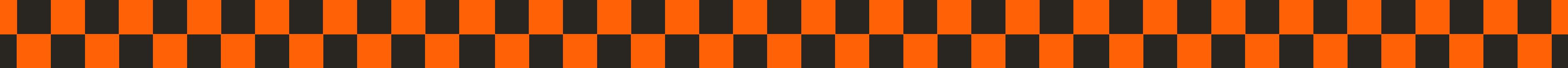
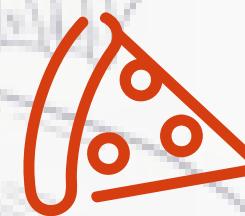


The background of the slide is a close-up, slightly blurred image of a pizza slice, showing the cheese, toppings, and crust. Overlaid on this background are the words "Pizza INSIGHT REPORT".

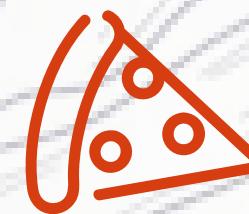
Pizza  
INSIGHT REPORT



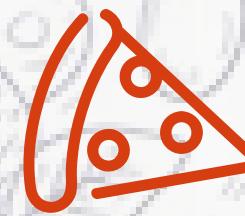
# CONTENTS



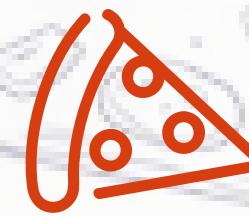
**INTRODUCTION**



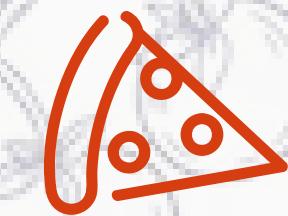
**SALE TRENDS  
ANALYSIS**



**KPI SUMMARY**



**PRODUCT  
PERFORMANCE**



**BUSINESS INSIGHT &  
RECOMMENDATION**



## INTRODUCTION

## KPI SUMMARY

## SALE TRENDS ANALYSIS

## PRODUCT PERFORMANCE

## BUSINESS INSIGHT & RECOMMENDATION



# INTRODUCTION

This report presents key insights and significant sales trends derived from the Pizza\_Sales dataset.

All findings are derived from SQL queries and visualized using Power BI, supporting data-driven decision-making related to product performance, customer behavior, and sales optimization.



