



Key Performance Metrics

Total Revenue

\$817,860

Total Orders

21,350

Number of  
Pizzas Ordered

49,574

Average Revenue  
per Order

\$38

Maximum Revenue  
per Order

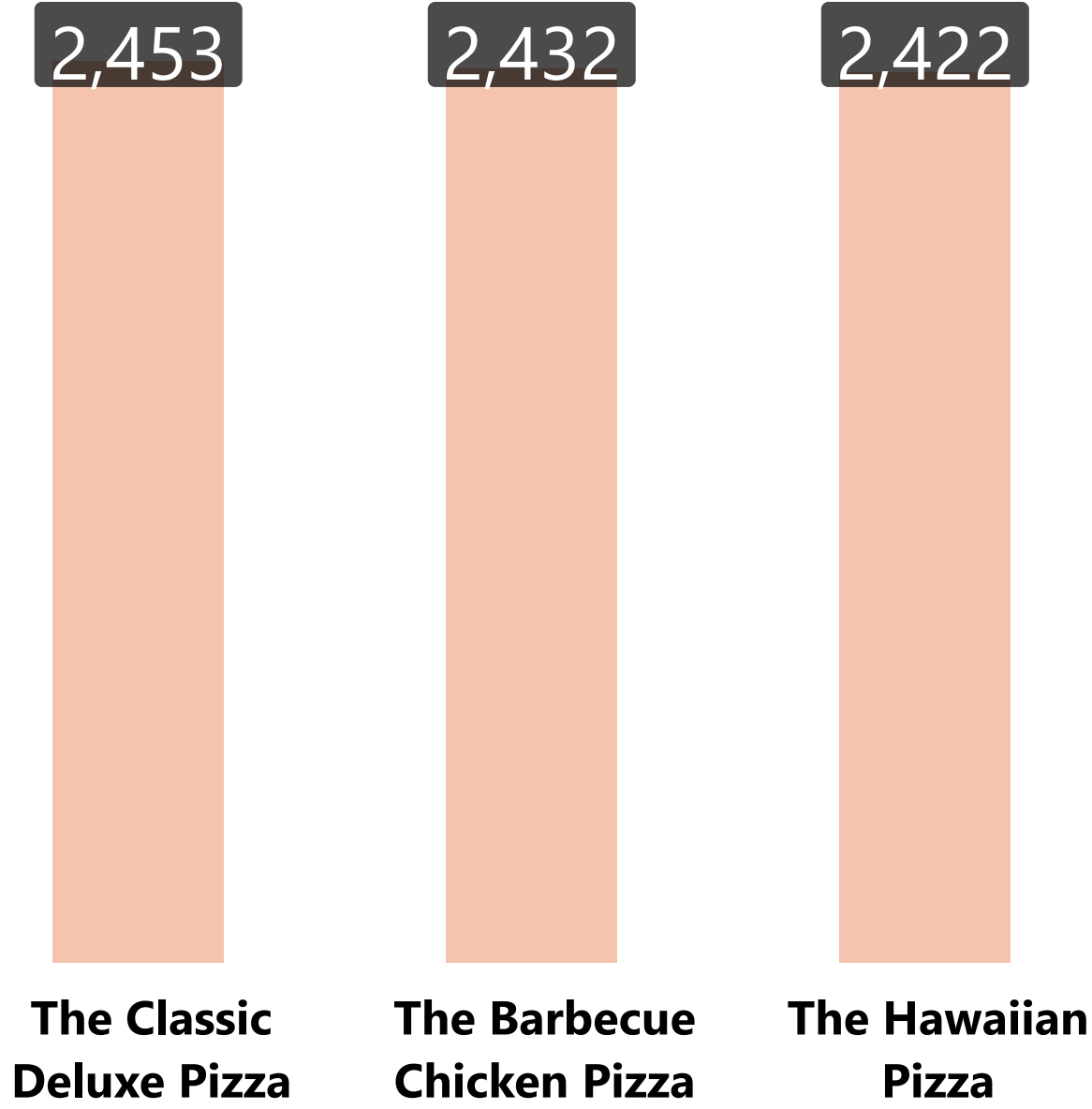
\$444

Minimum Revenue  
per Order

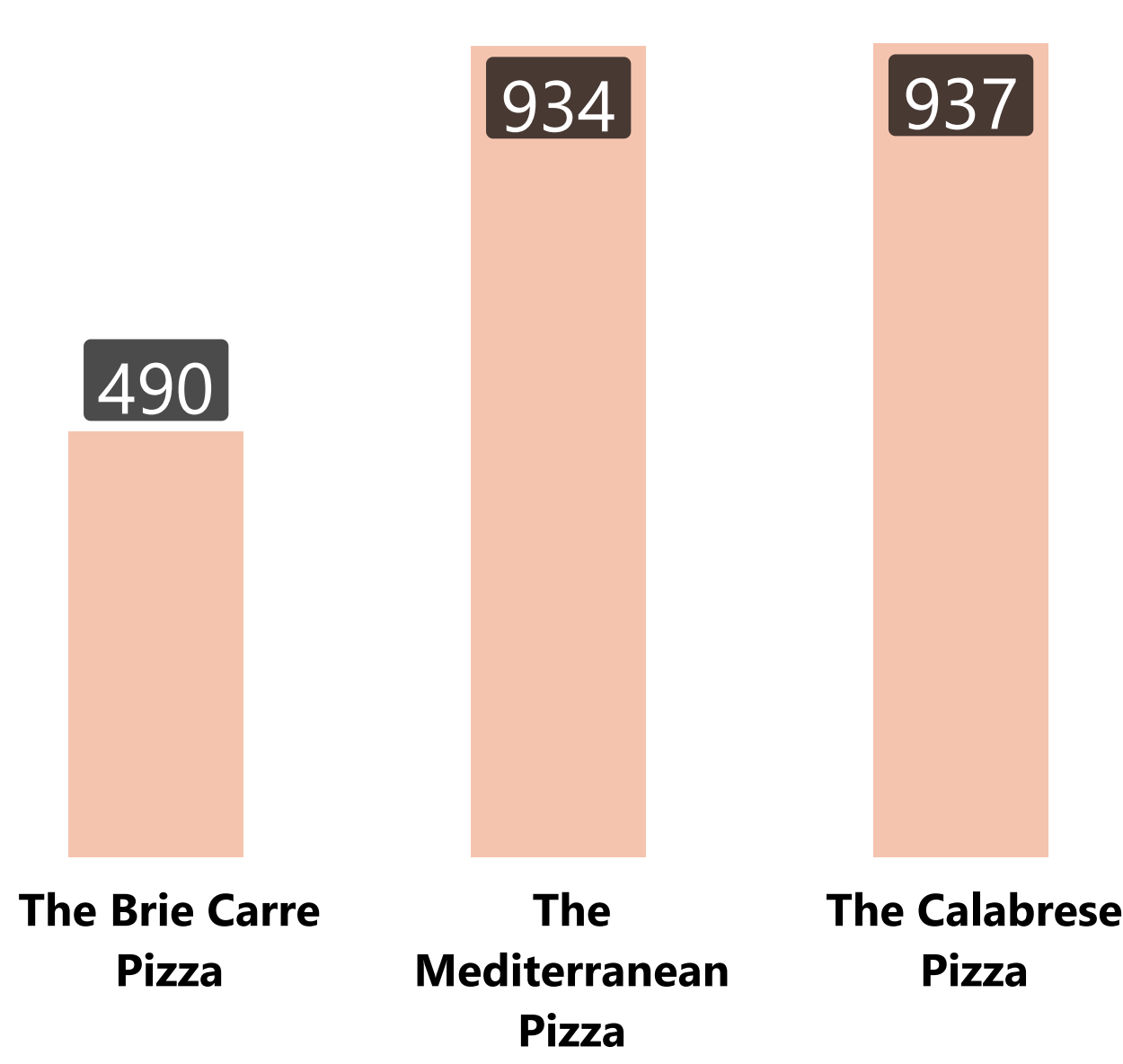
\$10

Product Analytics

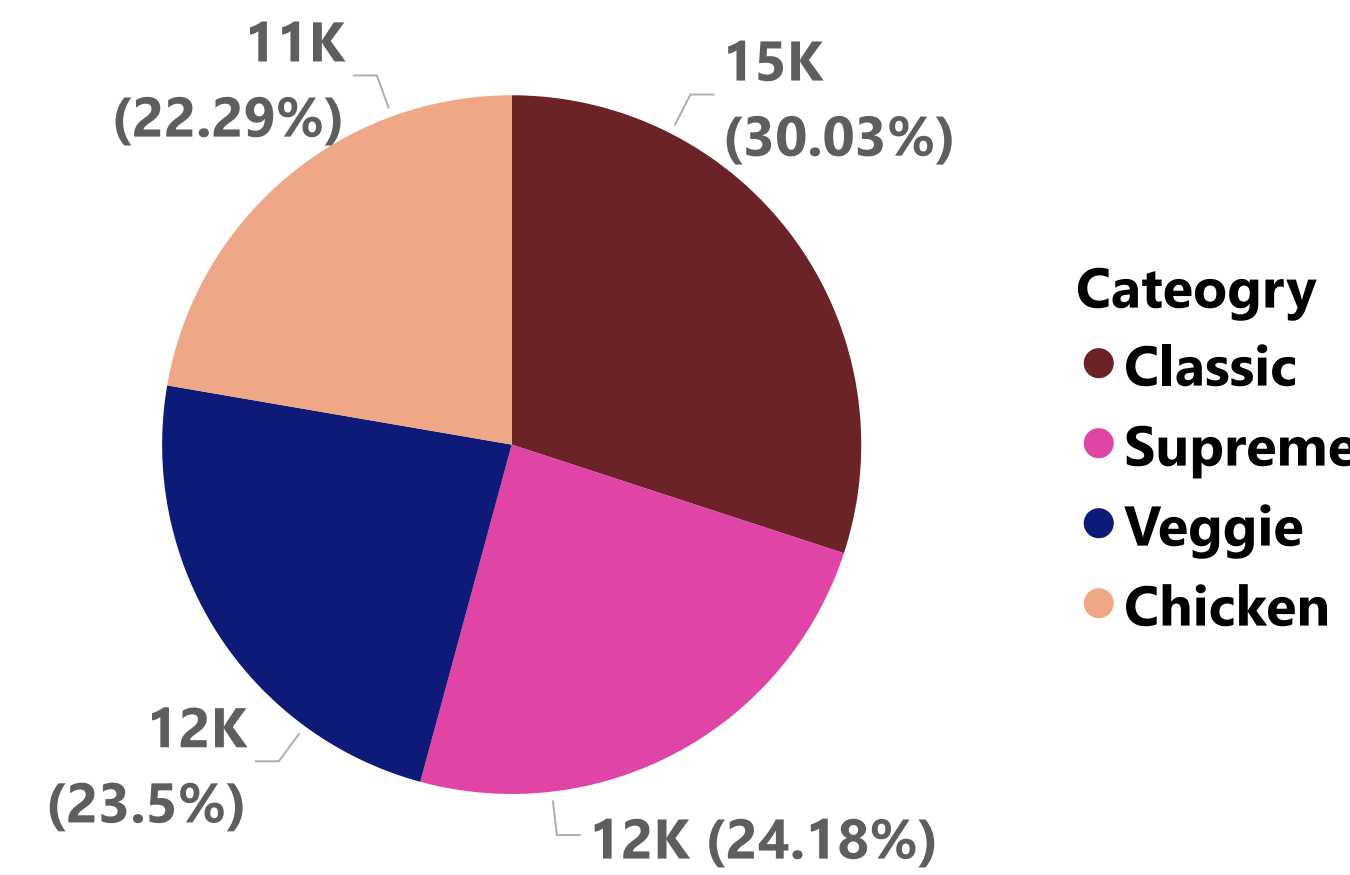
Top 3 Selling Pizza



Bottom 3 Selling Pizza

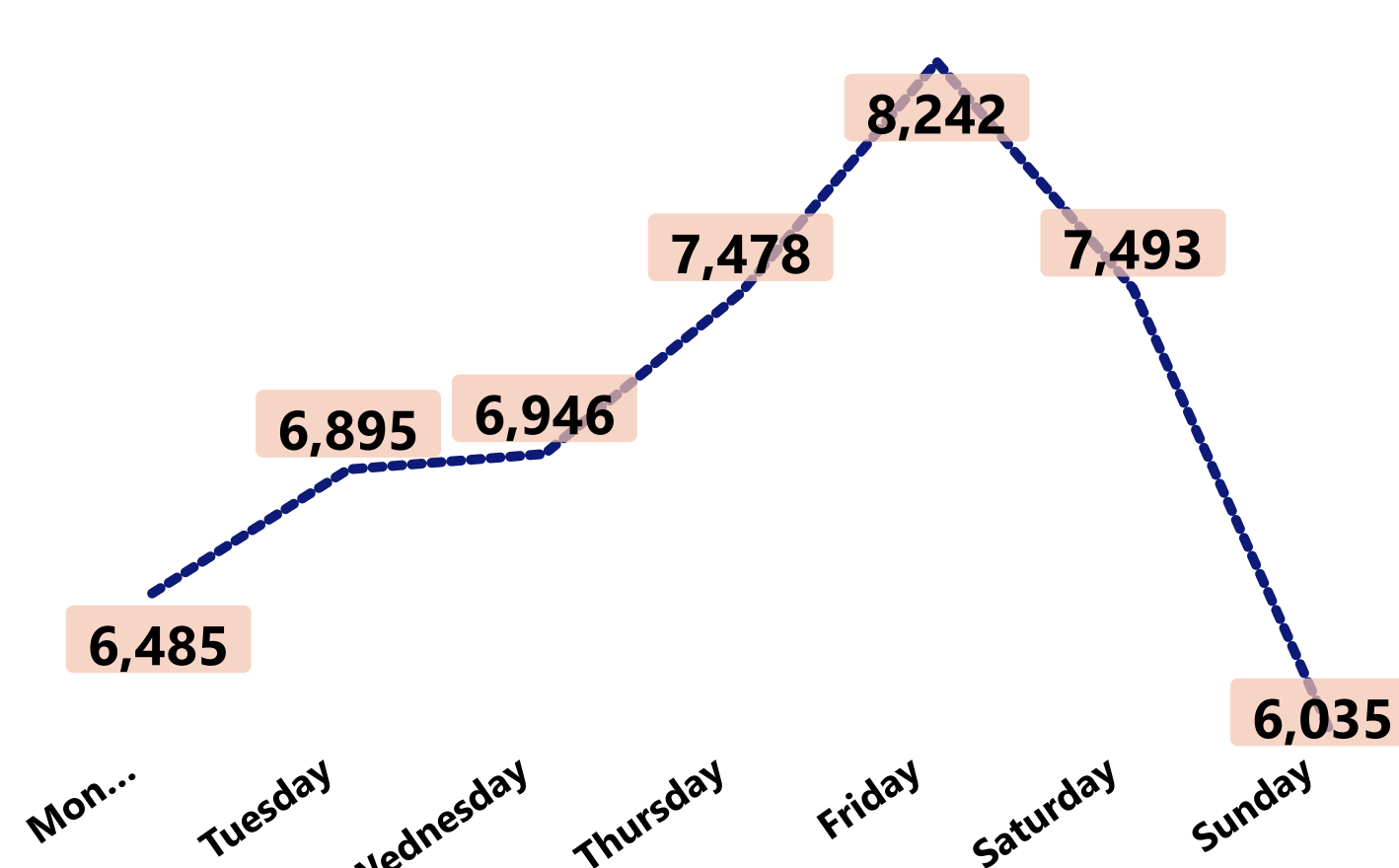


