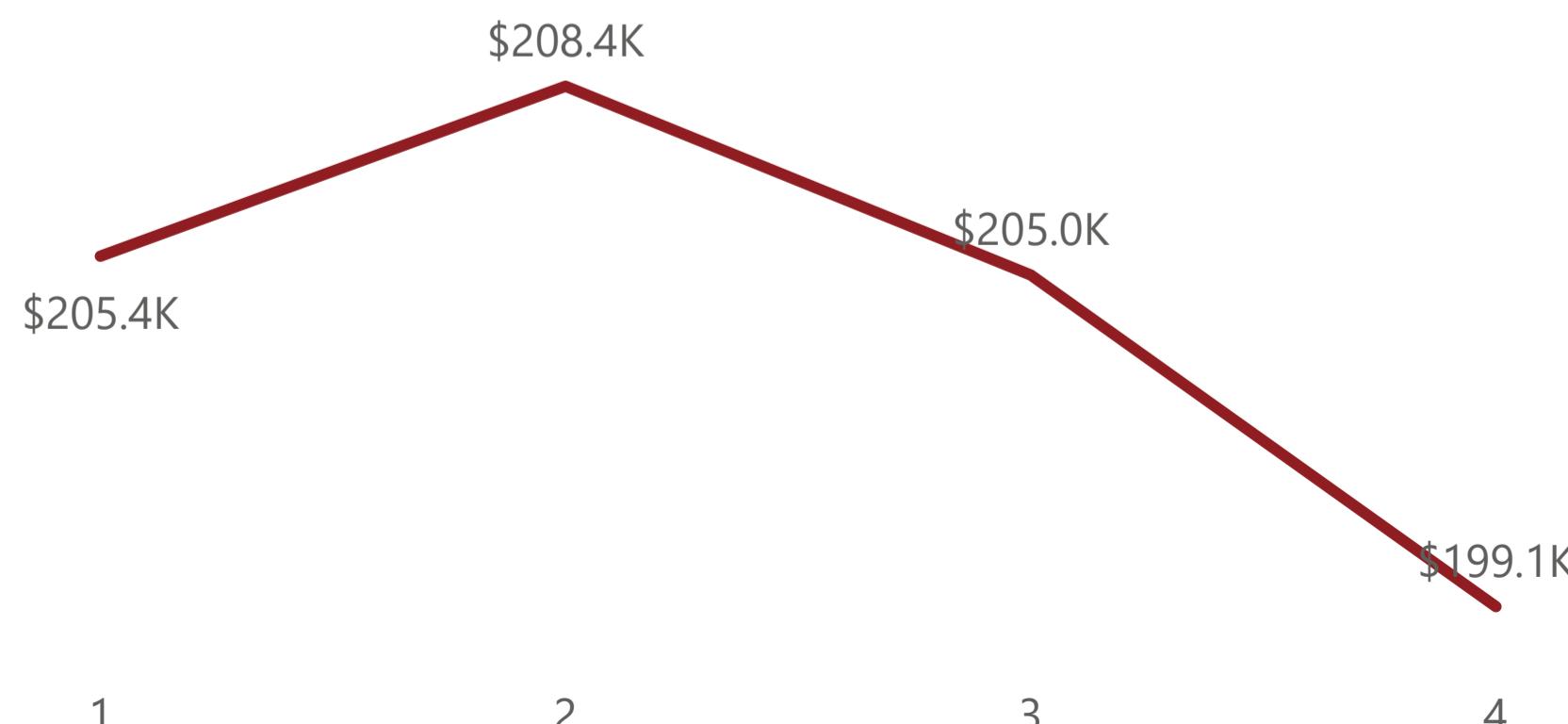
Total Revenue by Day



Avg Order Value

\$38.3

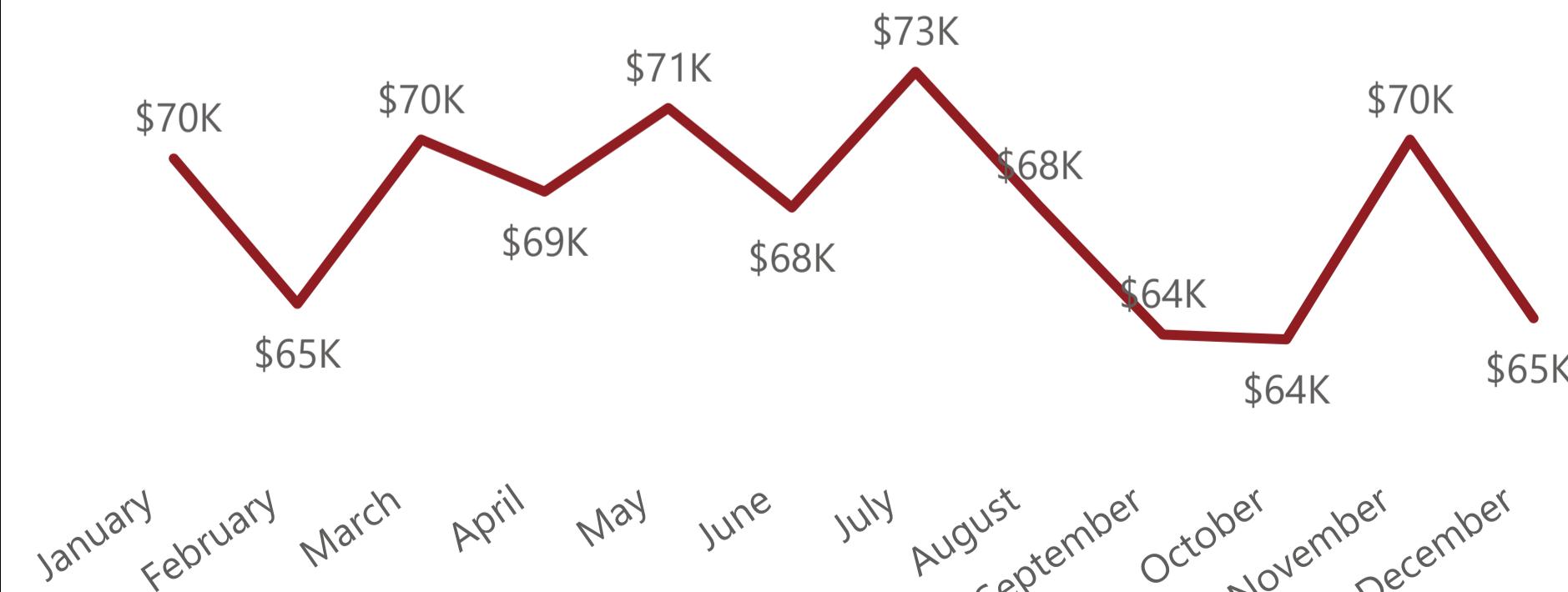