INTRODUCTION

KPI SUMMARY

SALE TRENDS  
ANALYSISPRODUCT  
PERFORMANCEBUSINESS INSIGHT &  
RECOMMENDATION

\$817.860K

Total Revenue

21350

Total orders

49574

Total pizzas sold

\$38.31

Avg order value

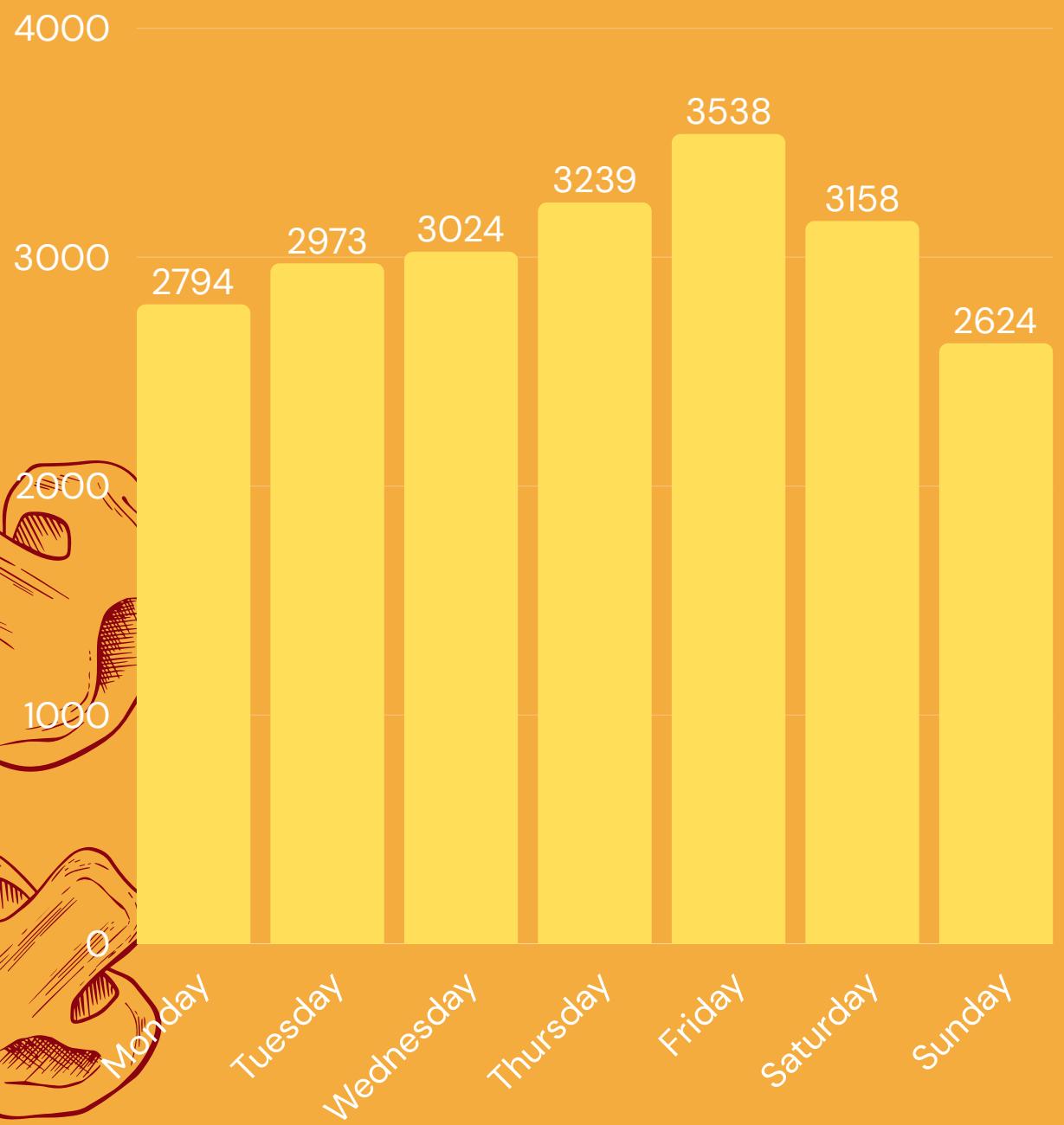
2.32

Avg pizzas per order

## OVERVIEW

- Revenue reached an impressive \$817.86K, reflecting strong business performance and healthy customer purchasing power.
- With 21.3K orders and 49.5K pizzas sold, the average order contains around 2–3 pizzas, indicating that customers tend to place group or family orders rather than buying individually.
- The Average Order Value (AOV) of \$38.31 is notably high, suggesting that customers frequently opt for combos or larger-sized pizzas.
- The combination of a high AOV and a relatively large number of pizzas per order signals the effectiveness of the company's pricing strategy and product assortment. Compared to typical benchmarks in the F&B sector, this represents a strong revenue-per-order performance.
- Overall, these metrics show that the business is operating efficiently in a stable phase. However, deeper analysis is needed to identify the key drivers of performance – such as pizza types, time-of-day patterns, day-of-week trends, or regional differences – to further optimize growth.

## Daily Trends for Orders



- **Friday** is the day with the highest order volume, reaching 3,538 orders.  
→ This indicate a **strong surge in pizza demand toward the end of the week**, likely driven by leisure dining habits, group gatherings, or weekend celebrations.
- **Thursday (3,239 orders)** and **Saturday (3,158 orders)** also show high sales, revealing a **rising trend from mid-week through the weekend**.  
→ This pattern suggests that customers begin to “switch into relaxation mode,” making them more willing to spend on convenient or indulgent meals.
- **Early-week days (Monday–Wednesday)** remain steady at around **2,800–3,000 orders**, representing the low-activity period with fewer purchases.
- **Sunday** drops noticeably to **2,624 orders**, possibly because customers **cook at home** more often or switch to other dining choices.

### Insights:

- There is a clear **upward sales trend** from the beginning to the end of the week, peaking on **Friday**, making it the **golden day for promotions** and campaign launches.
- The business should **increase staffing, stock inventory, and intensify marketing** from **Thursday to Saturday** to capture higher demand.
- For the quieter early-week period, introducing **light discounts or “Monday Deals”** could help boost demand and maintain a more balanced weekly order distribution.



