

SLICING THROUGH SALES

Comprehensive Metrics and Insights into Pizza Sales Performance



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BUSIEST DAYS & TIMES

DAYS

Orders are **Highest** on weekends, **Friday/Saturday** evenings

MONTHLY

There are **Maximum** orders from month of **July and January**

SALES PERFORMANCE

CATEGORY

Classic Category contributes to **Maximum** sales & total orders

SIZE

Large size pizza contributes to **Maximum** sales

817.86K

Total Revenue

38.31

Avg Order value

49574

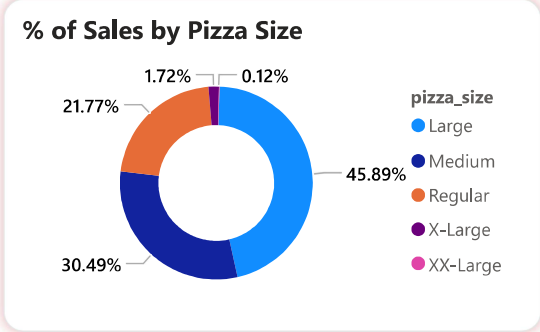
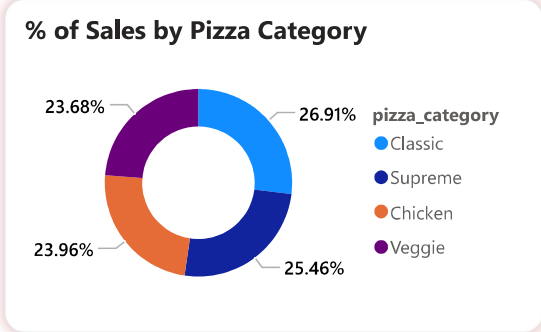
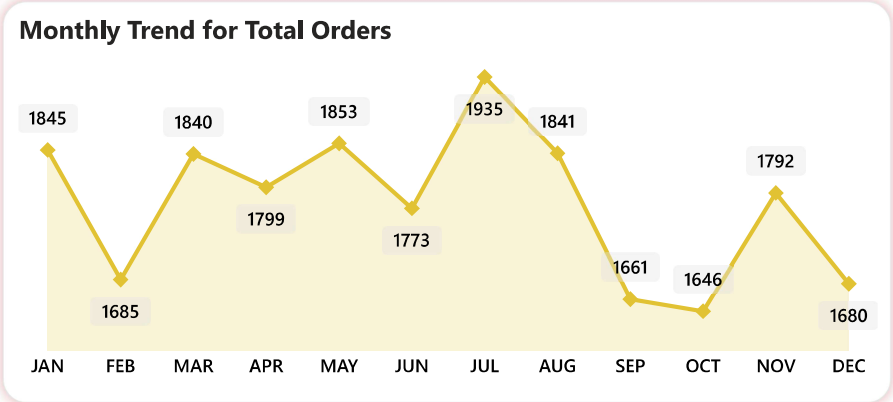
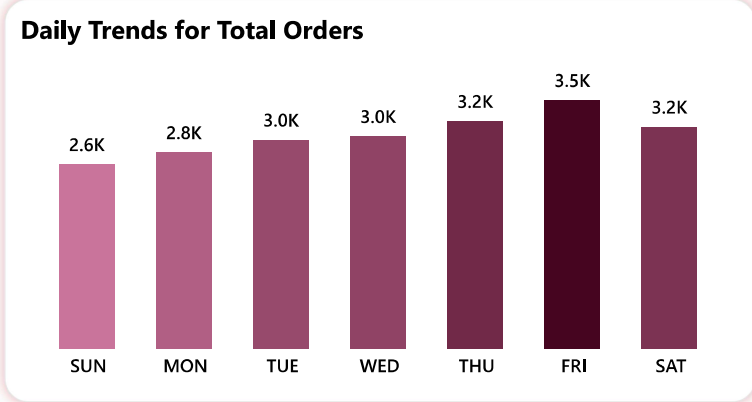
Total Pizzas Sold

21350

Total Orders

2.32

Avg Pizzas per Order



Total Pizzas Sold by Pizza Category

Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050



Daily and Monthly Trends for Total Orders

- **Peak Days:** Fridays (3.5K) and Saturdays (3.2K),
Weekends are the busiest times.
- **Peak Months:** July (1,935) and January (1,845)
Seasonal promotions or holiday influences boost sales.



Customer Preferences

- **Top Categories:** Classic pizzas (14,888) units sold
Followed by Supreme and Veggie categories.
- **Preferred Sizes:** Large pizzas dominate the market with 45.89% of sales,
Followed by Medium and Regular sizes.

- Home
- Best/Worst Sellers

BEST SELLERS

REVENUE

The Thai Chicken Pizza Contributes to Maximum Revenue

QUANTITY

The Classic Deluxe Pizza Contributes to Maximum Total Quantities

TOTAL ORDERS

The Classic Deluxe Pizza Contributes to Maximum Total Orders

WORST SELLERS

REVENUE

The Brie Carre Minimum Revenue

QUANTITY

The Brie Carre Pizza Contributes to Minimum Total Quantities

TOTAL ORDERS

The Brie Carre Pizza Contributes to Minimum Total Orders

817.86K

Total Revenue

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Top 5 Pizzas by Revenue

The Thai Chi...	43K
The Barbecu...	43K
The Californi...	41K
The Classic ...	38K
The Spicy Ita...	35K

Top 5 Pizzas by Quantity

The Classic ...	2.5K
The Barbecu...	2.4K
The Hawaiia...	2.4K
The Pepper...	2.4K
The Thai Chi...	2.4K

Top 5 Pizzas by Total Orders

The Classic ...	2.3K
The Hawaiia...	2.3K
The Pepper...	2.3K
The Barbecu...	2.3K
The Thai Chi...	2.2K

Bottom 5 Pizzas by Revenue

The Spinach ...	16K
The Mediter...	15K
The Spinach ...	15K
The Green G...	14K
The Brie Car...	12K

Bottom 5 Pizzas by Quantity

The Soppres...	961
The Spinach ...	950
The Calabres...	937
The Mediter...	934
The Brie Car...	490

Bottom 5 Pizzas by Total Orders

The Chicken ...	938
The Calabres...	918
The Spinach ...	918
The Mediter...	912
The Brie Car...	480



Best and Worst Sellers

- **Top Performer:** The Thai Chicken pizza, highest revenue generator (\$43K)
- **Popular Choices:** The Classic Deluxe and Barbecue pizzas
- **Under performers:** The Brie Carre pizza generates the least revenue (\$12K)
- **Improvement Areas:** Pizzas like "The Spinach Supreme" and "The Mediterranean" also have lower performance."



Sales Performance Insights

- The Highest orders on weekends, especially **Friday and Saturday** evenings, highlight peak dining times and promotion opportunities.
- Large size pizzas significantly drive maximum sales, indicating a **customer preference** for value and quantity.

