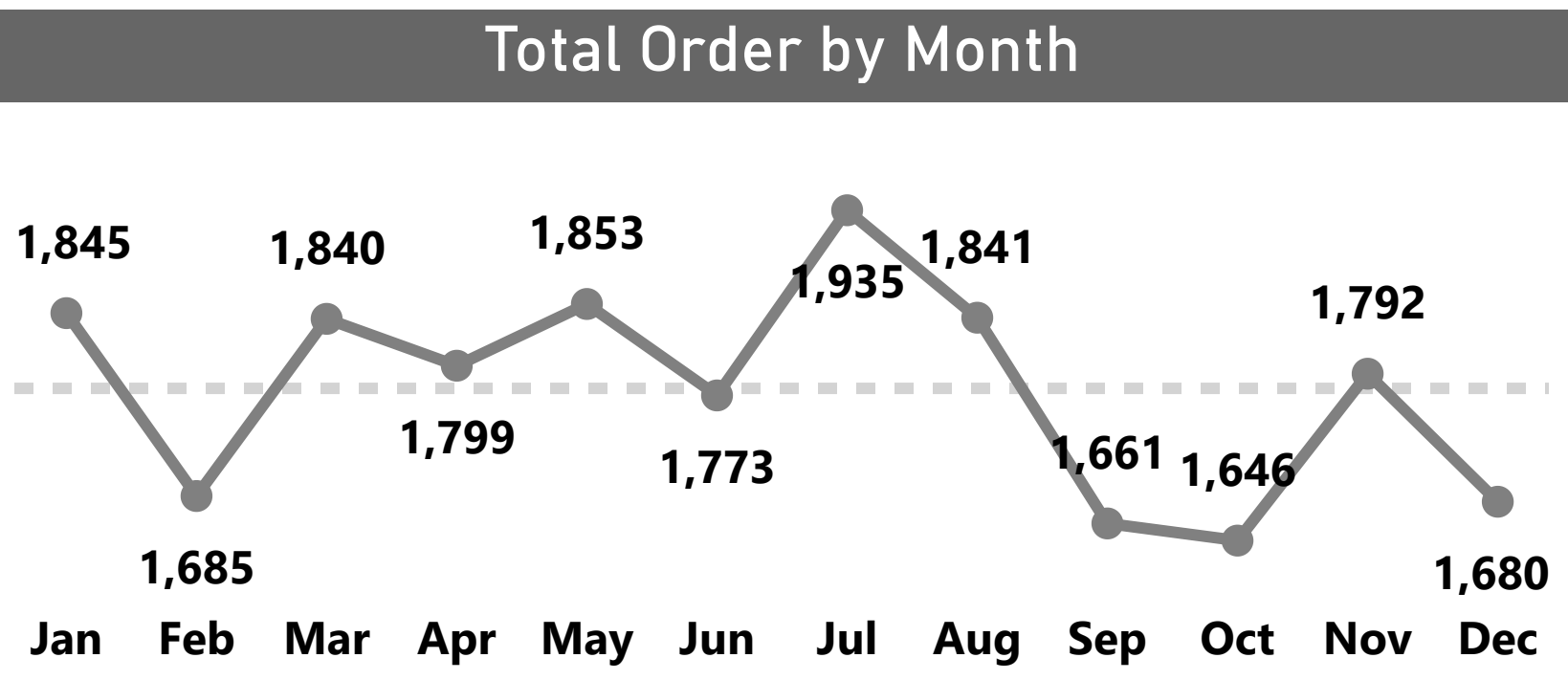
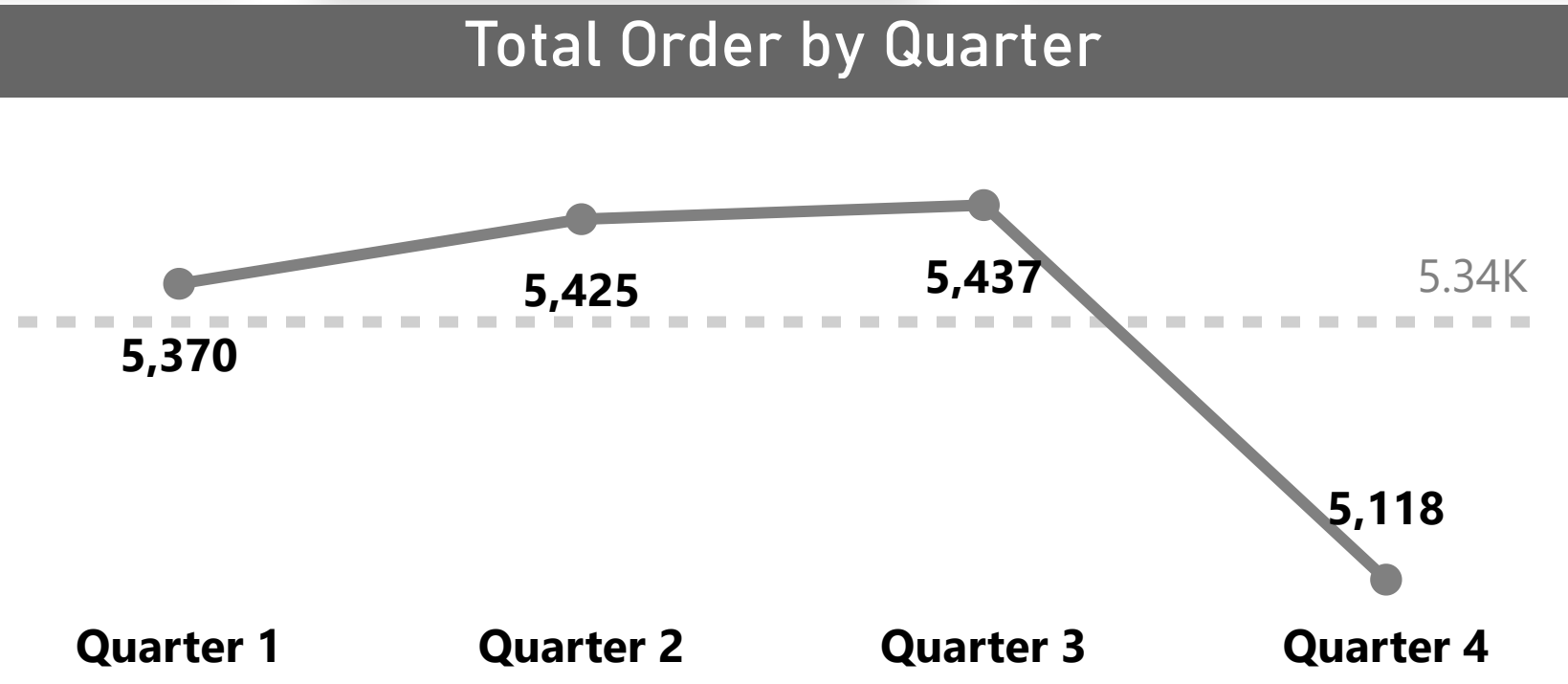