INTRODUCTION

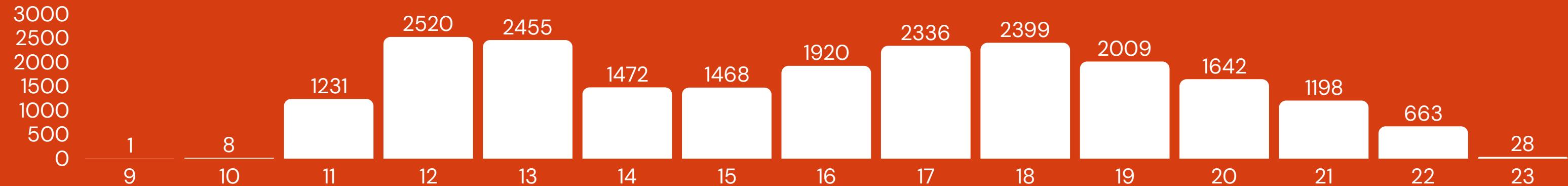
KPI SUMMARY

## SALE TRENDS ANALYSIS

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## Hourly Trends for Orders



The chart reveals two clear peak periods during the day:

- **Lunchtime (12:00–13:00) with 2,520 orders, and**
- **Evening (18:00–19:00) with 2,399 orders.**

Between these peaks, order volume dips slightly in the **afternoon (14:00–16:00)** and drops sharply **after 21:00**, indicating that pizza is primarily consumed as a **main meal** rather than a snack.

→ This suggests that the business should allocate **additional staff** and run **time-based promotions** during golden hours — especially between **12:00–13:00** and **18:00–20:00** — to fully capture demand and maximize operational efficiency.

