

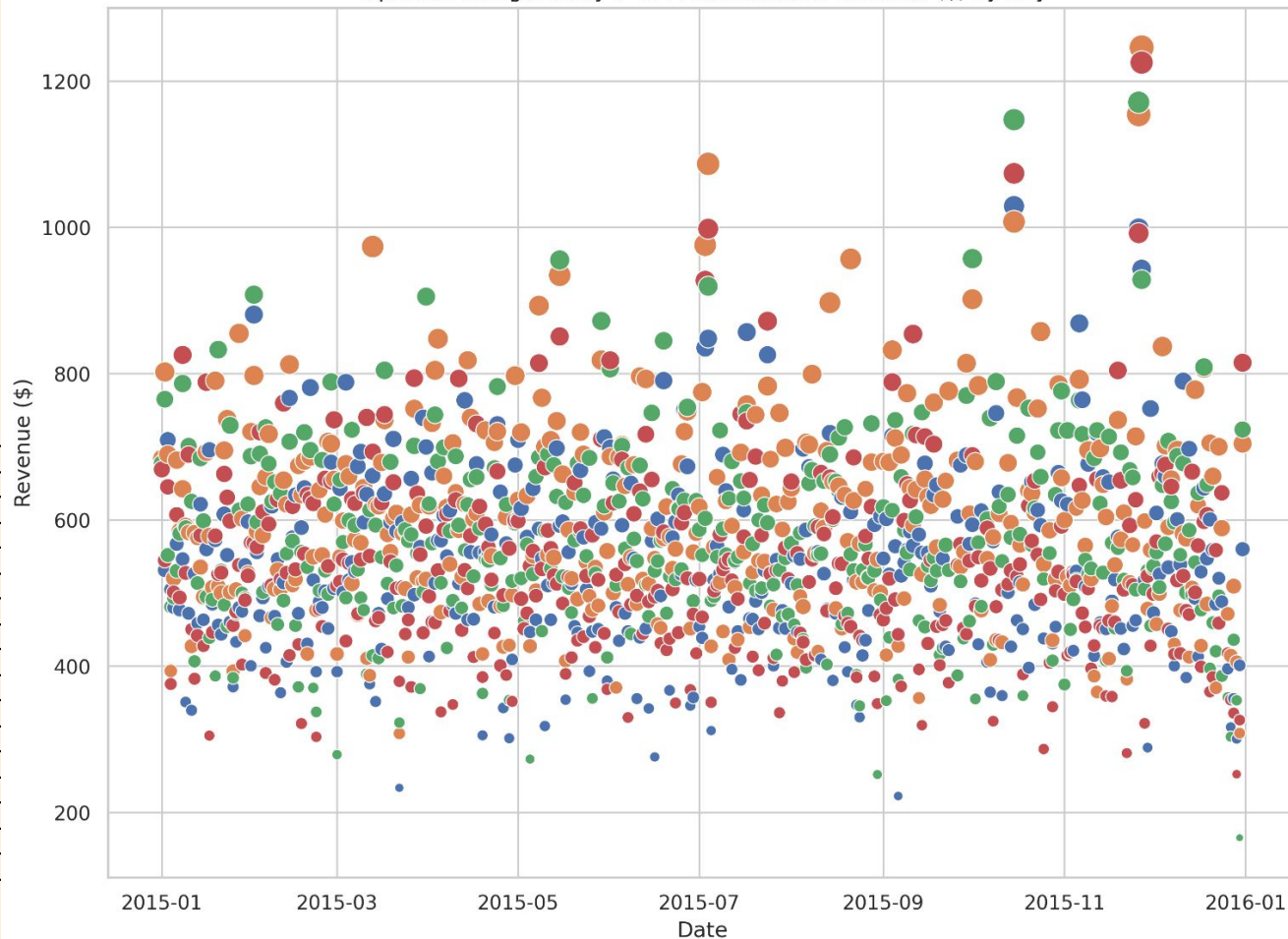


Pizza Restaurant

Opportunities for Maximizing Revenue

Carter Le

Top Pizza Categories by # of Pizzas Sold and Revenue (\$) by Day



Category

- Chicken
- Classic
- Supreme
- Veggie

of Pizzas Sold

- 15
- 30
- 45
- 60
- 75

Note:

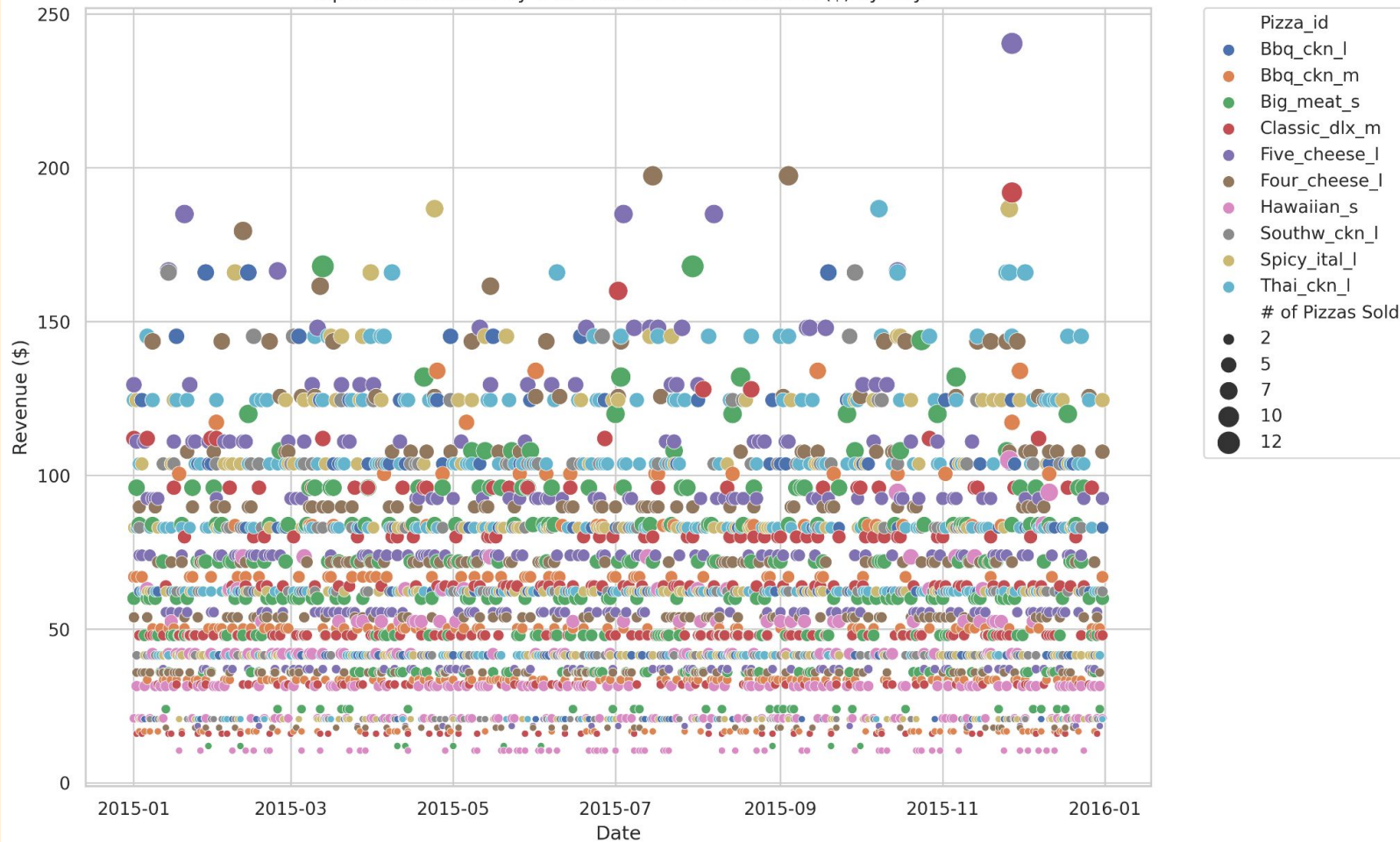
The veggie category includes pizzas like: Italian Vegetable, Spinach Pesto, and Five/Four Cheese Pizza.

The supreme category includes pizzas like: Italian Supreme, Pepper Salami, and Soppresata pizza.

