Analysis by Revenue, orders, Peak days and Times, Pizzas. affect the Revenue. **Total Order** Order per Quarter Order per Day Orders per Month **Total Revenue** Revenue per Quarter Revenue Per Month Revenue per day 21,350 5,338 \$817,860.05 \$204,465 60 \$2,284.53 \$68,155 1,779 Total Revenue by Quarter Total Order by Quarter The 4th quarter recorded the lowest The revenue trend is similar to the orders (5.12K) which is 220 less than orders trend except for Quarter 3 \$205K average/quarter. This can be (5.44K orders) which surprisingly \$208K \$204.47K 5,437 5.34K 5,425 attributed to end of summer and recorded lower revenue (\$205K) as \$205K 5,370 people more likely to stay indoors. compared to Quarter 2 (5.43K Also, 6 of the 7 days without orders orders) with \$208K revenue. Lets 5,118 \$199K were in Quarter 4 (Sept 24 - 25, Oct 5, investigate why... 12, 19 and 26). **Quarter 4 Quarter 1 Quarter 4 Quarter 1 Quarter 2 Quarter 3** Quarter 2 **Quarter 3** Total Order by Month Total Revenue by Month Of all the months in Q4, only August didn't record as high **November** (1.79K) peaked past the revenue when related with the \$71.4K \$70.4K \$70.4K 1,935 \$69.8K orders. This affected the Q3 revenue. average order/month (1.78K). 1,853 1,845 1.840 1,792 Thanksgiving Day and Black Friday it's interesting to see **November** \$68.3K recorded relatively higher revenue. contributed to this rise as both \$68.7K \$64.2K \$68.2K 1,799 1,661 1,646 1,773 Let's look at the order - revenue exceeded the November average \$65.2K \$64.7K \$64.0K order/day (59.73) by 92%. relationship... 1,685 1,680 Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Oct Sep Aug 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 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) increases and vice-versa. • on average, November orders were worth \$39.28 which is 2.5% more than the overall average order value (\$38.33) However, August(Red) and November(Green) stood out as "outliers". November recorded relatively higher revenue despite a lower number of orders. AOV by Month Quantity by Month Total Order and Total Revenue by Month 4,392 \$39.28 Nov 4,328 May Oct \$38.90 \$38.67 Nov 4,266 Feb \$38.64 Mar 4,261 Sep Total Revenue \$38.53 4,232 May Jan \$38.51 Aug Dec 4,151 \$38.48 Apr Jun 4,107 Mar \$38.26 Jun \$38.21 Feb 3,961 Apr \$65K \$37.83 Dec 3,935 Jan \$37.50 3,890 Sep 1,700 1,800 1,850 1,600 1,750 1,900 1,950 3,883 Oct Aug Total Order Total Order by WeekDay Total Revenue by WeekDay WeekDay 9 10 11 • Peak Hours averaged > 12.30 order per hour (oph). Sat • Busy hours 8,58-12.36 orders Fri per hour (oph). \$136.07K 3.2K \$114.41K • Moderate hour averaged 4.25-\$107.33K Thu \$99.20K 8.58. Wed • Calm Hours averaged < 4.25 Tue order per hour (oph). Mon Mon Tue Wed Thu Fri Sat Mon Tue Wed Thu Sat Sun **Least Revenue Most Ordered Least Ordered Most Revenue** The Brie Carre Pizza was only ordered 480 times; 180 less than the average Brie Carre Pizza generated least revenue due to the orders per pizza type (667.14). number of orders, it holds the best average order Brie Carre It isn't a bad pizza as this number can be attributed to the price. It averaged Thai Chicken Classic Deluxe Brie Carre value(\$24.14) among its peers. It can really help inc. \$23.65 across all sizes making it the most expensive pizza type; thus, not Restaurant overall revenue if well pitched to the popular amongst Customers. customers to buy more of it. Bottom 3 by Orders Bottom 3 by Revenue Top 3 by Orders Top 3 by Revenue Brie Ca... \$43,434.25 2,329 \$12K Classic Deluxe Thai Chicken Brie Ca... 912 Medite.. 2,280 \$42,768.00 \$14K Barbecue Chick... Hawaiian Green ... 918 Calabre... \$15K 2,278 \$41,409.50 Spinac... California Chic... Pepperoni 918 Spinac...

This Report summarizes the 21350 orders placed at Pizza Hut Pizza Restaurant

2023. Containing only 358 days of orders. We look at how the quantity, days

CALL TO ACTION

- 1. **Upsell Pizzas:** Increase the average spend of each customer per order by offering irresistible promotions that encourage customers to buy more quantity on purchases.
- 2. Make Holidays Count: The holiday season is a good day to get busy but also generate more revenue.

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3. 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.