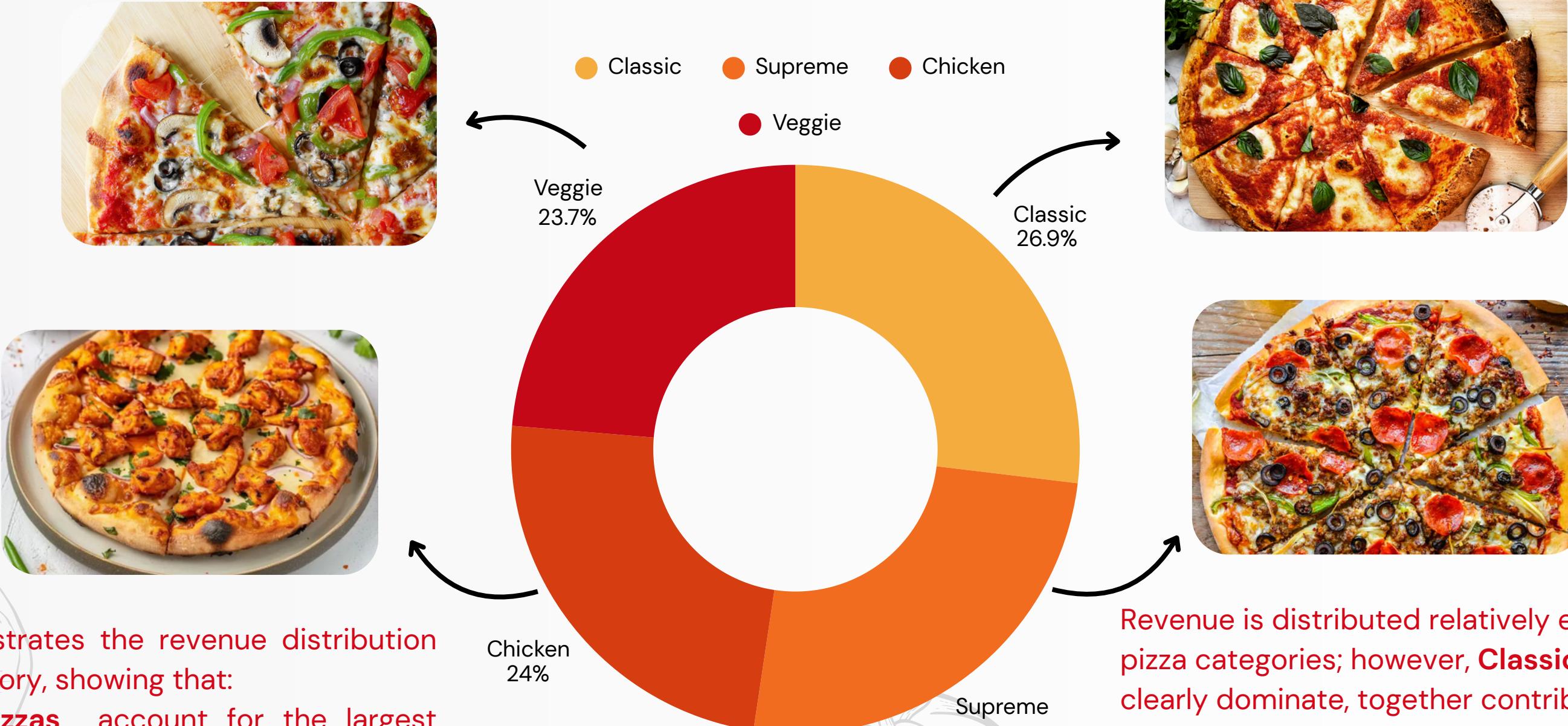


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# Sales by Pizza Category



The chart illustrates the revenue distribution by pizza category, showing that:

- **Classic pizzas** account for the largest share at **26.91%**,
- Followed closely by **Supreme (25.46%)**,
- **Chicken (23.96%)**, and
- **Veggie (23.68%)** contribute nearly equal proportions.

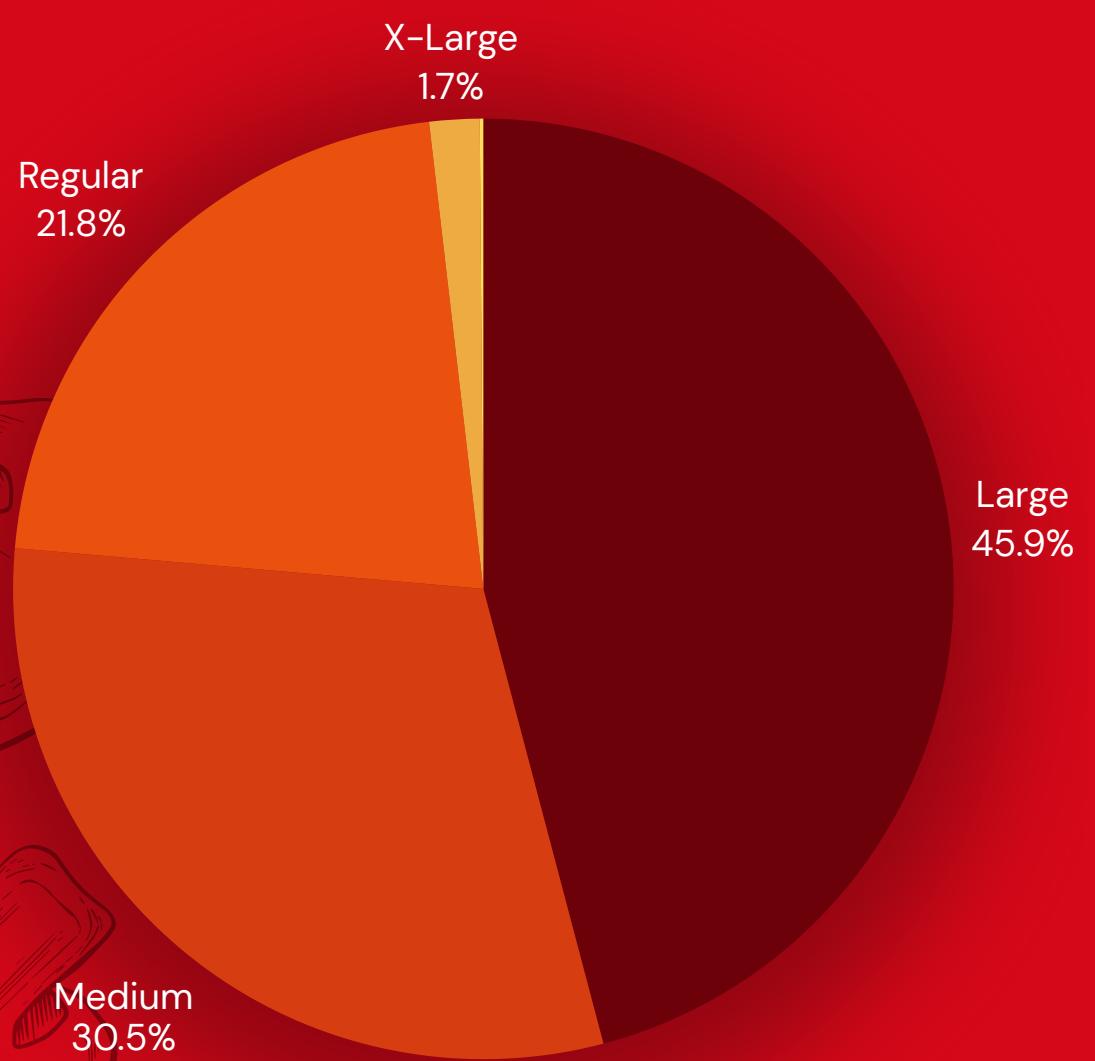
Revenue is distributed relatively evenly across the pizza categories; however, **Classic** and **Supreme** clearly dominate, together contributing **more than half of total sales**.