Pizza Sales per Category

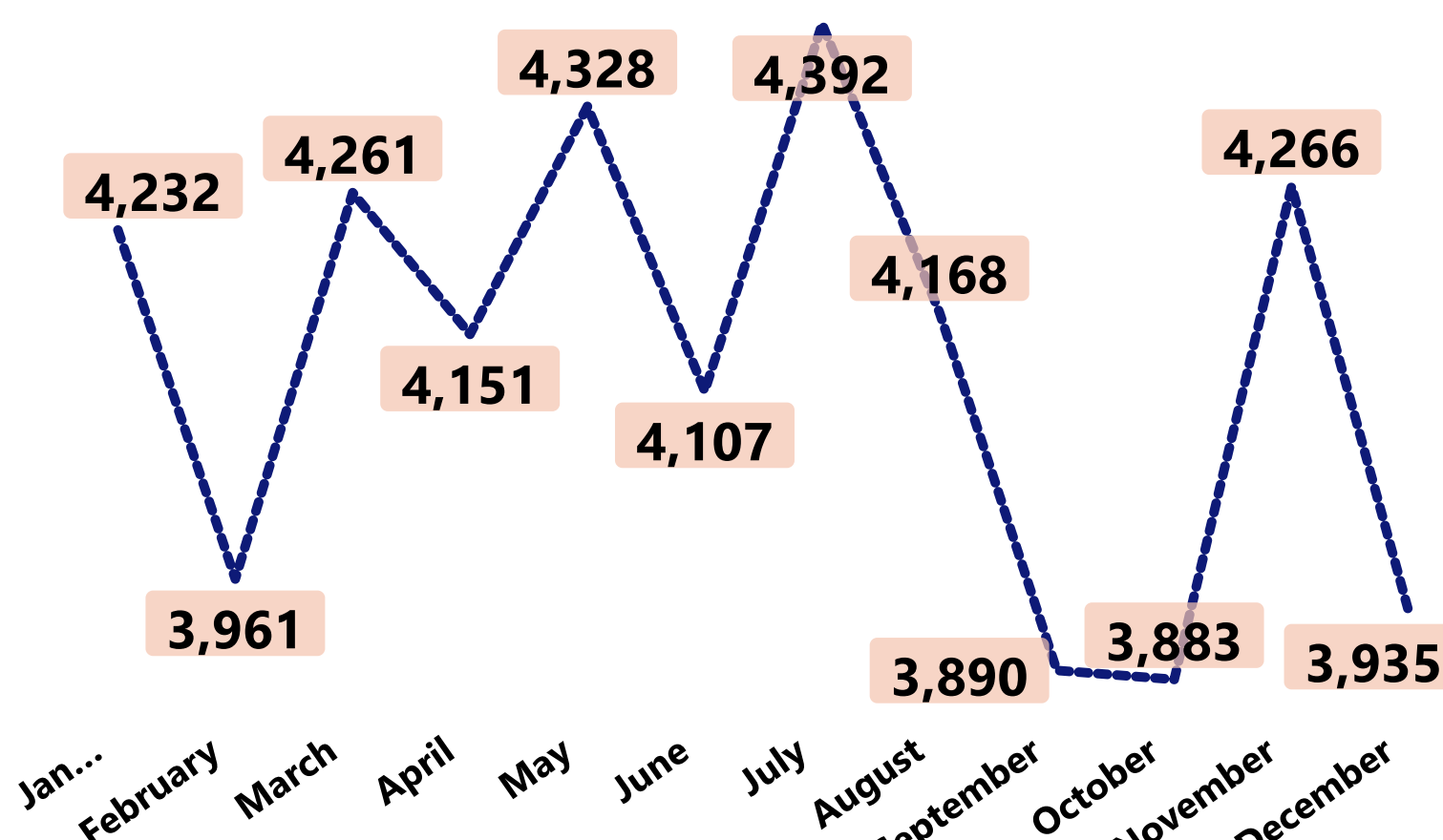


Trends

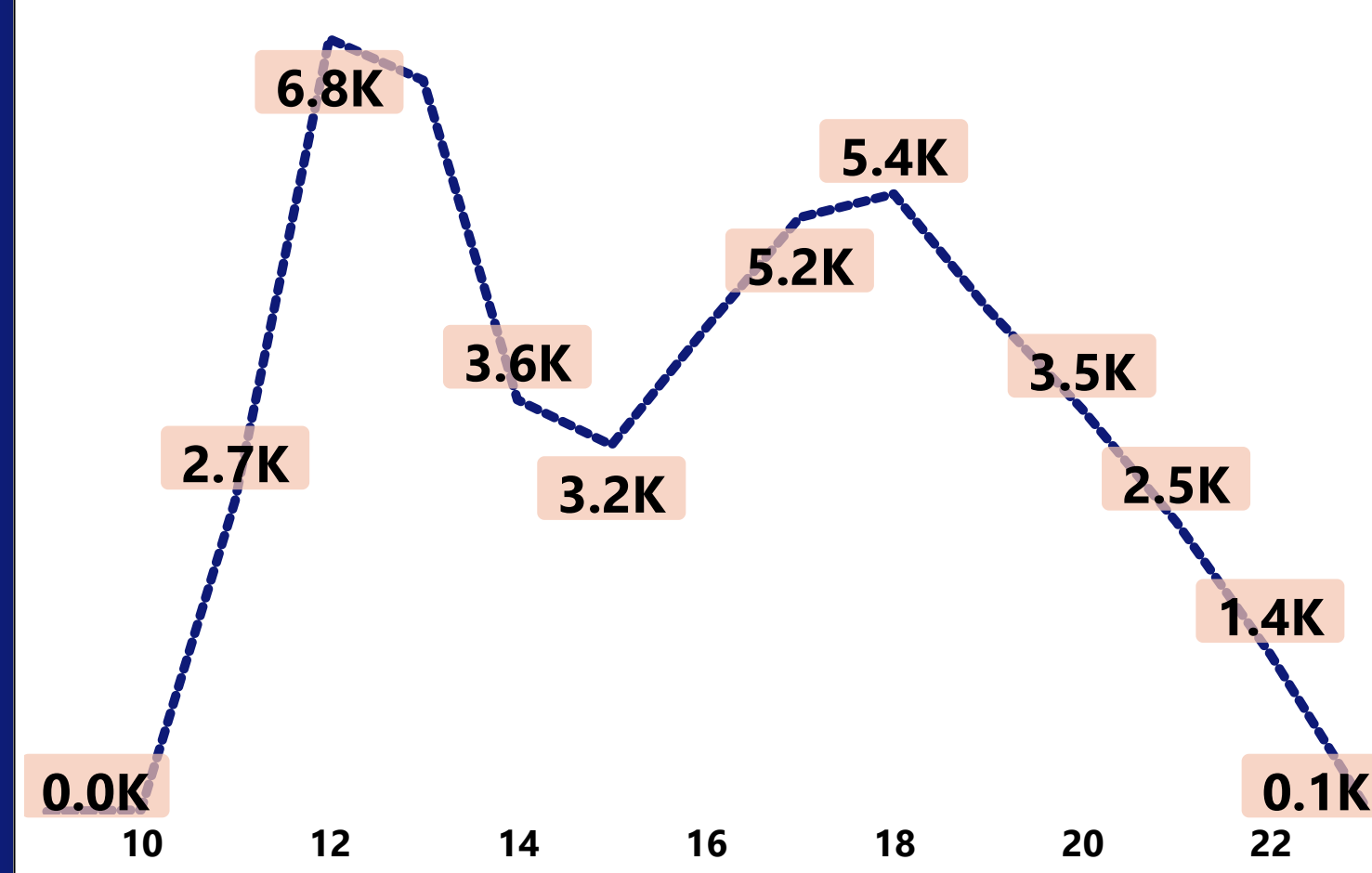
Number of Pizzas ordered per Day



Number of Pizzas Ordered per Month

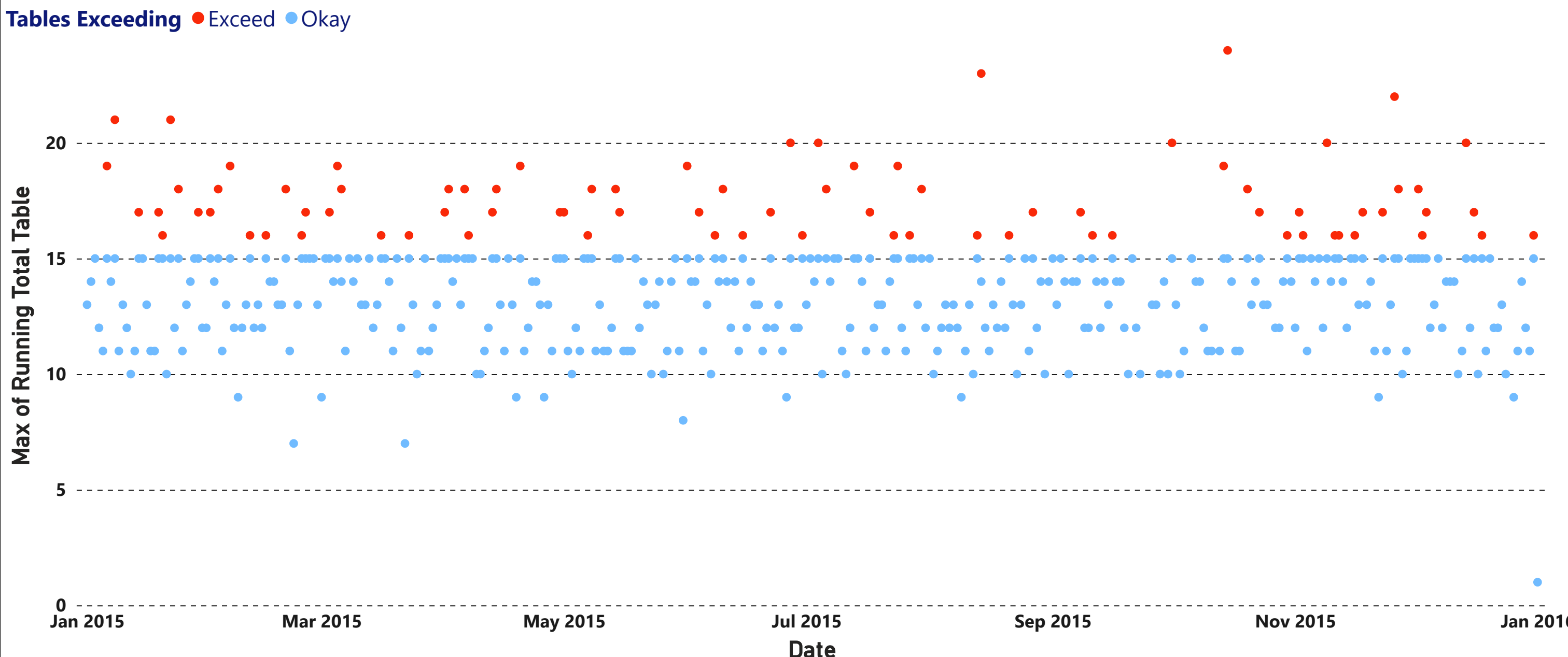


Number of Pizzas Ordered Per Hour



Average Number of Pizzas per Hour per Day							
Hour	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
9		4					
10	3		5	5		3	2
11	472	426	534	468	388	208	232