Total Revenue by Quarter

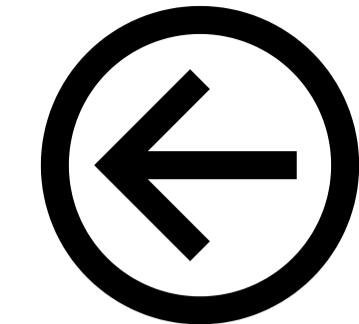


Orders per Day

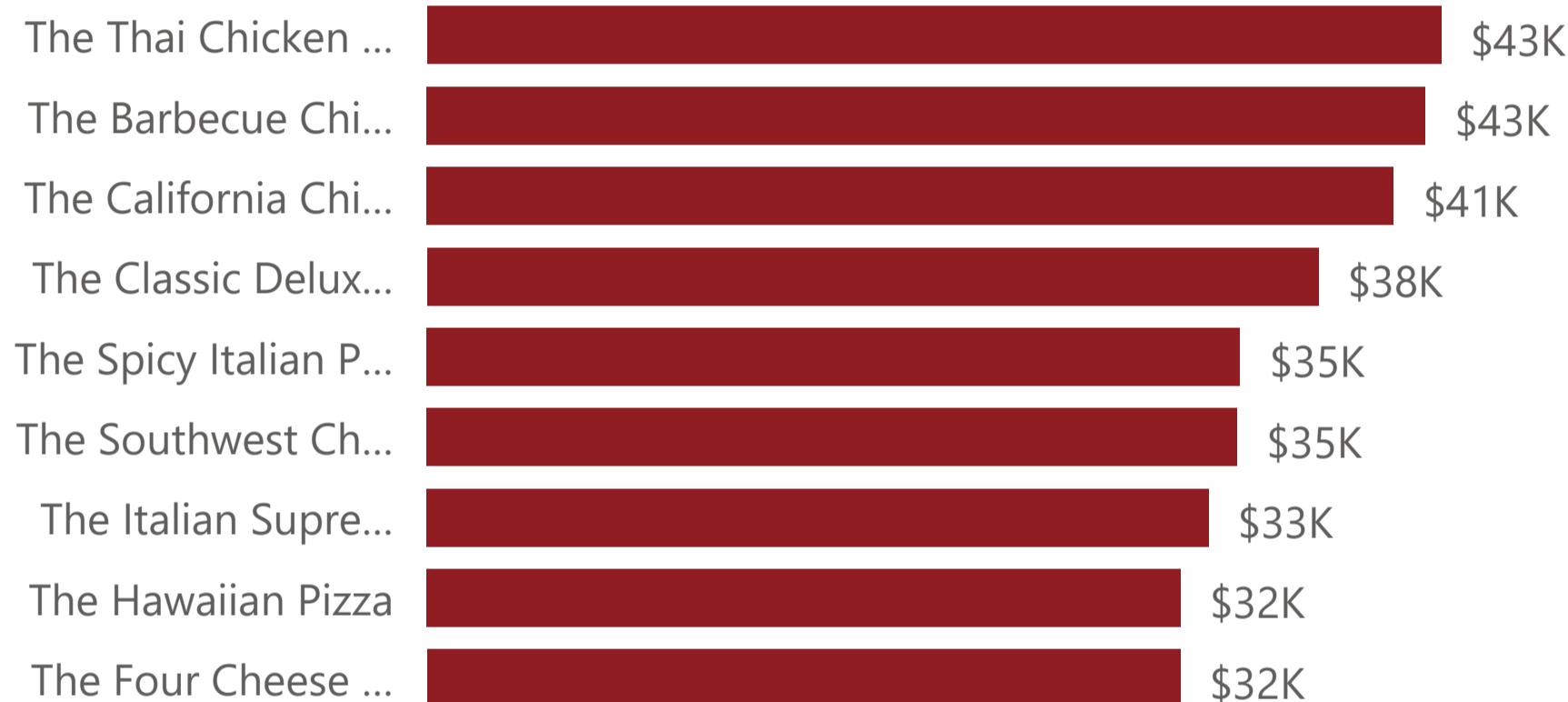
59.6