→ The business should **maintain strong quality control and marketing focus** on these two core categories, while also **expanding and diversifying the Veggie and Chicken lines** to capture a broader customer base.



# Sales by Pizza Size

● Large    ● Medium    ● Regular  
● X-Large    ● XX-Large



The chart shows that **Large pizzas dominate with 45.89% of total revenue**, followed by **Medium (30.49%)** and **Regular (21.77%)**, while **X-Large and XX-Large contribute only a negligible share**.

→ Customers predominantly choose **large-sized pizzas** to share with groups or families, indicating a **strong community-oriented consumption pattern**.

This suggests that the business should **focus on developing group combo deals**, offer **Large–Medium size promotions**, and leverage marketing messages centered around “**shared meals**” to enhance appeal.



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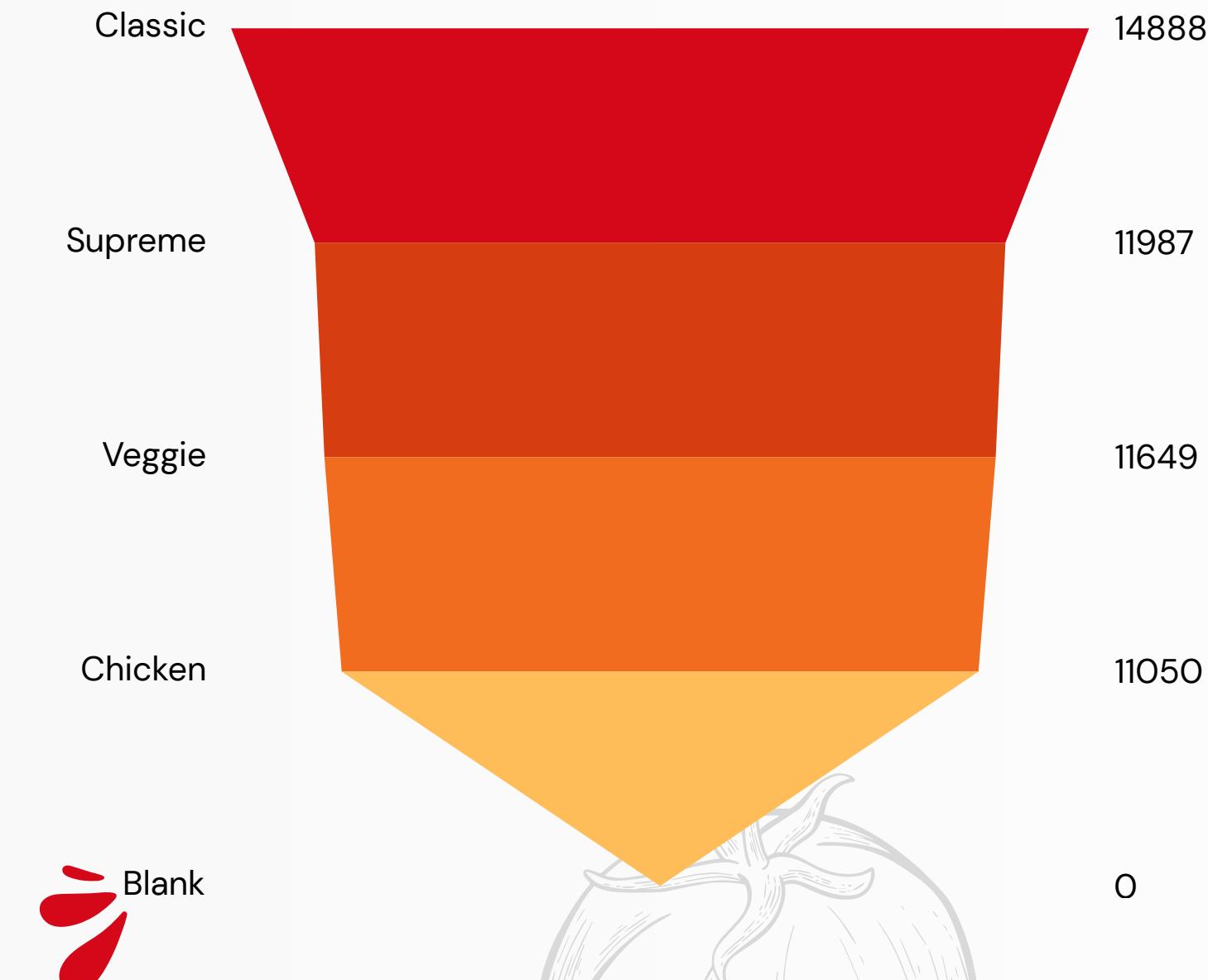
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# Total Pizza Sales by Category