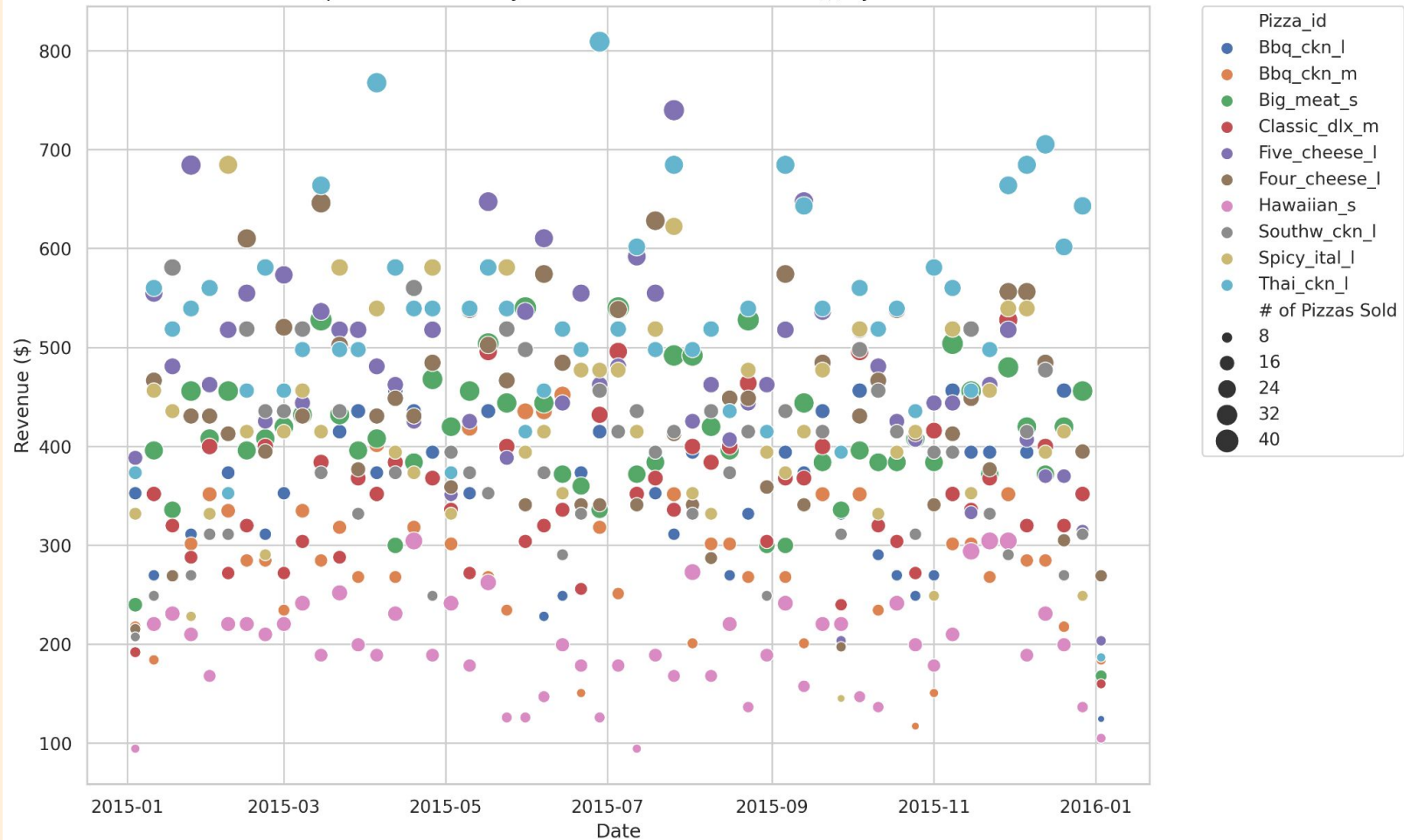
The classic category includes: Classic Deluxe, Hawaiian, Napolitana, and Pepperoni pizza.

The chicken category includes: Thai Chicken, Chicken Alfredo, and California Chicken pizza.