Total Order	Order per Quarter	Orders per Month	Order per Day
21,350	5,338	1,779	60

The 4th quarter recorded the lowest orders (5.12K) which is 220 less than average/quarter. This can be attributed to end of summer and people more likely to stay indoors. Also, 6 of the 7 days without orders were in Quarter 4 (Sept 24 - 25, Oct 5, 12, 19 and 26).

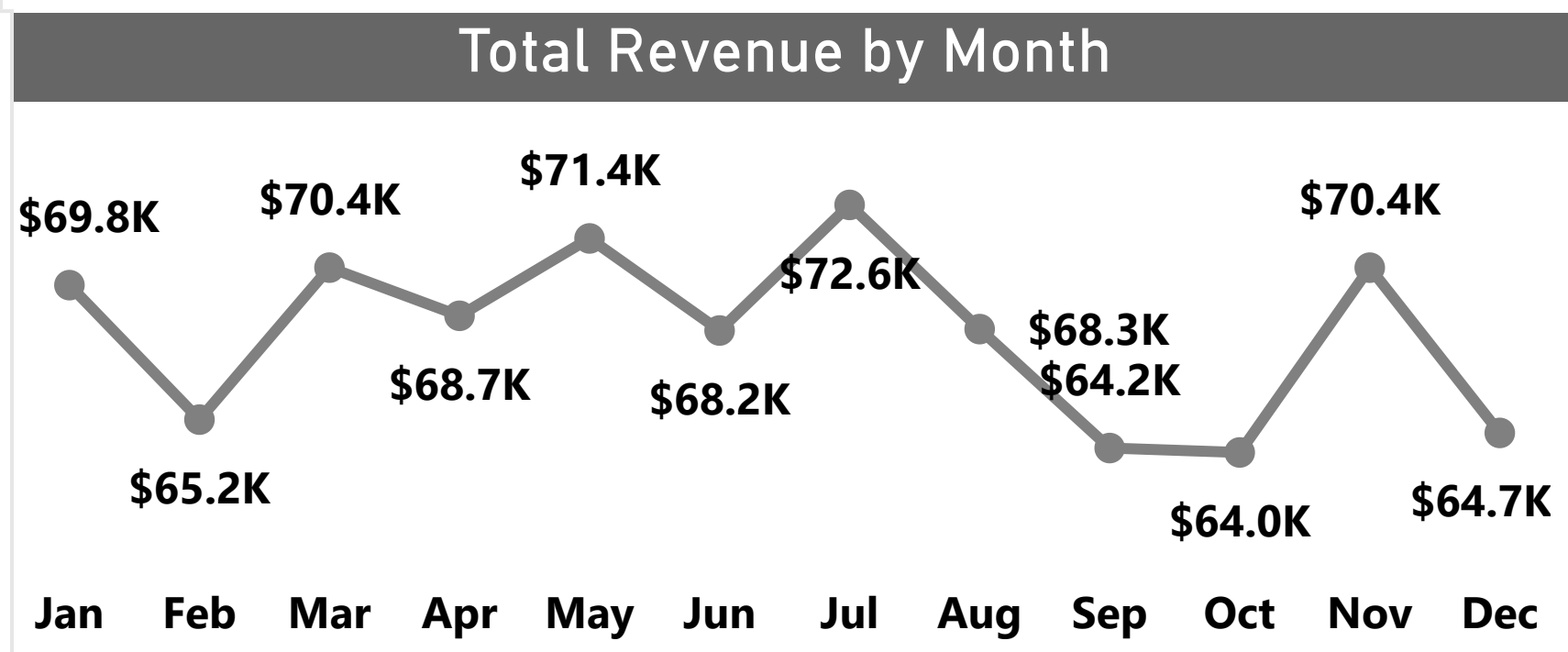
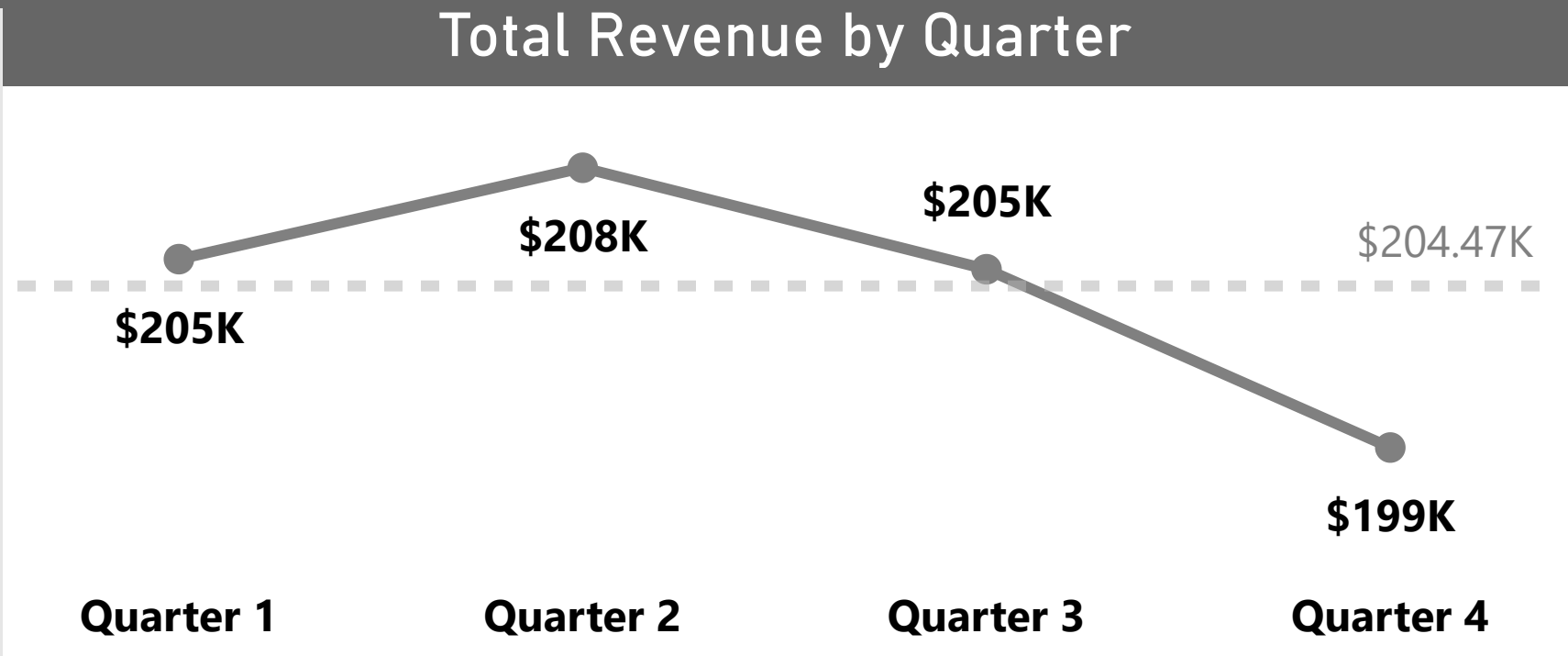
Of all the months in Q4, only **November** (1.79K) peaked past the average order/month (1.78K). Thanksgiving Day and Black Friday contributed to this rise as both exceeded the November average order/day (59.73) by 92%.