The chart shows that **Classic pizzas** lead sales with **14,888 units sold**, significantly outperforming the other categories such as **Supreme (11,987 units)**, **Veggie (11,649 units)**, and **Chicken (11,050 units)**.

→ This confirms that **Classic** is the brand's flagship product — both widely popular and consistently appealing due to its **familiar, timeless flavors**.



The other three categories have **fairly balanced sales**, indicating that the current menu is well-structured. However, the business could further **promote the Supreme or Veggie lines** to narrow the performance gap and **expand customer choice diversity**.



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# Top 5 Best Sellers

The chart shows that the **Top 5 best-selling pizzas** have very **similar sales volumes**, reflecting diverse customer preferences across the menu.

Leading the list is the **Classic Deluxe Pizza**, with **2,453 units sold**, reinforcing its role as a signature product widely favored for its balanced and universally appealing flavor profile.

Following closely are the **Barbecue Chicken (2,432 units)**, **Hawaiian (2,422)**, **Pepperoni (2,418)**, and **Thai Chicken (2,371)** — pizzas that blend traditional and creative flavor combinations, helping the brand maintain steady customer interest.

→ The business can maintain this group as the **core menu**, while leveraging the popularity of these top sellers to introduce **combo deals or limited-edition variants** to increase revenue and strengthen brand recognition.

