



Pizza Sales Analysis

Comprehensive insights into sales performance, customer preferences, and operational metrics.

Executive Summary

\$817.8K

TOTAL REVENUE

21,350

TOTAL ORDERS

48,620

TOTAL PIZZAS SOLD

Our annual performance shows strong revenue figures driven by high order volume. Weekend traffic serves as the primary revenue driver, contributing significantly to the totals.

Operational Efficiency Metrics

\$38.31

Average Order Value

The average spend per transaction indicates a healthy mix of items. Promoting combo deals could push this metric above the \$40 threshold.




2.32

Pizzas Per Order

On average, customers purchase more than two pizzas per order, suggesting a trend towards group dining or family meals.

Analysis Objectives

We aim to analyze key sales indicators to uncover actionable insights for business growth. Our focus areas include:

-  **Trend Identification:** Pinpointing peak daily and monthly periods.
-  **Category Analysis:** Understanding the most profitable pizza types.
-  **Customer Preferences:** Analyzing size preferences to optimize inventory.

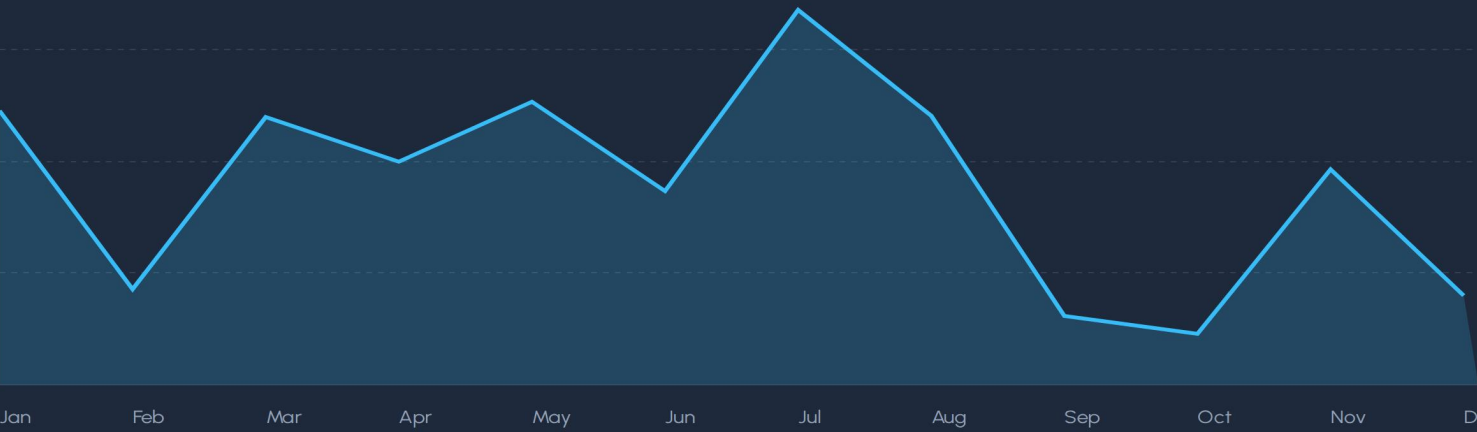


Daily Order Volume Trend



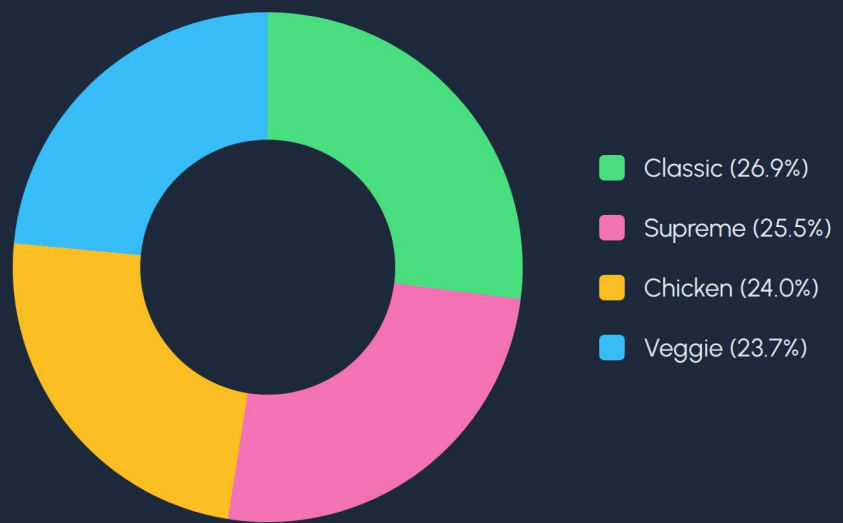
Fridays and Saturdays are the busiest days, confirming a strong weekend surge in demand.

Monthly Order Trends



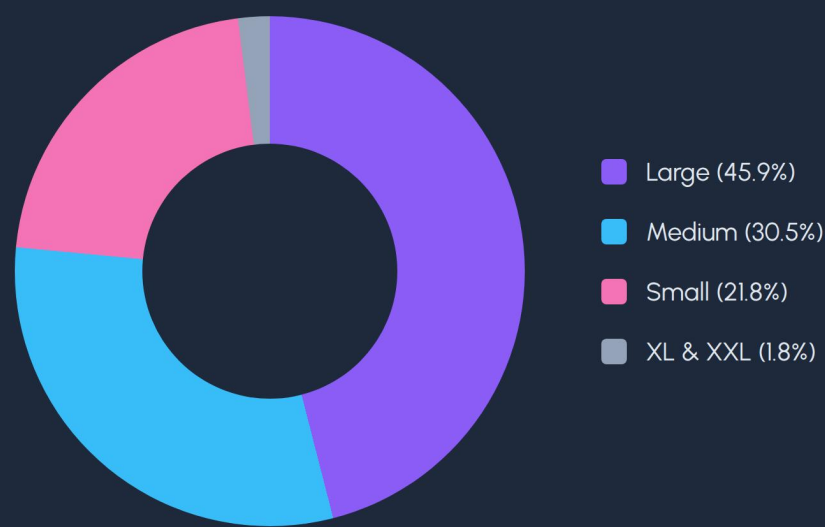
July sees the highest peak (1,935 orders), while October experiences the lowest activity (1,146 orders).

Sales by Category