Total Revenue	Revenue per Quarter	Revenue Per Month	Revenue per day
\$817,860.05	\$204,465	\$68,155	\$2,284.53

The revenue trend is similar to the orders trend except for Quarter 3 (5.44K orders) which surprisingly recorded lower revenue (\$205K) as compared to Quarter 2 (5.43K orders) with \$208K revenue. Lets investigate why..

August didn't record as high revenue when related with the orders. This affected the Q3 revenue. it's interesting to see **November** recorded relatively higher revenue. Let's look at the order - revenue relationship...



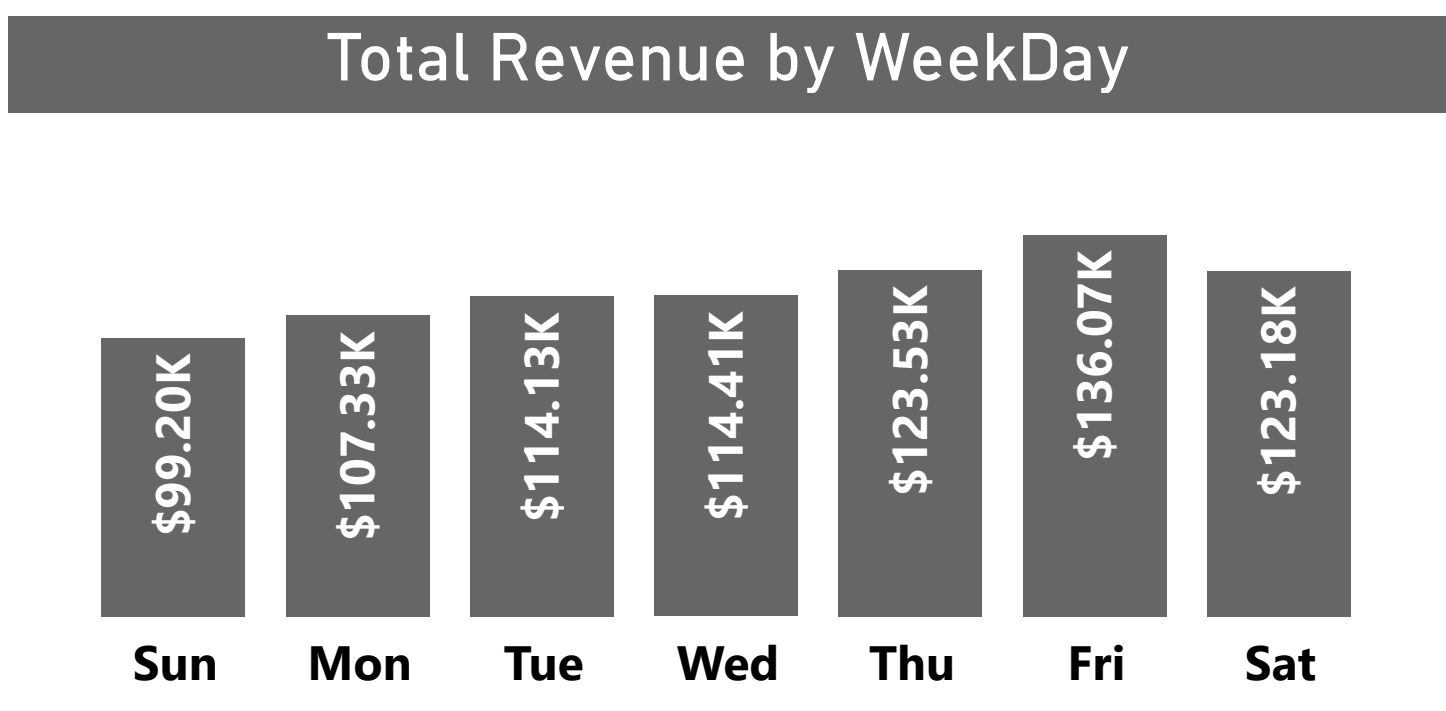
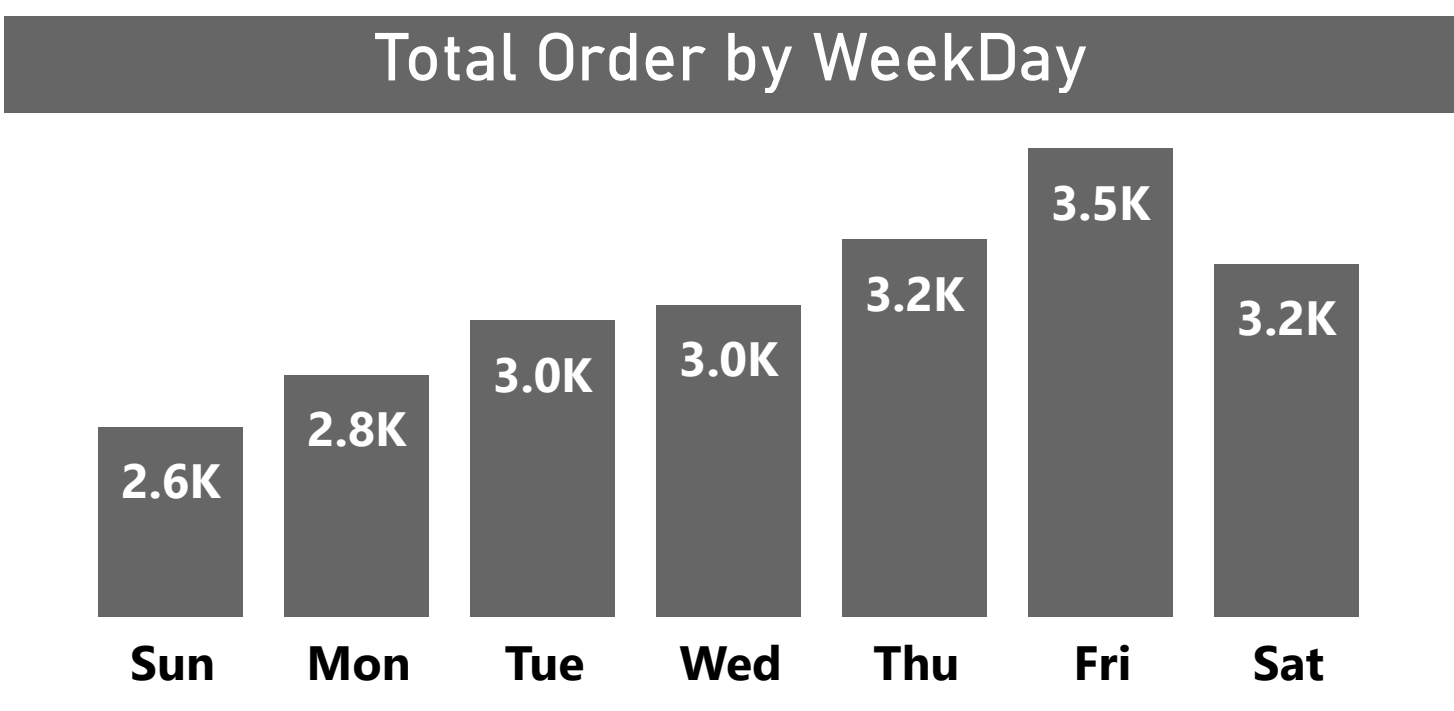
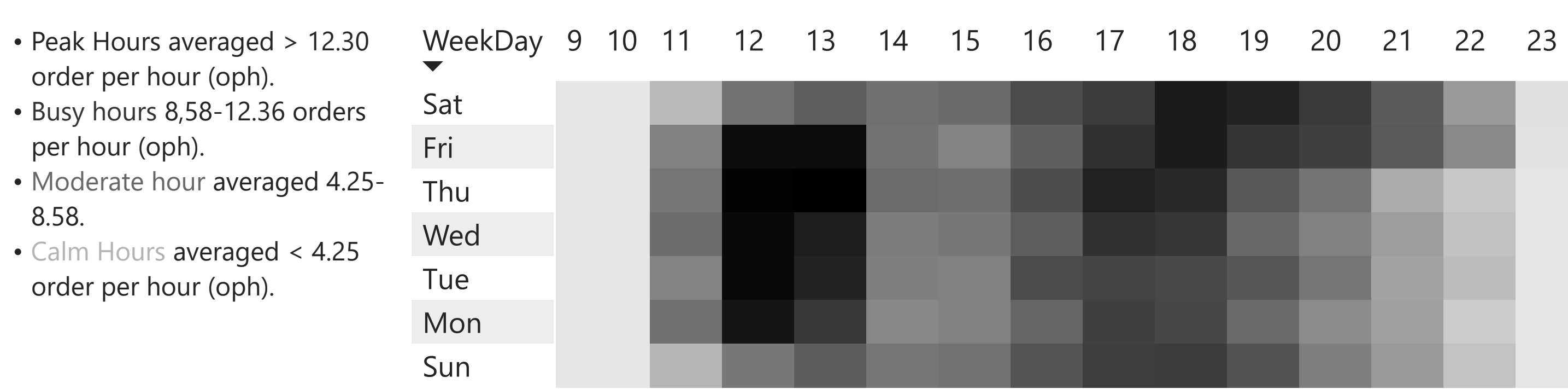
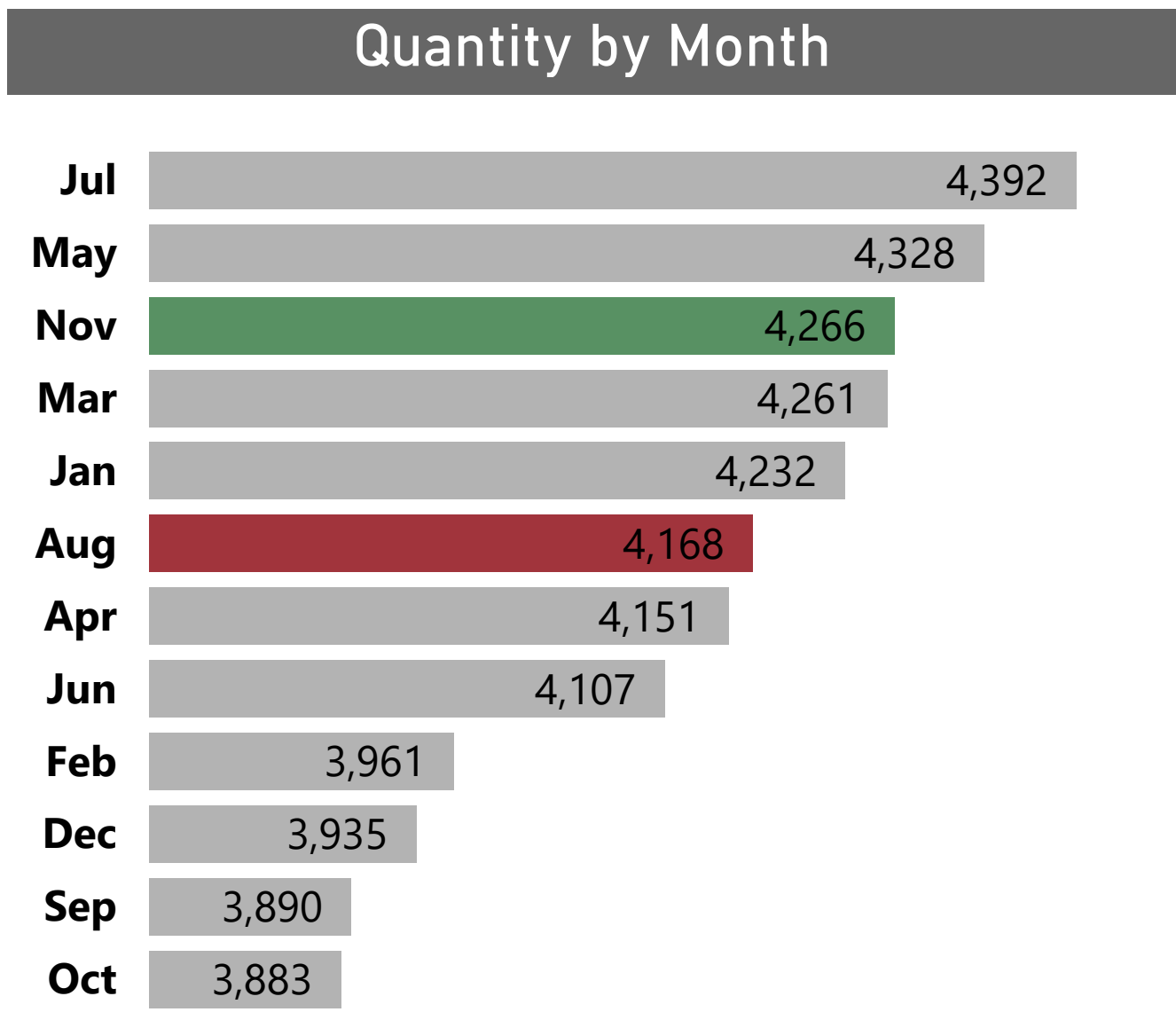
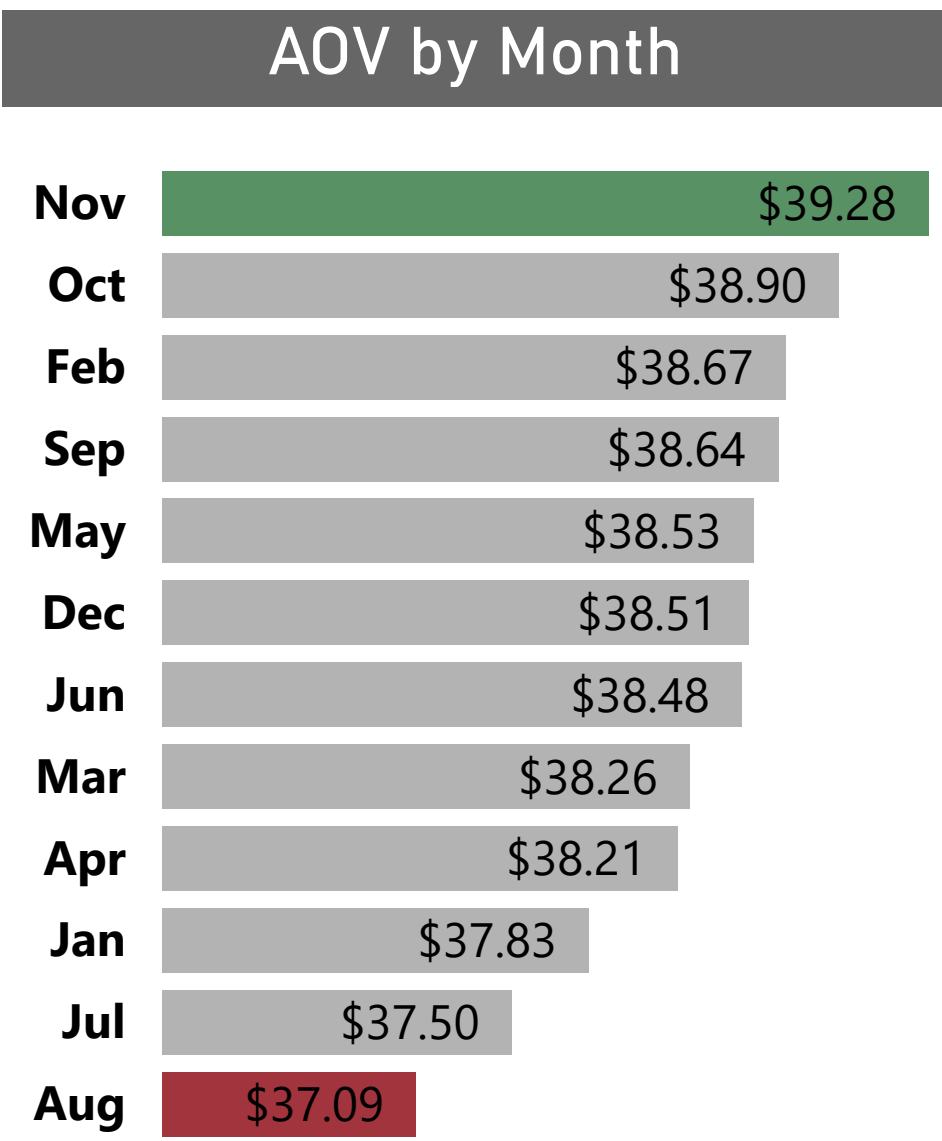
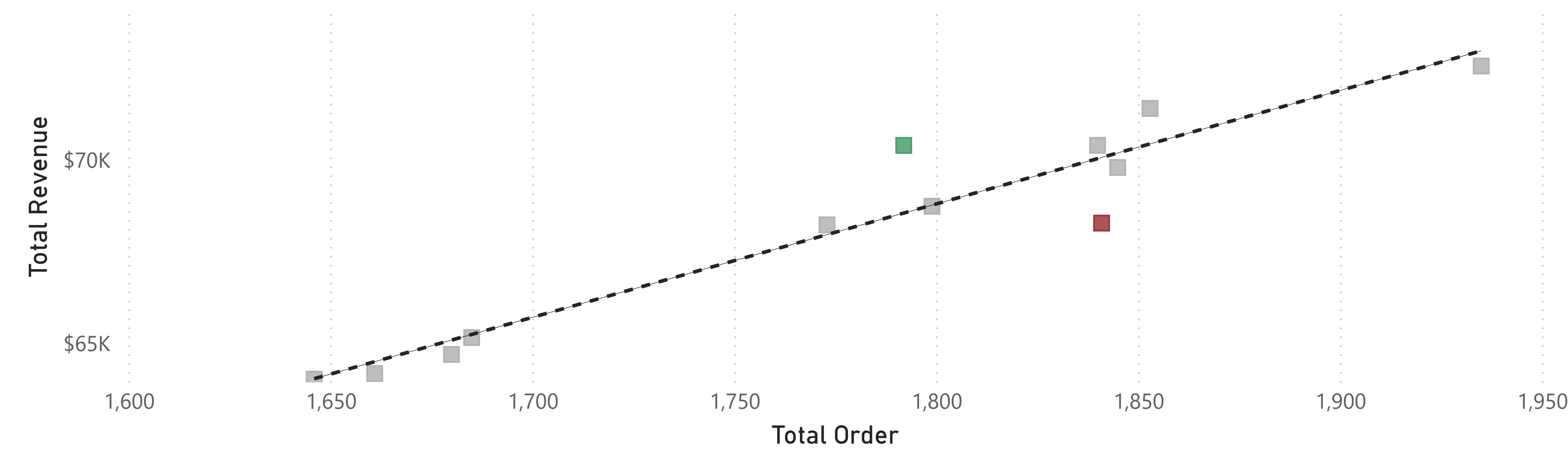
WHAT DOES THE ORDER SAY ABOUT THE REVENUE?