The Classic Deluxe Pizza

2453

The Barbecue Chicken Pizza

2432

The Hawaiian Pizza

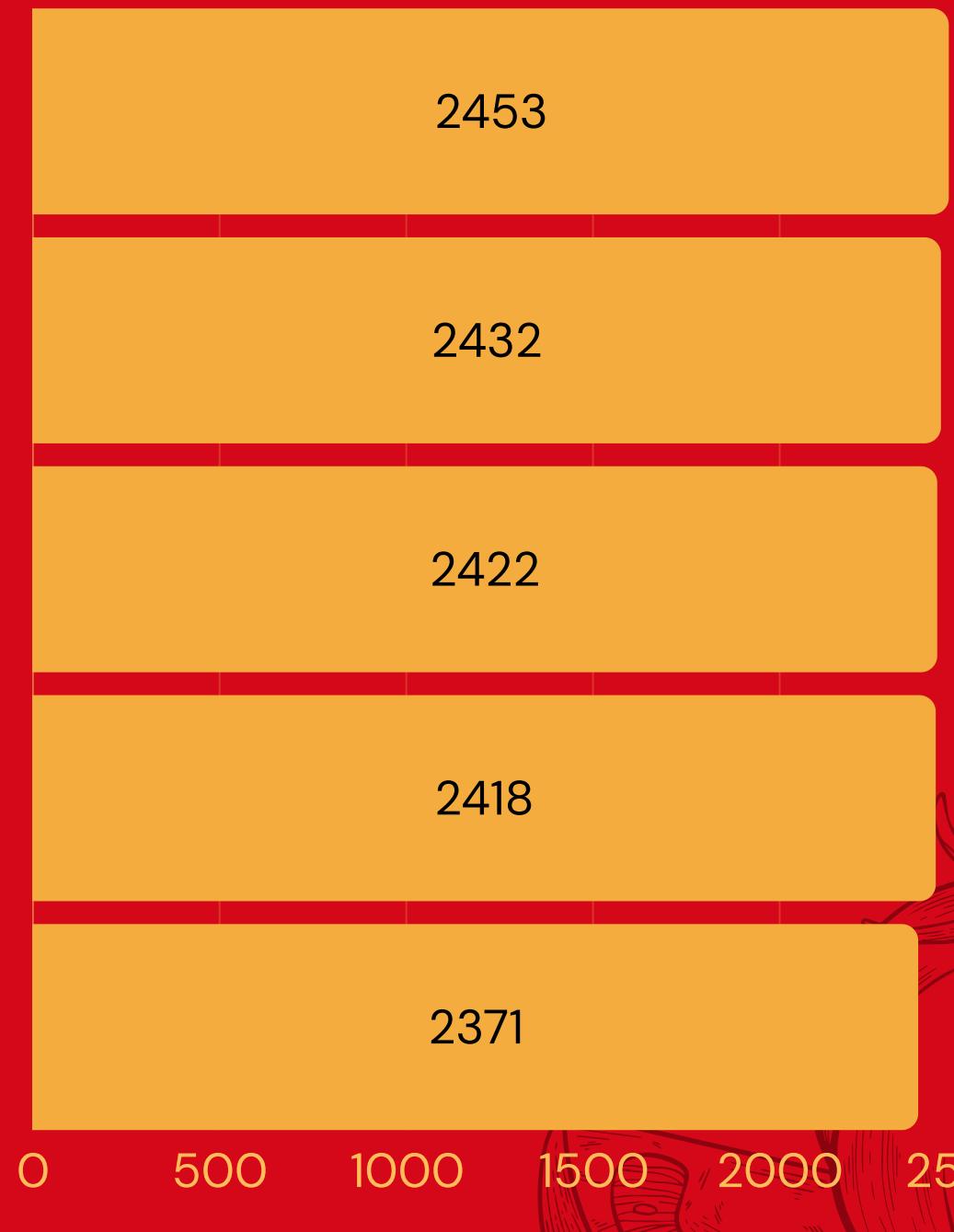
2422

The Pepperoni Pizza

2418

The Thai Chicken Pizza

2371





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## Bottom 5 Worst Sellers

The bottom five products show **relatively low sales**, ranging from **900–960 units**, with **The Brie Carre Pizza** standing out at only **490 units sold** — nearly **half the volume** of the others.

→ This suggests that pizzas featuring **strong, niche, or acquired flavors** (such as Brie cheese or spinach) have **lower customer appeal**.

Although these items generate limited sales, they can still serve as **premium or signature offerings** within the upscale segment of the menu. However, the business should **reconsider their pricing strategy, recipe refinement, or marketing approach** to enhance appeal — especially for **Brie Carre**. Introducing a **mini version** or a **trial combo** could help increase order frequency and reduce perceived risk for customers unfamiliar with the flavor.

The Brie Carre Pizza

490

The Mediterranean

950

The Calabrese Pizza

937

The Spinach Supreme Pizza

934

The Soppressata Pizza

961

0 200 400 600 800 1000



INTRODUCTION

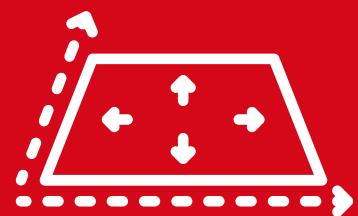
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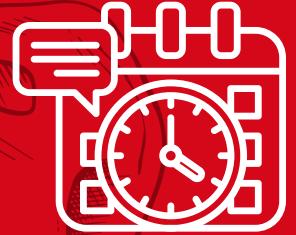
# BUSINESS INSIGHT



The core customer base follows a "sharing culture", treating pizza as a shared meal rather than an individual dish.



Customers prefer large sizes for sharing, indicating that pizza is perceived as a communal, group-oriented meal.



