



Plato's Pizza

21.4K

Total orders

49.6K

Pizza sold

\$38.3

Avg Order Value

\$817.9K

Total Revenue

32

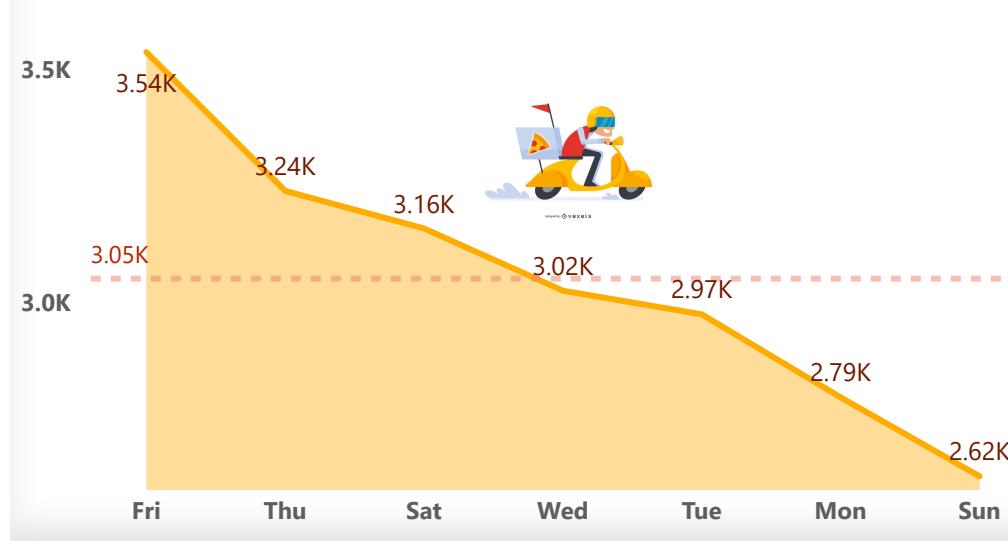
Pizza Type



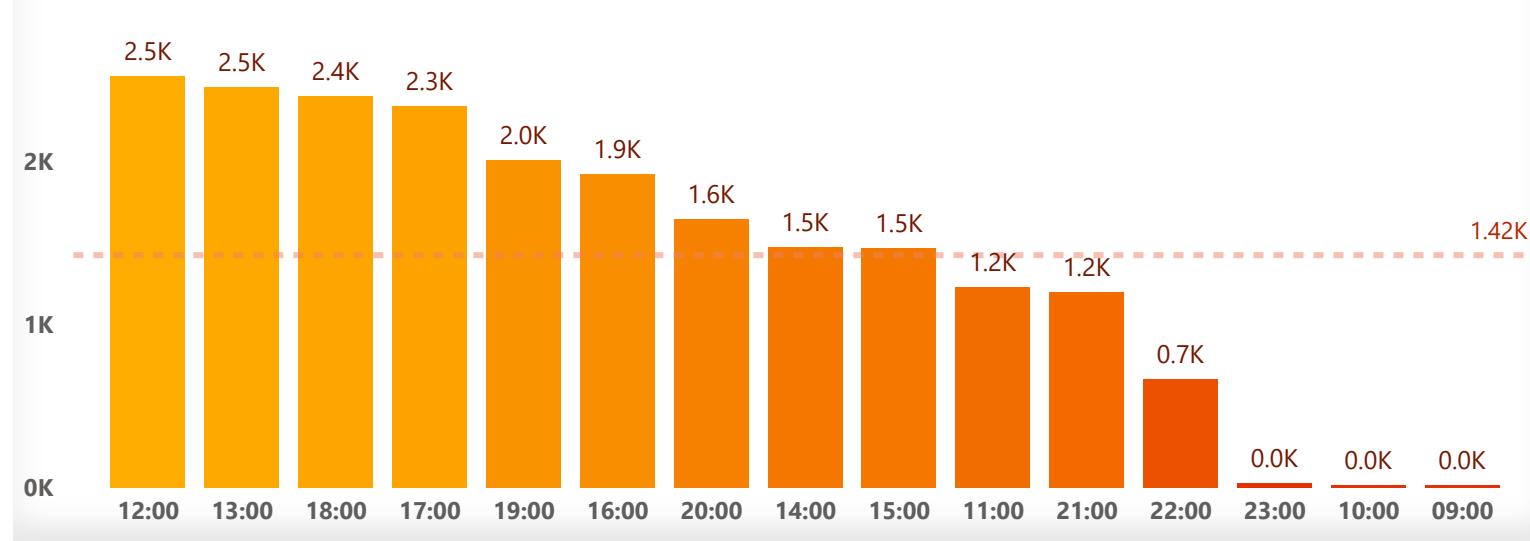
Orders Analysis



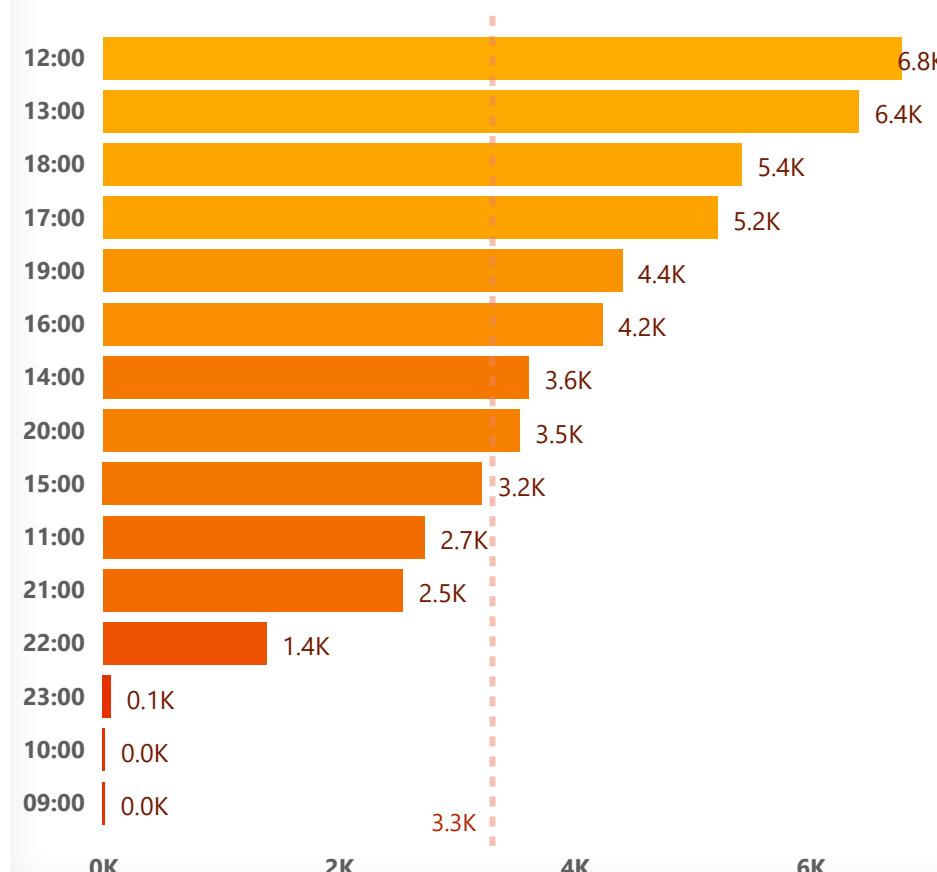
Total Orders by Day



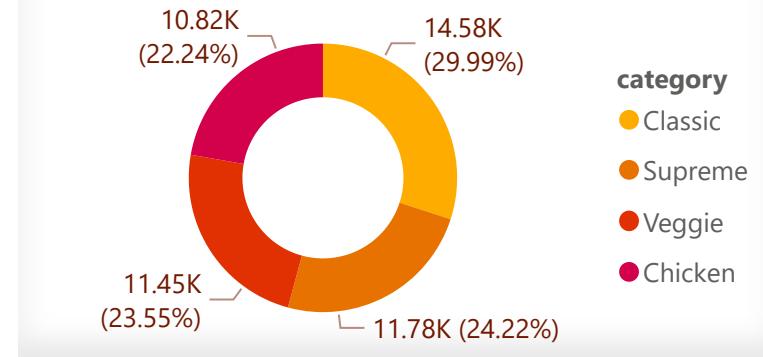
Total Orders by Hour



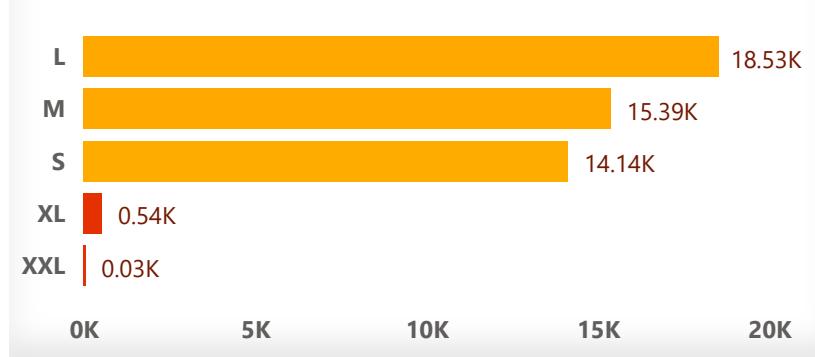
Pizzas sold by Hour