Well, with a correlation coefficient of **0.96**, it's easy to see that the revenue tends to increase as the number of orders increases and vice-versa. However, August(Red) and November(Green) stood out as "outliers". November recorded relatively higher revenue despite a lower number of orders.

Two major reasons why November could be amass that much of revenue despite the relatively lower number of orders are:

- November had the highest quantities of pizza (**2.38**) in each order, 2.6% more than average (**2.32**)
- on average, November orders were worth **\$39.28** which is 2.5% more than the overall average order value (**\$38.33**)

Total Order and Total Revenue by Month



Most Ordered

Classic Deluxe

The **Brie Carre Pizza** was only ordered 480 times; 180 less than the average orders per pizza type (667.14). It isn't a bad pizza as this number can be attributed to the price. It averaged \$23.65 across all sizes making it the most expensive pizza type; thus, not popular amongst Customers.

Least Ordered

Brie Carre

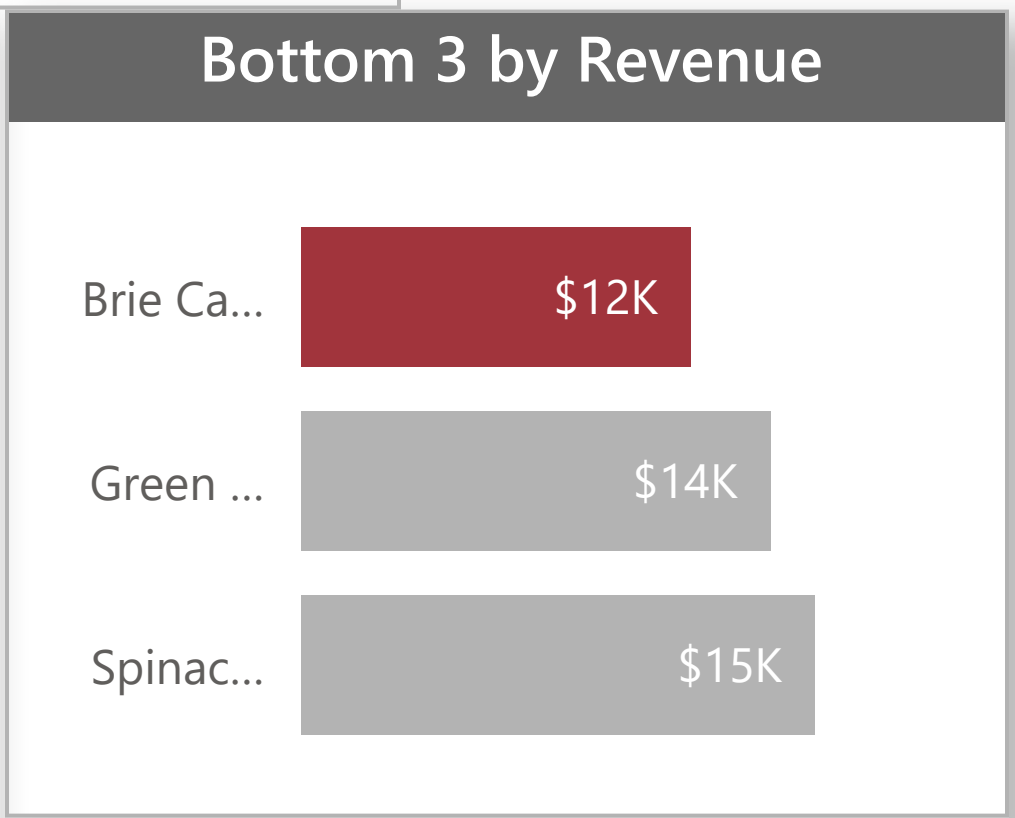
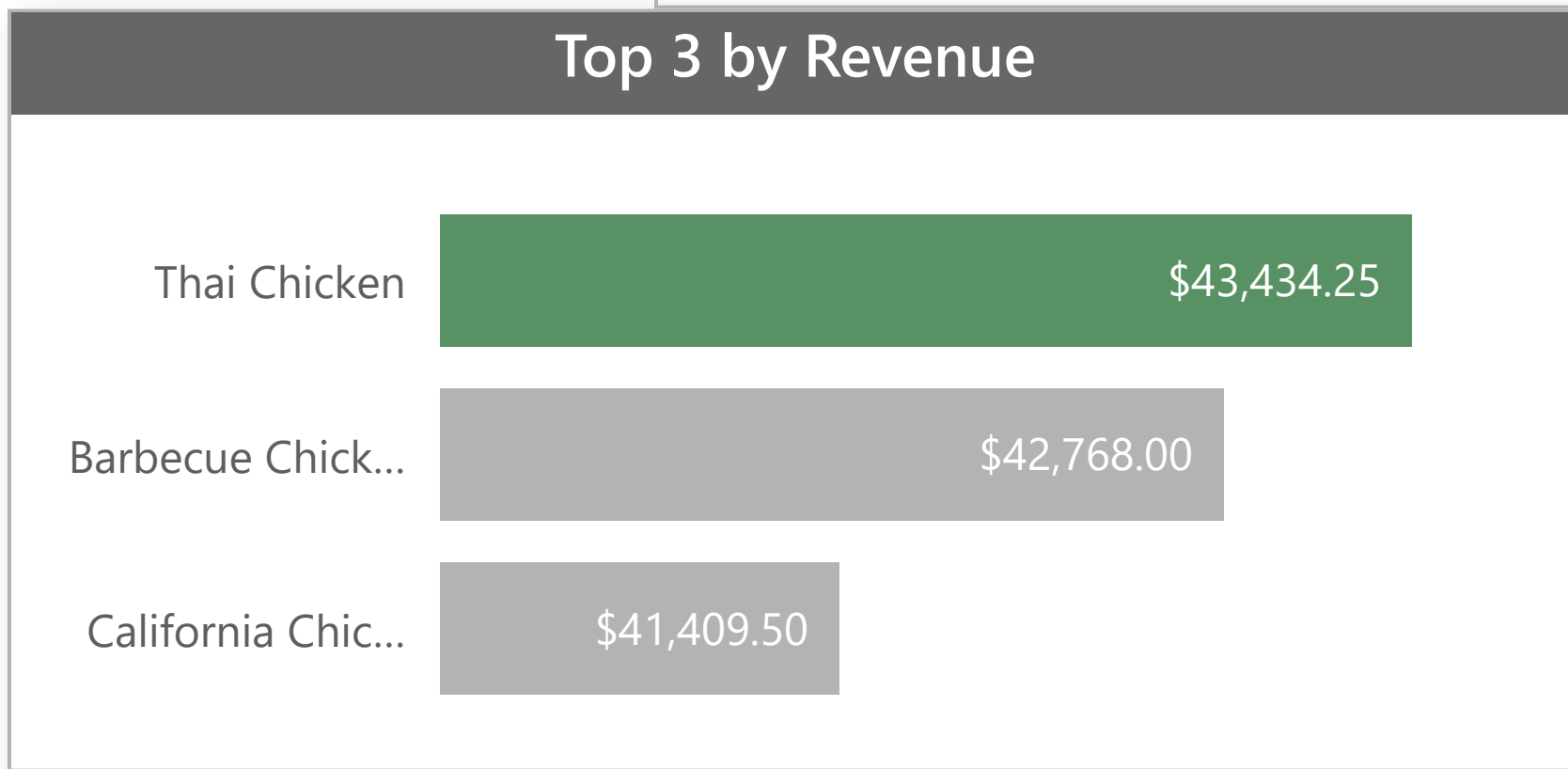
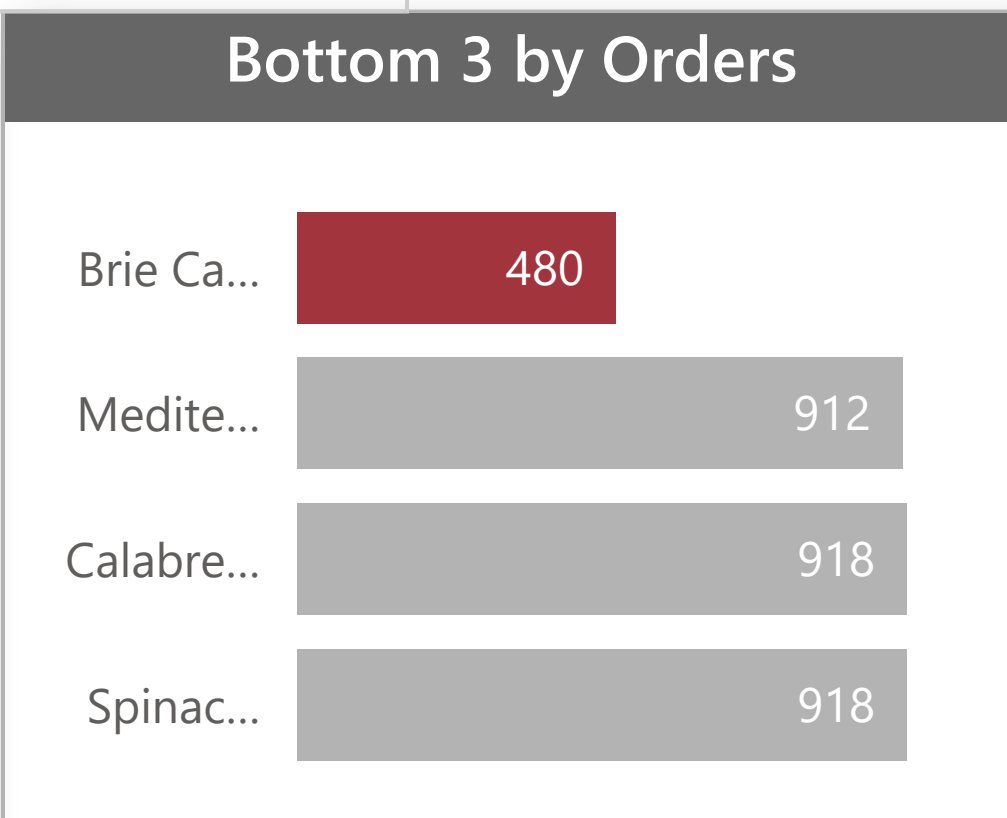
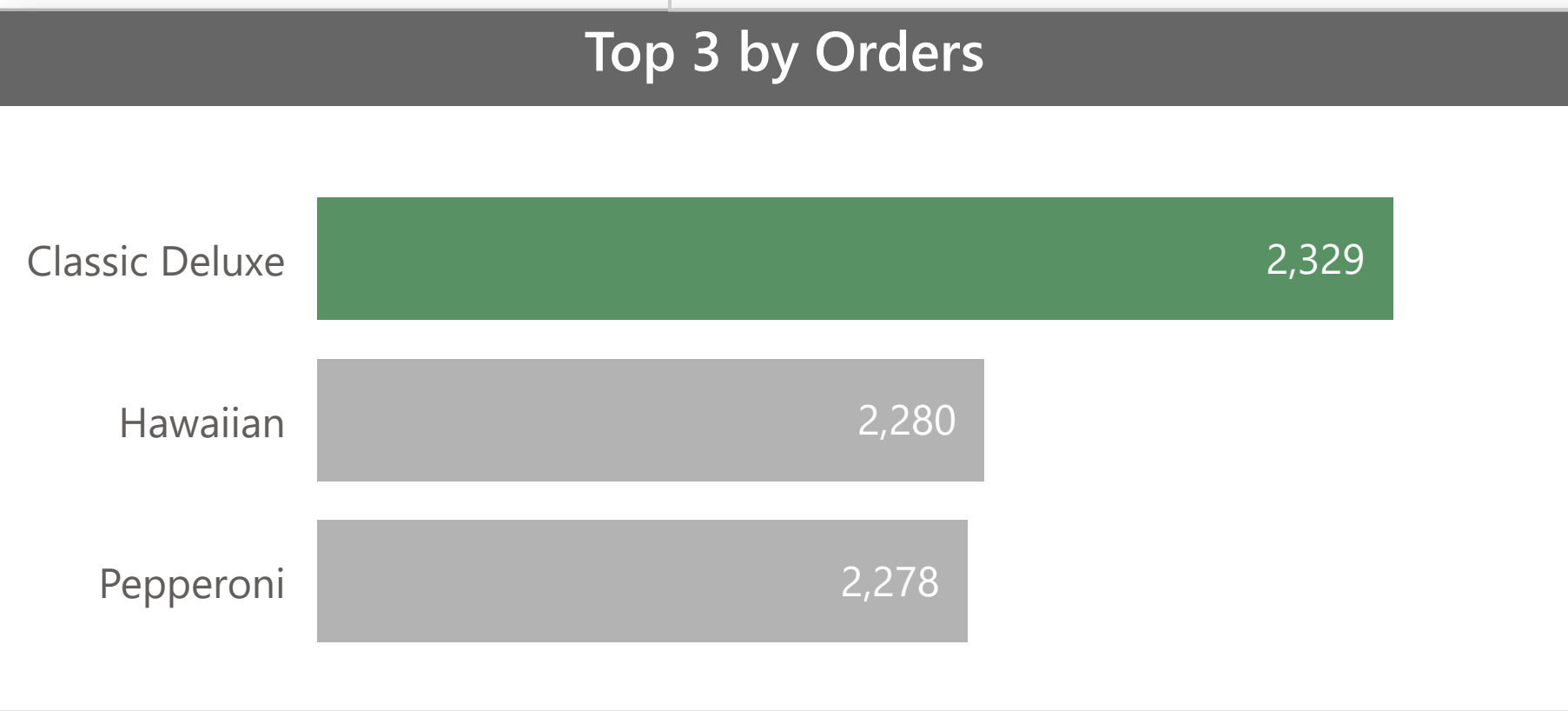
Most Revenue

Thai Chicken

Brie Carre Pizza generated least revenue due to the number of orders, it holds the best average order value(**\$24.14**) among its peers. It can really help inc. Restaurant overall revenue if well pitched to the customers to buy more of it.

Least Revenue

Brie Carre



CALL TO ACTION

- Upsell Pizzas:** Increase the average spend of each customer per order by offering irresistible promotions that encourage customers to buy more quantity on purchases.
- Make Holidays Count:** The holiday season is a good day to get busy but also generate more revenue.
- Peak Days:** Lunch hours (12-13) on weekdays need us to be at our best work efficiency. Prioritize workers' shifts in these hours as well as evening periods (16-19) for every other day. Inc. staff in peak days and reduce no. of staff in Calm days.