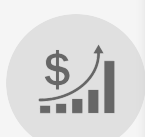




OVERVIEW



ORDERS



REVENUE

Plato's Pizza

For business improvement, an analysis of Plato's transactional data was carried out to put together a report to help Plato's Pizza find opportunities to drive more sales and work more efficiently.



\$

Total Revenue

\$817.86K

Average Order Value

\$38.31

Total Sold Pizza

49.57K

Total Orders

21350

Total Products

32

Orders and Revenue by Month



OVERVIEW

Available Pizzas at Plato's

NB: All pizzas are available in different sizes: Small (S), Medium(M), Large (L), Extra Large (XL), and Extra-extra Large (XXL).



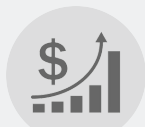
Pizza Name	Category
The Barbecue Chicken Pizza	Chicken
The Big Meat Pizza	Classic
The Brie Carre Pizza	Supreme
The Calabrese Pizza	Supreme
The California Chicken Pizza	Chicken
The Chicken Alfredo Pizza	Chicken
The Chicken Pesto Pizza	Chicken
The Classic Deluxe Pizza	Classic
The Five Cheese Pizza	Veggie
The Four Cheese Pizza	Veggie
The Greek Pizza	Classic
The Green Garden Pizza	Veggie
The Hawaiian Pizza	Classic
The Italian Capocollo Pizza	Classic
The Italian Supreme Pizza	Supreme
The Italian Vegetables Pizza	Veggie
The Mediterranean Pizza	Veggie
The Mexicana Pizza	Veggie
The Napolitana Pizza	Classic
The Pepper Salami Pizza	Supreme
The Pepperoni Pizza	Classic
The Pepperoni, Mushroom, and Peppers Pizza	Classic
The Prosciutto and Arugula Pizza	Supreme
The Sicilian Pizza	Supreme
The Soppressata Pizza	Supreme
The Southwest Chicken Pizza	Chicken
The Spicy Italian Pizza	Supreme
The Spinach and Feta Pizza	Veggie
The Spinach Pesto Pizza	Veggie
The Spinach Supreme Pizza	Supreme
The Thai Chicken Pizza	Chicken
The Vegetables + Vegetables Pizza	Veggie



OVERVIEW



ORDERS



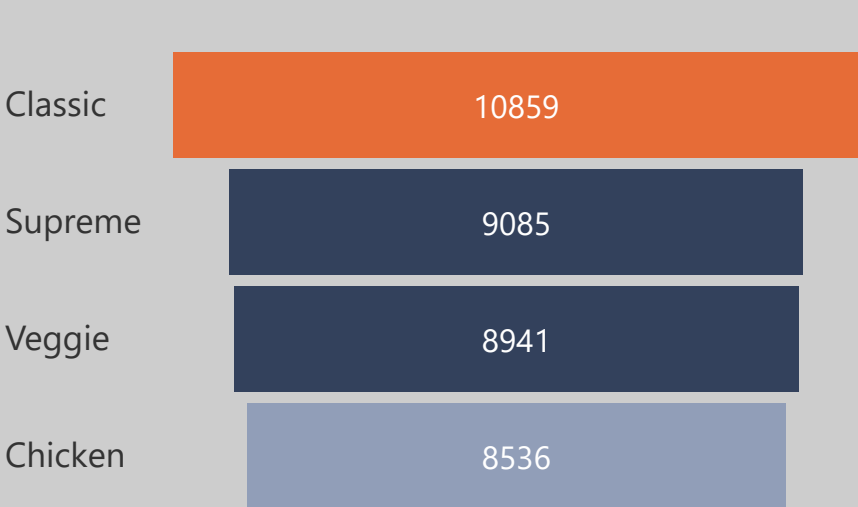
REVENUE

INSIGHTS:

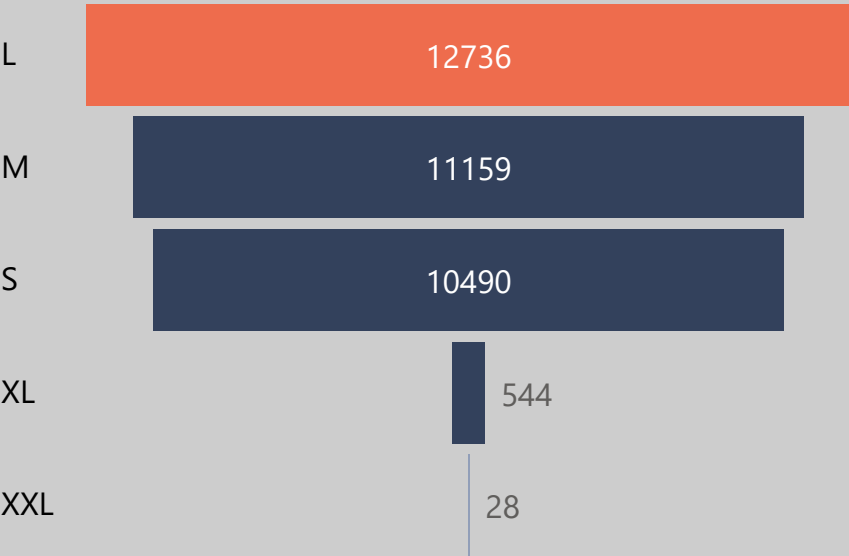
The **total orders** received was **21,350**. The **Classic Deluxe Pizza** was the **Best Selling Pizza by Orders**, with **total orders** of **2329**. Of course, **The Brie Carre Pizza** was the **Worst Selling Pizza by Orders**, generating the **lowest orders (480)**. We had the **highest order** in **July (1935)** while the **lowest orders** we received was in **October (1646)**. Analysis revealed that we have **peak hours** between **12:00PM** with **2520 orders** and **1:00PM** with **2455 orders**. This usually the lunch break hour for most organization. We hit a **top orders** of **3538** and **Fridays** and **3239** on **Thursdays**. This reveals that **Fridays** are our **most busy days**.



Orders by Category



Orders by Size



Total Orders by Day and Time

Day Name	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	Total
Sunday		1	95	210	261	214	222	278	322	324	281	197	147	70	2	2624
Monday		1	226	398	331	182	192	247	317	303	235	174	134	53	1	2794
Tuesday	1		188	421	371	196	191	295	309	301	274	214	131	81		2973
Wednesday		2	231	420	381	201	210	259	343	335	238	193	139	72		3024
Thursday		3	214	434	438	233	228	289	376	361	270	217	114	60	2	3239
Friday			192	415	413	221	190	258	344	387	340	319	268	180	11	3538
Saturday		1	85	222	260	225	235	294	325	388	371	328	265	147	12	3158
Total	1	8	1231	2520	2455	1472	1468	1920	2336	2399	2009	1642	1198	663	28	21350