12	1,126	1,105	1,058	1,149	1,101	633	604
13	803	1,018	938	1,131	1,040	794	689
14	460	488	516	574	525	530	520
15	411	420	465	468	441	525	486
16	541	630	571	650	578	646	623
17	712	669	772	856	759	729	714
18	666	639	756	807	936	881	732
19	537	600	516	587	748	841	577
20	360	476	398	451	706	738	405
21	278	272	271	216	613	591	304
22	112	148	146	113	381	343	143
23	4			3	26	31	4

Max of Running Total Table by Date and Tables Exceeding



Observations and Recommendations

Observations:

- Based on Number of Orders, **the best selling pizza** is **The Classical Deluxe Pizza** (4.67% of total sales), and **the worst selling pizza** is the Brie Carre Pizza (1.4% of total sales).
- The busiest day** is **Friday**. From the heat map, the restaurant is full during **lunch hours and until dinner time**.
- The heatmap also shows that **weekdays** (Monday – Friday) is **very busy during lunch hours** (12 pm – 2 pm) and **dinner time** (5 pm till 7 pm)
- Sundays** are the **least busy day**.
- The demand for pizza seems to follow a seasonal trend between **January and August**, with **July** being the **high selling month** and **October** and **September** being the **lowest selling months**.
- The seating calculation assumed that for 1 pizza was ordered for one person and each order will take a table, with each order spending 1 hour at the restaurant. Based on these assumptions, the restaurant experiences **80 days or 626 working hours** where the **seating capacity has reached its maximum capacity**.
- The seating capacity reaches its **maximum** during **peak hours**.

Recommendations:

- Introduction of **additions seating**. This includes **single/counter tables** to accommodate for single people and pairs.
- Exclusive offers on combo-deals on high demand hours to boost revenue**. This combination can include low selling pizzas with high selling pizzas.
- Removing the lowest selling pizzas** in order to prevent spoilage of ingredients and **allocate storage space for higher selling pizza ingredients**.
- Changing operating hours to 11:00 am** instead of **9:00 am** in order to lower operating cost as demand is **lowest** between **9:00 am – 10:00 am**.

AHMAD AZARI