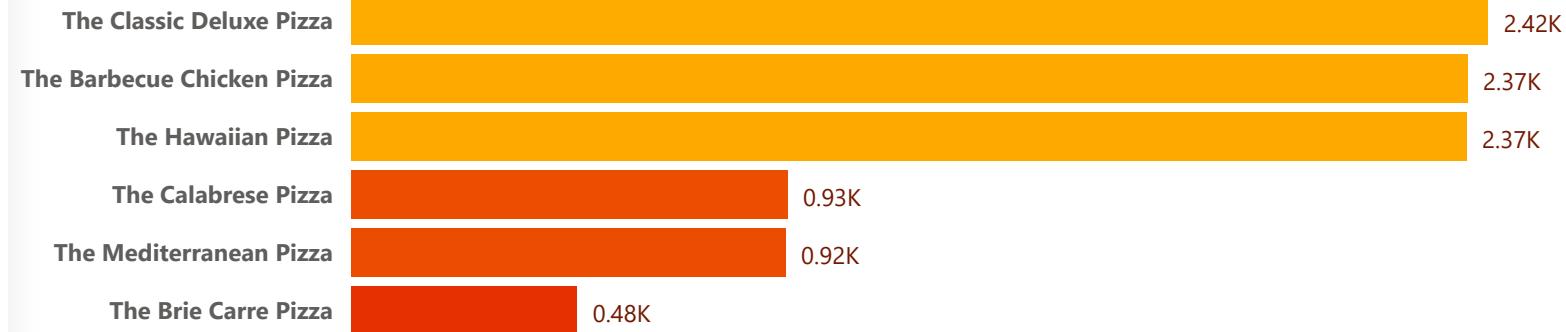
Orders by Category



Orders by Size

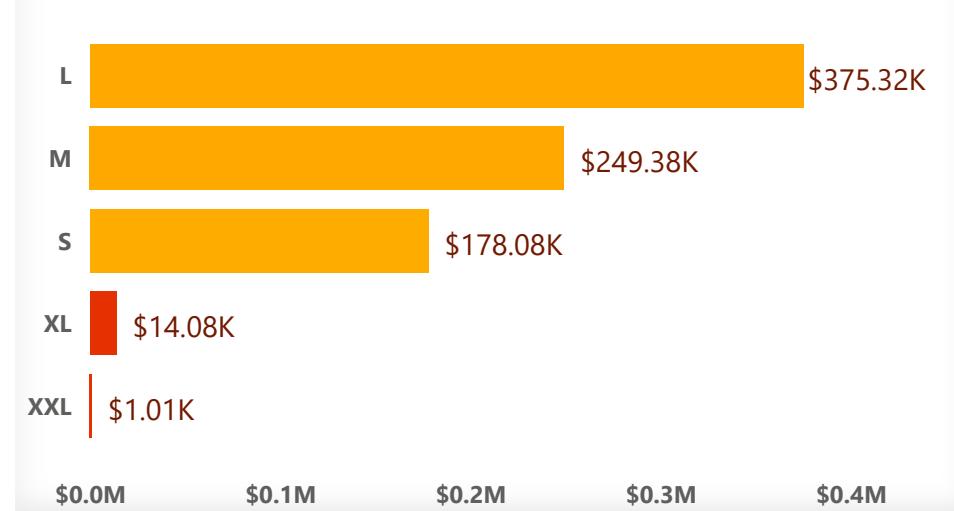


Top 3 & Worst 3 Selling Pizzas

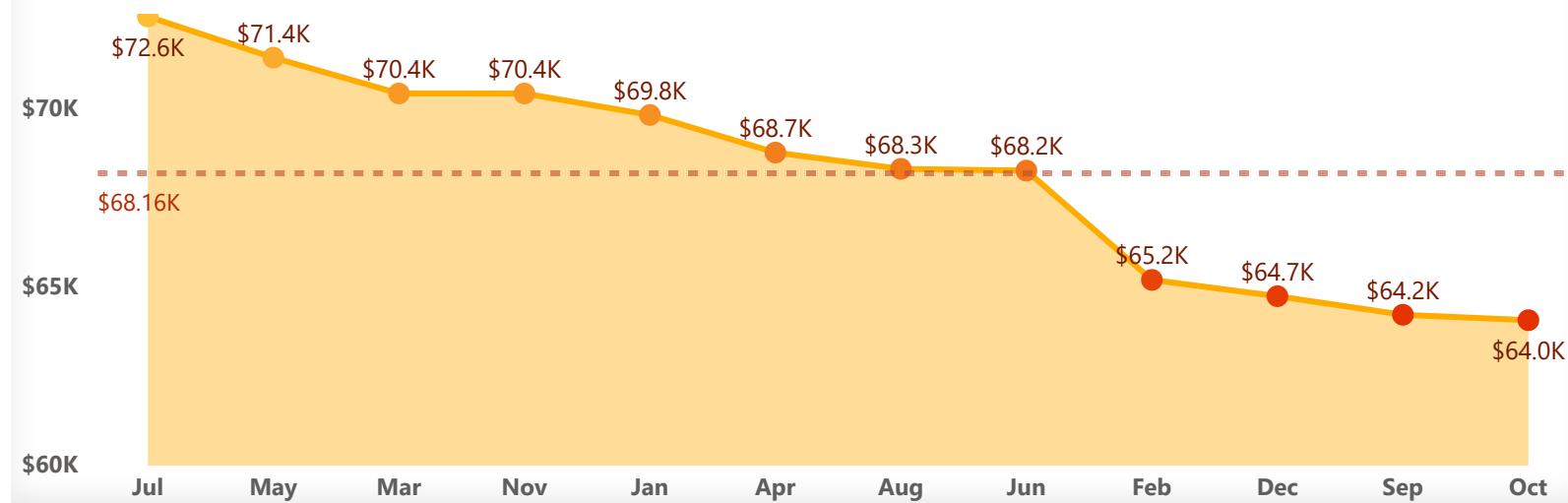


Revenue Analysis

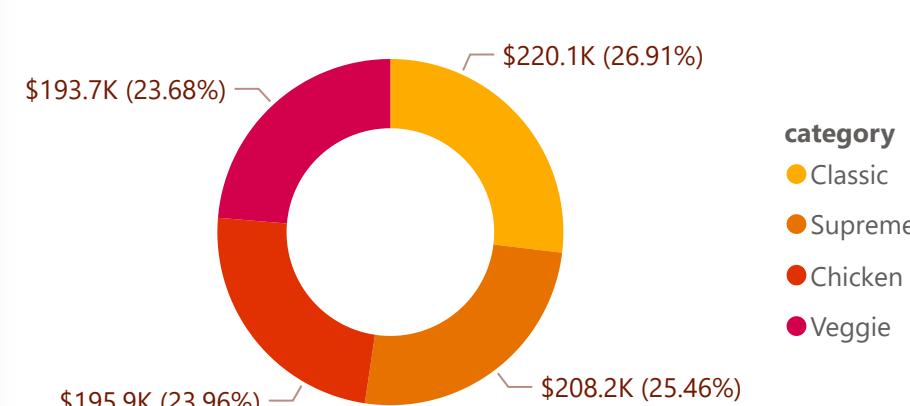
Revenue by Size



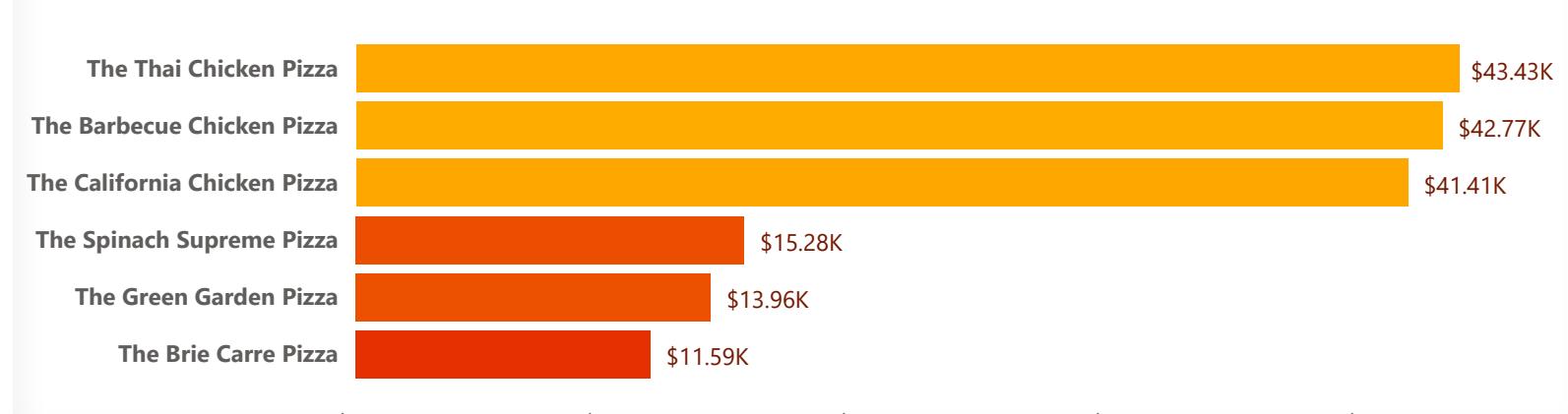
Revenue by Month



Revenue by Category

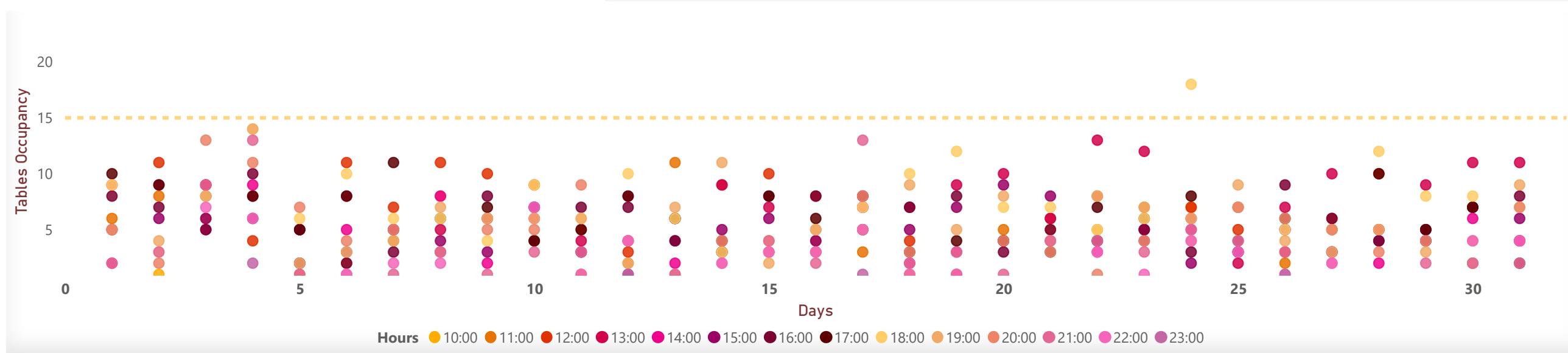


Top 3 & Worst 3 Revenue Generating Pizzas



Seating Capacity