The "Classic" category is the top revenue driver, contributing over a quarter of total sales.

Sales by Pizza Size



Large pizzas are overwhelmingly the most popular choice, accounting for nearly half of all sales.

Total Pizzas Sold by Category



While Classic pizzas lead in volume, the gap between categories is relatively balanced, showing diverse customer preferences.

#1 Top Performer

Thai Chicken Pizza

Highest Revenue Generator

The Thai Chicken Pizza stands out as the absolute favorite among our customers, generating the highest total revenue. Its unique flavor profile has successfully captured the market.

- 🏆 Leads in Total Revenue
- ★ High Customer Retention





Brie Carre Pizza

Lowest Revenue Generator

The Brie Carre Pizza is currently underperforming in sales. This presents an opportunity to re-evaluate its pricing, marketing, or recipe to better align with customer tastes.

Action Item: Consider running a promotional discount or bundling it with popular sides to increase trial rates.

Strategic Recommendations

-  **Optimize Staffing:** Increase staff levels on Friday and Saturday evenings to handle peak order volumes and maintain service quality.
-  **Targeted Promotions:** Launch specific campaigns during September and October to counteract the seasonal dip in sales.
-  **Menu Engineering:** Promote the high-margin Thai Chicken Pizza while revitalizing the Brie Carre through limited-time offers.
-  **Combo Deals:** Since Large pizzas drive 45% of sales, create "Family Combo" deals centered around Large pizzas to boost average order value.