Total Revenue by Month



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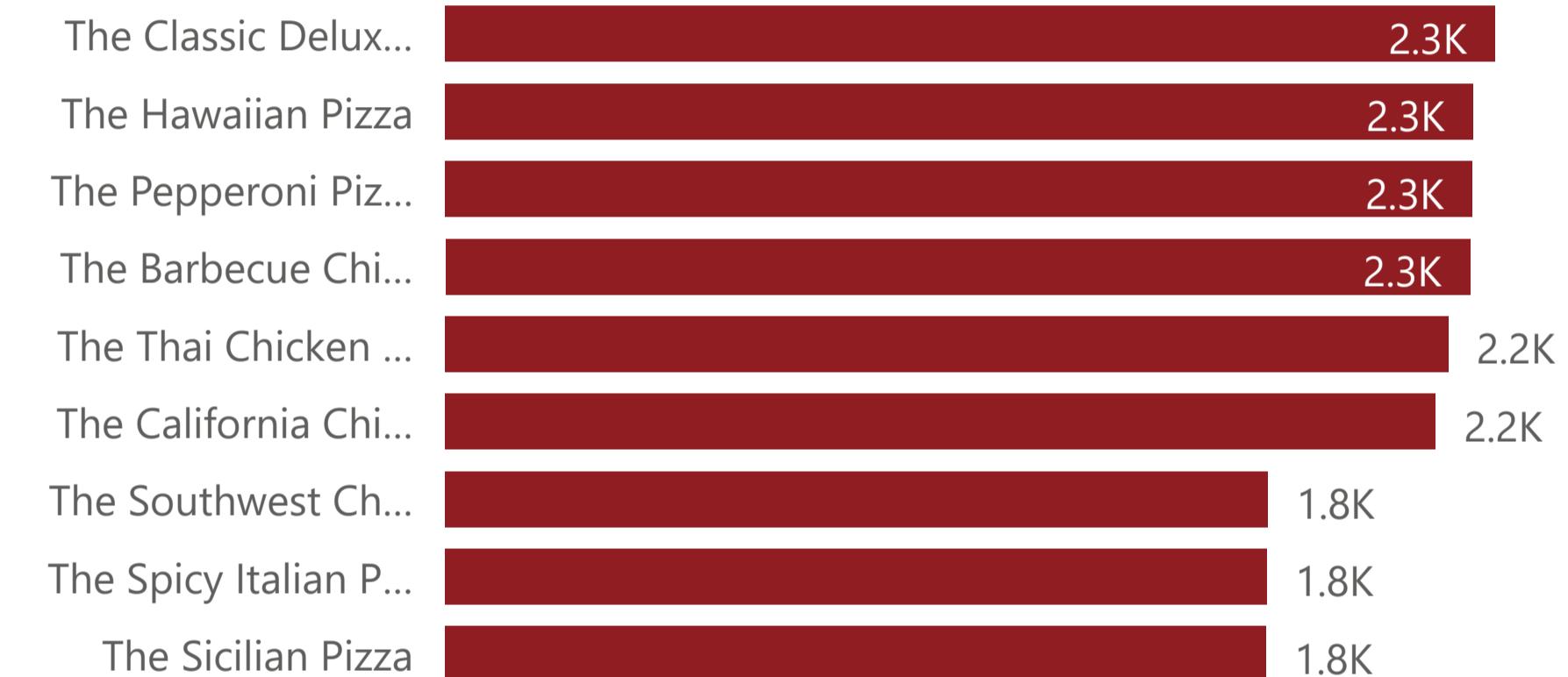
Total Revenue by Pizza Name



