

SUMMARY

- **Total Revenue:** \$817.86K
 - **Total Pizzas Sold:** 50K
 - **Average Order Value:** \$38.31
-

Peak Sales Trends:

By Day of Week:

- **Highest sales** occur on **Fridays and Saturdays**, especially in the evenings.
- Lowest sales are seen on **Sundays and Mondays**.

By Month:

- **July** and **January** see the **highest number of orders**.
 - **October** and **September** witness **lowest orders**.
-

Sales Performance:

By Pizza Category:

- **Classic** pizzas generate the most revenue (\$220.05K) and have the highest number of pizzas sold (15K).
- Other strong performers include **Supreme** and **Chicken** categories.

By Pizza Size:

- **Large-size pizzas** account for the **majority of sales** (\$375.32K, 45.89%).

- Followed by **Medium** (\$249.38K) and **Regular** (\$178.00K).

Best Sellers:

- **Top Revenue Generator:** Thai Chicken Pizza (\$43K)
- **Most Sold by Quantity:** Classic Deluxe Pizza (2.5K pizzas)
- **Top by Orders:** Classic Deluxe, Hawaiian, Pepperoni – all around 2.3K orders

Worst Sellers:

- **Lowest Revenue:** Brie Carre Pizza (\$12K)
- **Least Sold:** Brie Carre Pizza (490 pizzas)
- **Lowest Orders:** Brie Carre Pizza (480 orders)