

# PIZZA SALES ANALYSIS REPORT

## 1) What days and times do we tend to be busiest?

Busiest Days: Friday is the busiest day with 8.1K orders, followed by Monday and Wednesday with around 7.4K and 7.3K orders respectively.

Busiest Times: Afternoon is the busiest time period with 29K pizzas sold, followed by Morning with 17K pizzas.

## 2) How many pizzas are we making during peak periods?

During the busiest periods (afternoon on Fridays), the store is making a significant portion of the 29K pizzas sold in the afternoon spread across the week. Specifically, on Fridays, it can be inferred that a large fraction of these are sold.

## 3) What are our best and worst-selling pizzas?

Best-Selling Pizzas:

The Thai Chicken Pizza: 1365 units, \$29,257.50 in revenue

The Five Cheese Pizza: 1359 units, \$26,066.50 in revenue

The Four Cheese Pizza: 1273 units, \$23,622.20 in revenue

Worst-Selling Pizzas: Among the listed pizzas, the lowest sellers include:

The Italian Capocollo Pizza: 715 units, \$15,006.00 in revenue

The Italian Supreme Pizza (one variant): 735 units, \$15,500.25 in revenue.

## 4) What is our average revenue?

Average Revenue: Total revenue is \$817.86K over 21.35K orders, so the average revenue per order is approximately \$38.32.

## 5) What is our monthly order performance?

Monthly Order Performance:

Highest Orders: March (4301 orders)

Lowest Orders: April (3797 orders)

Other months generally fluctuate around 3800 to 4200 orders.

## 6) What is the order performance of our various pizza sizes?

Pizza Sizes:

Large (L): 38% of sales

Medium (M): 32% of sales

Small (S): 29% of sales

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Extra Large (XL): 1% of sales.

## **7) Which of our Pizza Category is the most in demand?**

Most In-Demand Category: Classic pizzas are the most popular, accounting for 29.99% of sales, followed by Supreme (24.22%), Veggie (23.55%), and Chicken (22.24%).

## **8) What is our monthly revenue performance?**

Monthly Revenue Performance: The revenue generally correlates with the number of orders, with March being the highest revenue month and April the lowest. Specific monthly revenue figures are not detailed, but trends can be inferred from the order counts.