Total Revenue

\$817.86K

Total orders by Pizza Name



Total Revenue by Category



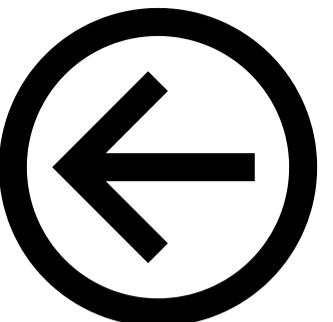
Total Orders

21.35K

Total orders by Category



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Pizza Generating highest Revenue

The Thai Chicken
Pizza

Pizza Generating lowest Revenue

The Brie Carre
Pizza

Most Ordered Category

Classic

Least Ordered Category

Chicken

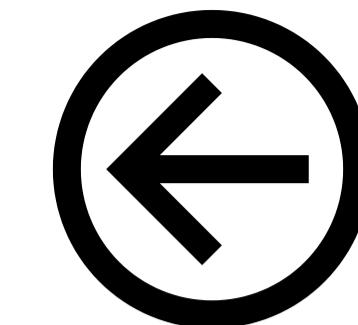
Most loved Pizza

The Classic Deluxe
Pizza

Least Ordered Pizza

The Brie Carre
Pizza

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Orders per Day

59.64

Revenue per Day

2.28K

Orders per Month

1.78K

Revenue per Month

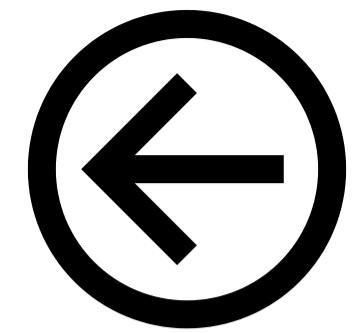
68.16K

Orders per Quarter

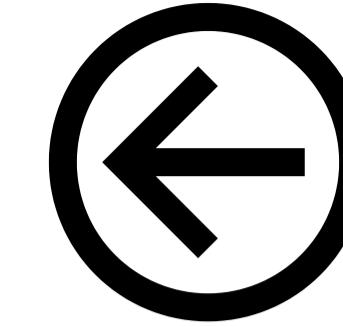
5.34K

Revenue per Quarter

204.47K

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Day Name	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
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	

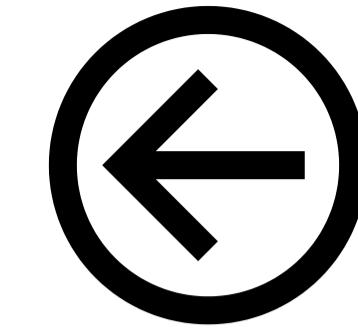
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Season having most Orders

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Season having highest Revenue

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Most sold Pizza size

L

Size	Total Revenue
L	\$375,318.70
M	\$249,382.25
S	\$178,076.50
XL	\$14,076.00
XXL	\$1,006.60
Total	\$817,860.05