Customer consumption habits are strongly concentrated around leisure periods and shared dining occasions, creating a significant opportunity to run golden-hour promotions and weekend campaigns.



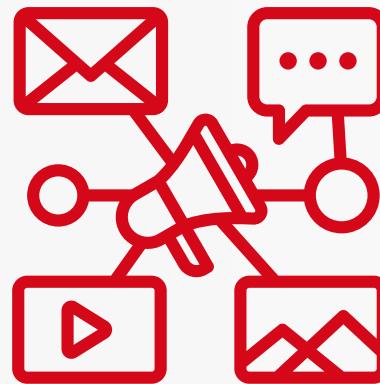
Premium or niche-flavored pizzas are not yet aligned with the tastes of the current core customer base.



The current menu offers a well-balanced range of flavors, but Classic and Supreme remain the true cash cows — the main revenue drivers that help sustain stable profitability.

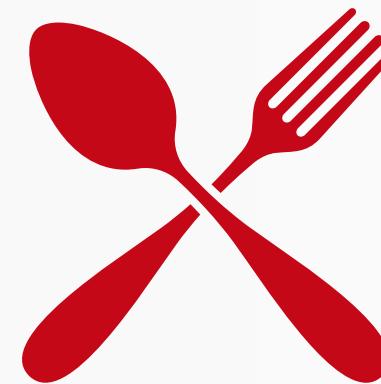


# RECOMMENDATIONS



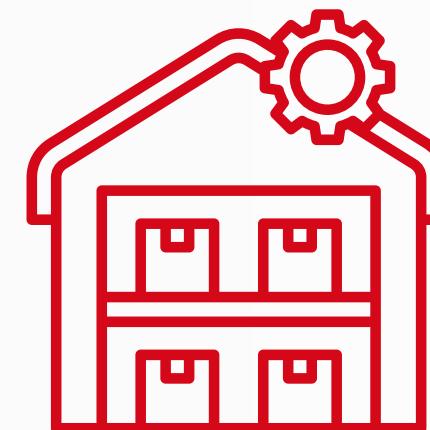
## Marketing & Promotion

- Launch a "Weekend Pizza Boost" campaign: offer discounts or free toppings from Thursday to Saturday to capitalize on peak demand.
- Introduce "Lunch & Dinner Combos" for Large/Medium sizes during the 12:00–13:00 and 18:00–20:00 peak hours.
- Feature Classic Deluxe or Barbecue Chicken as hero products in marketing campaigns to drive visibility and conversion.



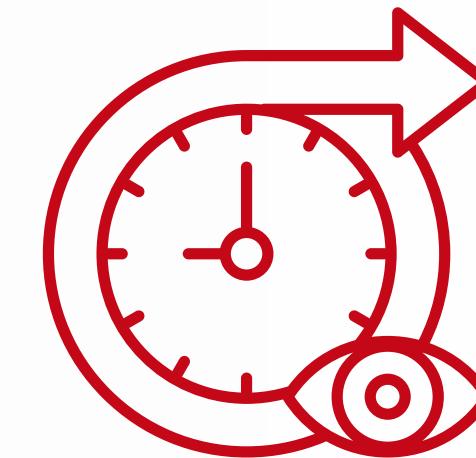
## Menu Optimization

- Maintain Classic, Supreme, and Barbecue Chicken as the core offerings.
- Reevaluate the recipe and pricing strategy for Brie Carre and Mediterranean; consider introducing mini versions, seasonal editions, or tasting combos to improve trial and appeal.
- Expand Veggie-friendly options to attract health-conscious customers and broaden market reach.



## Operations & Inventory

- Increase inventory and staffing levels during weekends and peak hours to reduce service time and prevent delays.
- Use a Power BI demand-forecasting dashboard (by day and hour) to optimize ingredient planning and minimize waste.



## Long-term Strategy

- Develop a loyalty program targeting group and corporate customers, such as a "Corporate Pizza Friday" initiative.
- Leverage time-based consumption insights to identify the optimal moments for launching new products and maximizing visibility.

The background of the slide features a close-up photograph of a hand holding a slice of pepperoni pizza. The pizza has a golden-brown crust and is topped with melted cheese and several slices of pepperoni. The lighting is warm, highlighting the textures of the crust and the toppings.

Thank  
you!