Assumption - 60 seats = 15 Tables * 4 Seats per table, Tables and Seats are non-shareable, 1 Pizza = 1 Person, - Dining Duration = 1 hour from the time of order.



Insights

- Peak Hours are 12:00, 13:00 in the afternoon and 17:00 to 19:00 in the evening.
- Friday accounted for the highest total order 3538 and was 34.83% higher than Sunday which had the lowest Total orders at 2624.
- Classic accounted for 29.99% of Total Orders and 26.91% of Total Revenue.
- Large size pizzas have the highest number of Orders (38.10%) of the Total Orders followed by Medium size pizzas (31.64%).
- July had the highest Total Revenue and was 13.32% higher than October, which had the lowest Total Revenue.
- Large size pizza accounted for 45.89% of Total Revenue and Classic had the highest Total Revenue.
- Our Table capacity and Seating Capacity is high on Peak hours and on somedays also exceeds our Total Table Capacity of 15 mostly on peak timings.

Recommendations

- The Brie Carre pizza can be excluded from the menu as it is the least selling pizza and also the least revenue generating pizza.
- XXL has the least number of Orders with only 28 Pizzas sold annually. So, we can also exclude XXL pizzas from menu.
- Introduce 2 seated tables to efficiently utilize our seating capacity and to earn higher revenue.