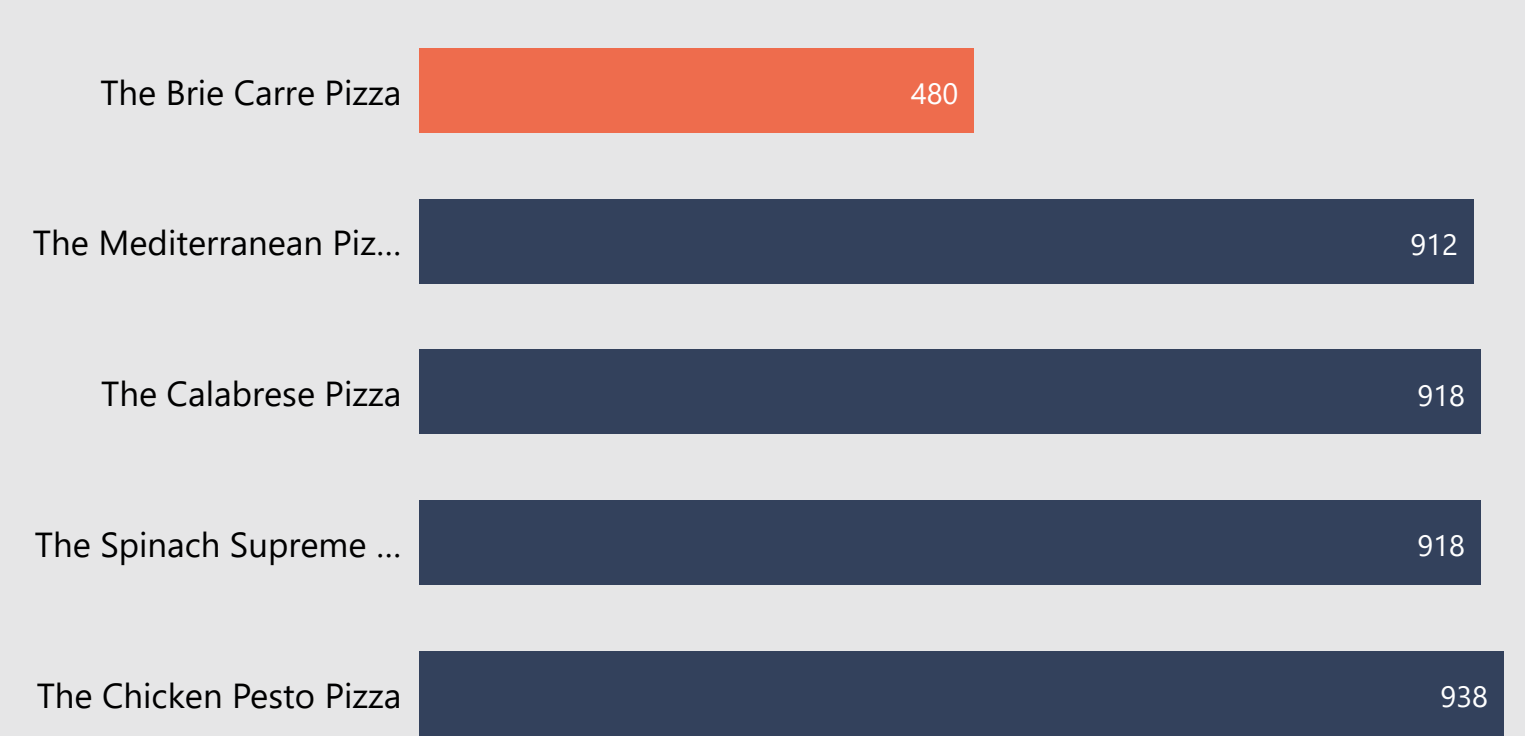
ORDERS

Size ▼ Category ▼
All ▼ All ▼

Best Selling Pizzas by Orders



Worst Selling Pizzas by Orders





OVERVIEW



ORDERS



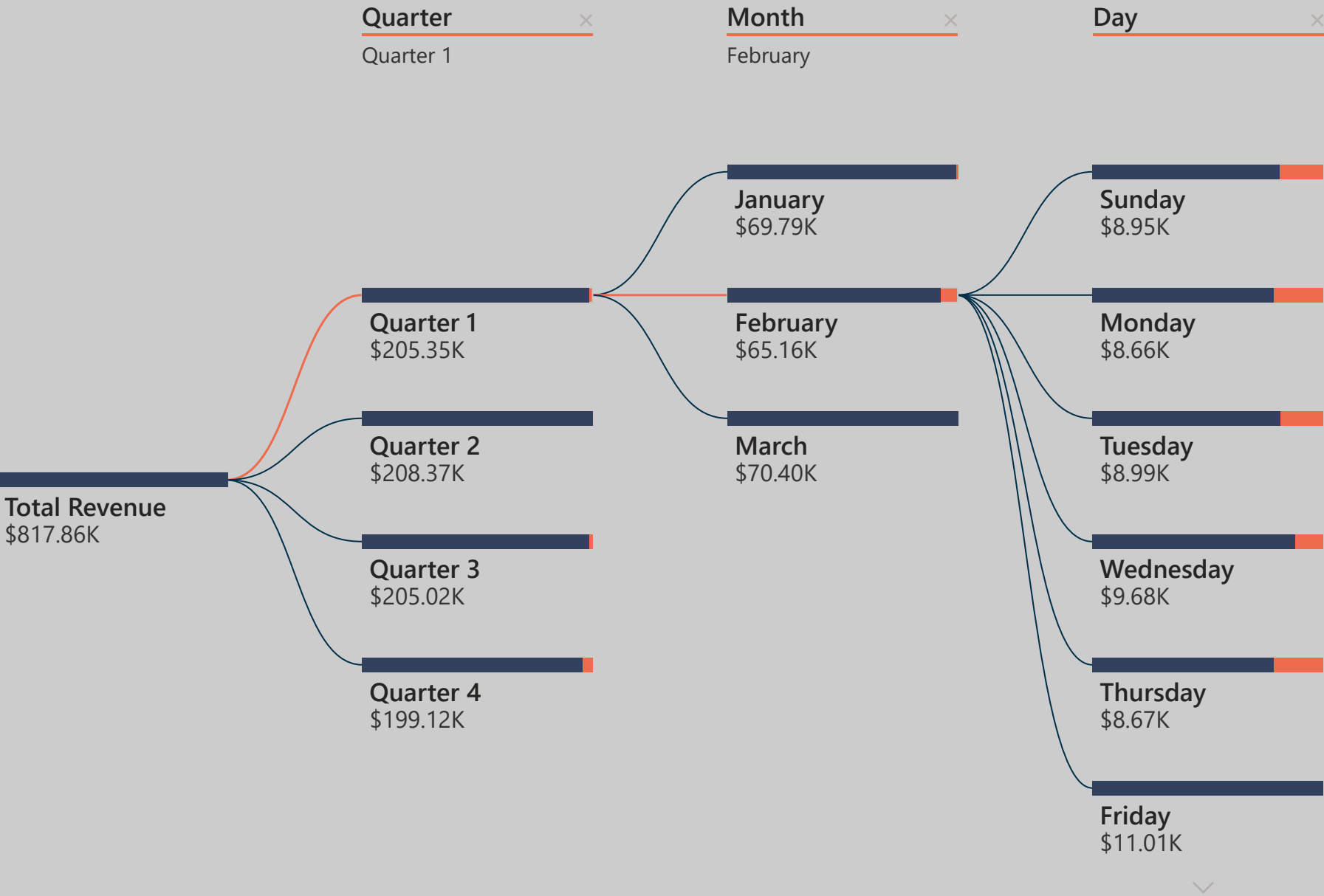
REVENUE

INSIGHTS:

The **total revenue** generated was **\$817.86K**. The **Thai Chicken Pizza** was the **Best Selling Pizza by Revenue**, generating **\$43.43K**. The **Brie Carre Pizza** was the **Worst Selling Pizza by Revenue**, generating **\$11.59K**. We made the **Highest Revenue** of **\$208.37K** in **Quarter 2**. We accrued a total revenue of **\$72.5K** in **July**, making **July** the month we had our **highest revenue**, while we generated the lowest revenue (**\$64K**) in **October**.



Total Revenue by Quarter, Month and Day

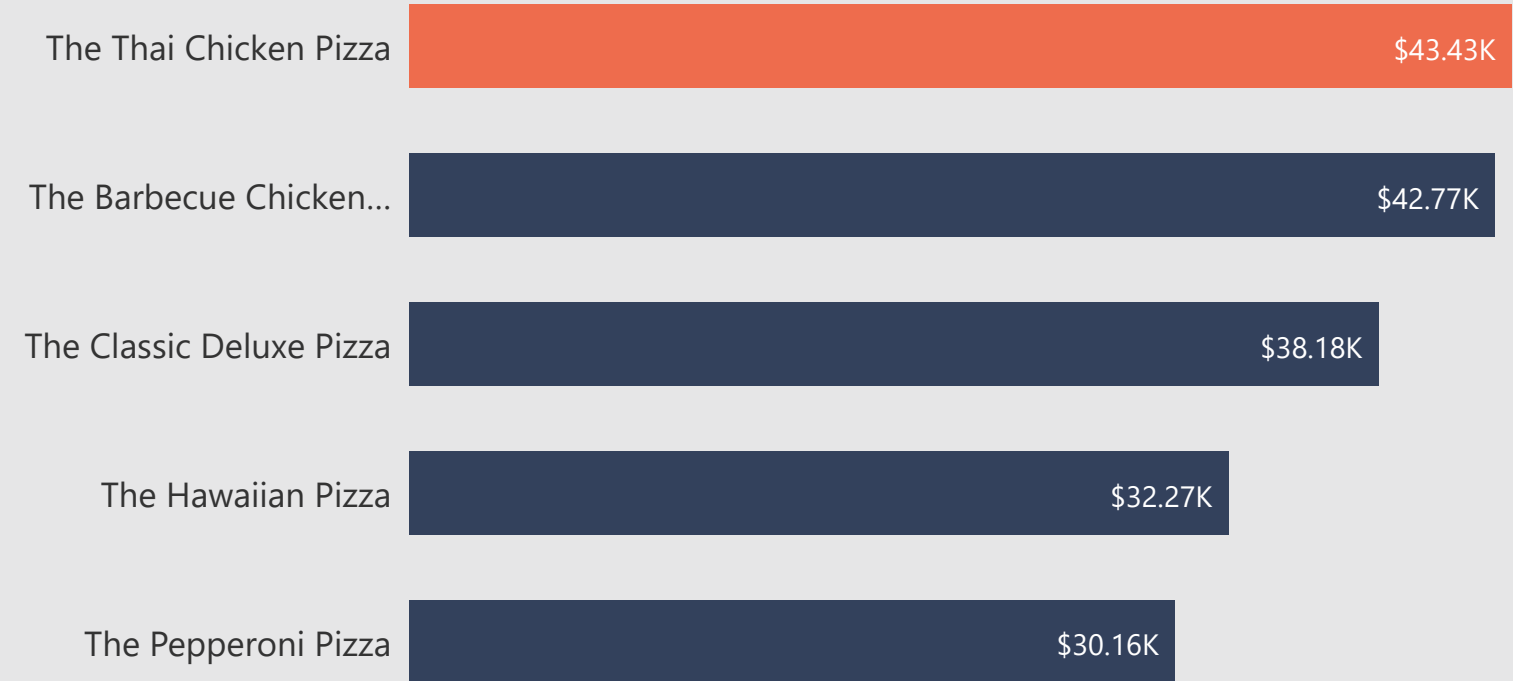


REVENUE

Size ▼ Category ▼

All ▼ All ▼

Best Selling Pizzas by Revenue



Worst Selling Pizzas by Revenue