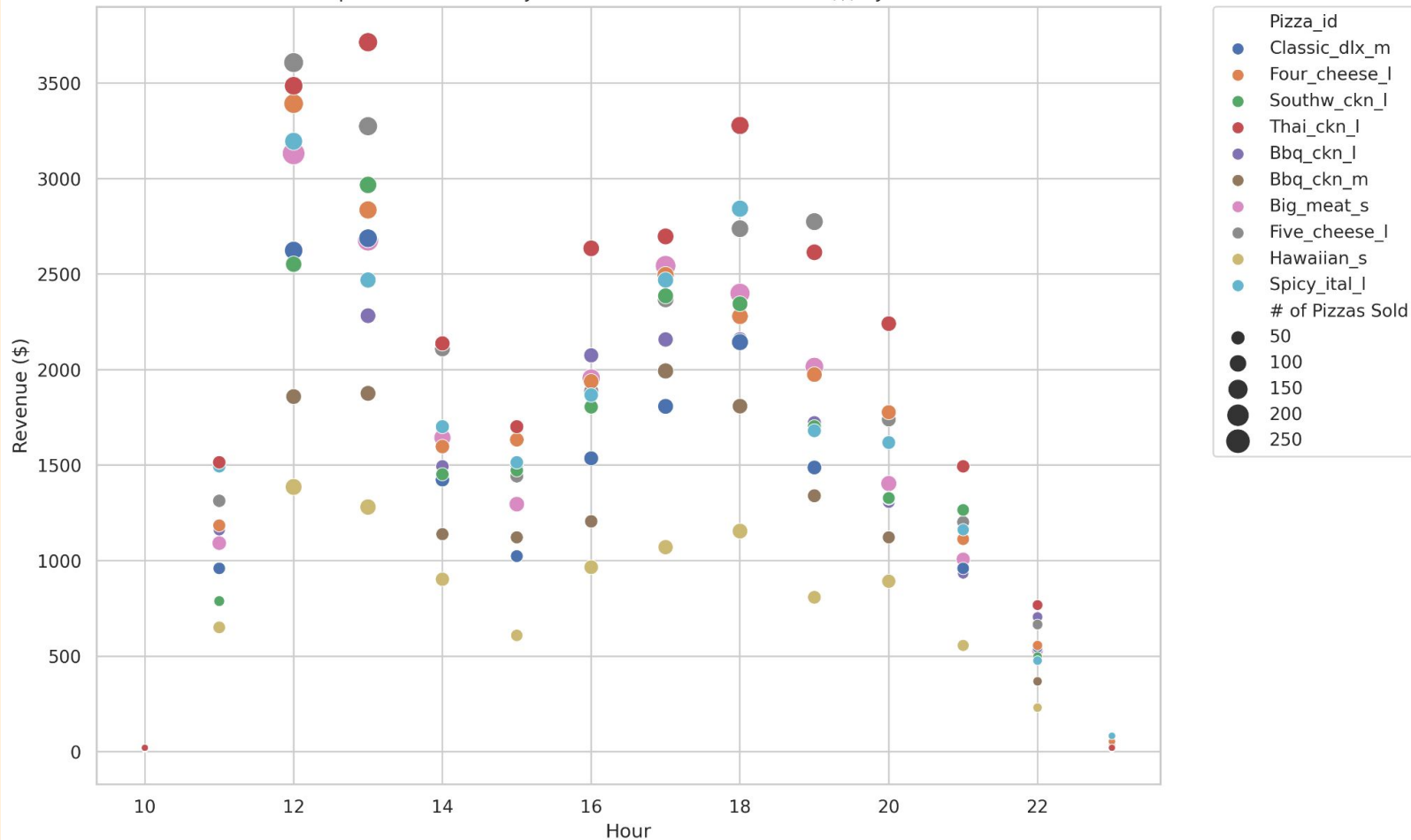
Top 10 Pizza Orders by # of Pizzas Sold and Revenue (\$) by Day



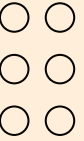
Top 10 Pizza Orders by # of Pizzas Sold and Revenue (\$) by Week



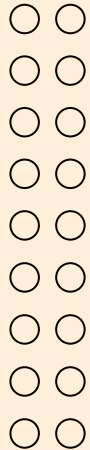
Top 10 Pizza Orders by # of Pizzas Sold and Revenue (\$) by Hour



Key Takeaways & Recommendations



- Classic and Supreme pizza categories ranked the highest in revenue over the year
- Large Thai Chicken, Large Five Cheese, and Large Spicy Italian generated the most revenue
- Let Classic and Supreme pizzas be the main point of the menu and marketing efforts
- Use promotional deals and discounts to push these pizzas and also train staff to upsell on these flavors



Key Takeaways & Recommendations



- Lunch hours from 12PM to 1PM and dinner time from 4PM to 8PM create the most revenue
- Large produces the most revenue followed by medium then small
- Run lunchtime and dinner specials to attract customers
- Offer combo deals that include a large pizza to encourage customers to choose this size

