

PLATO'S PIZZA SALES DASHBOARD

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Insights & Recommendations

Insights

- Sales trend showed a steady up and down movement between January and June, peaked slightly in July, then a dip in sales occurred between **August** and **October**, then a surge in sales in November. No seasonality can be spotted across the months as average sales between months remained the same.
- Daily sales trend showed that sales peaked on **FRIDAYS** which is reflected in the average order per day table. Daily, pizza sales showed a bimodal distribution, Sales peaked at **12:00 PM – 1:00 PM (typically LUNCH TIME)** and again at **5:00 PM – 6:00 PM** daily. The **FIVE CHEESE PIZZA – LARGE SIZE** recorded the most sales in the afternoon peak sales period between **12:00 PM** and **12:59 PM**, with **195 orders**. The **THAI CHICKEN PIZZA – LARGE SIZE** was the most ordered and sold between **1:00 PM** and **1:59 PM** with a peak of **179 orders**, and also was the most sold and ordered during the evening peak between **5:00 PM** and **6:59 PM**, peaking at **158 orders** at that period. Data did not provide the customer demographics to ascertain the reason behind sales surge and preferences at these times of the day.
- Top performing Pizza in sales and average order value is the **THAI CHICKEN PIZZA – LARGE SIZE** recording total sales of \$29K and average order value of \$1.4. The **MEXICANA PIZZA – SMALL SIZE** recorded the least sales. The **BIG MEAT PIZZA – SMALL SIZE** attracted the most orders at **1,811 orders**.
- Difference in sales contribution by pizza category was not too wide, top category – **CLASSIC PIZZAS** had a **26.9%** contribution to total sales while the least category – **VEGGIE PIZZAS** had a **23.7%** contribution to total sales.

Recommendations

- Implementing Pareto's principle, sales and marketing should focus on the vital few which are the **LARGE SIZE** pizzas of the **THAI CHICKEN, FIVE CHEESE, FOUR CHEESE & SPICY ITALIAN PIZZAS**, and also the **SMALL SIZE BIG MEAT PIZZA** as it recorded the most orders, it must be have been the preference for a certain customer demographics because of the price.
- Sales department should ensure the continued supply of the **THAI CHICKEN PIZZA – LARGE SIZE** and the **FIVE CHEESE PIZZA – LARGE SIZE** at the **afternoon (12:00 PM – 1:59 PM)** and **evening (5:00 PM 6:59 PM) peak sales periods**.
- Additional data on customer data – social class, age group and preferences, should be obtained through short surveys to bring more insights to the data and assist in strategizing marketing and sales.

Total Sales

 **\$818K**

Ave. Order Value

 **\$38**

Total Orders

 **21,350**

Total Quantity Sold

 **49,574**

Month

All

Chicken

Classic

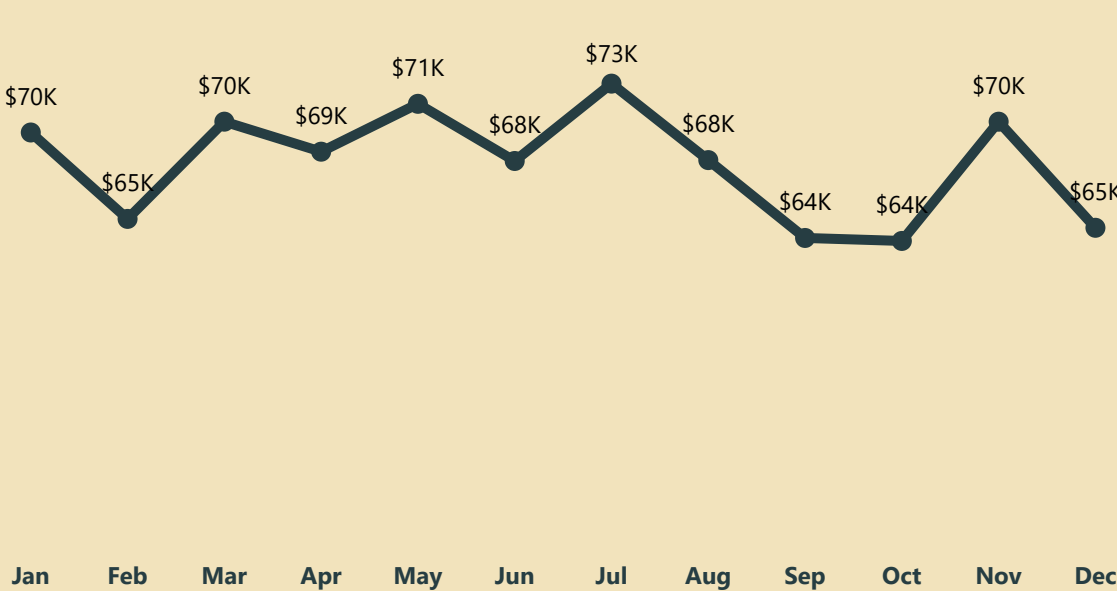
Supreme

Veggie

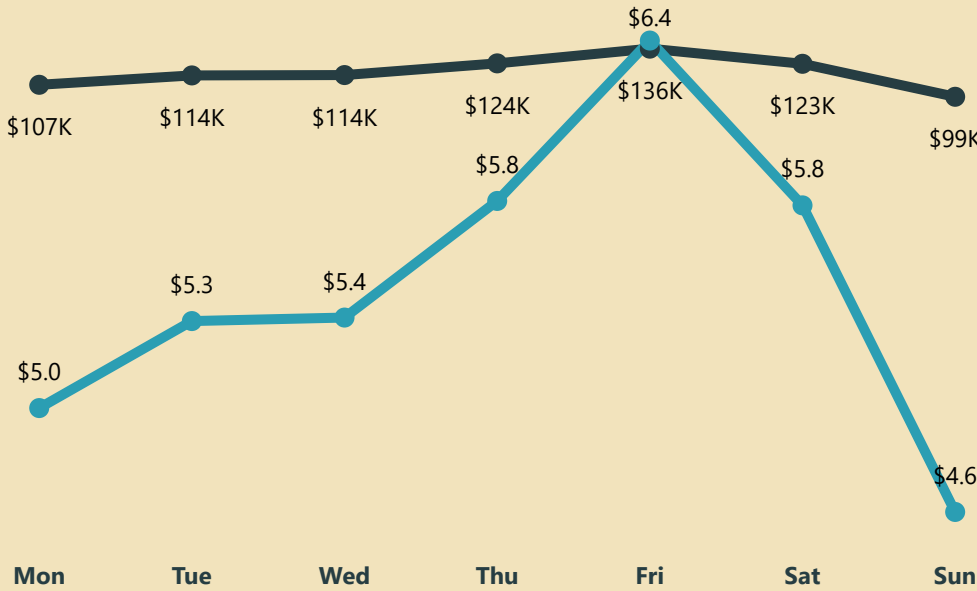
Insights

Sales Trend

\$818K



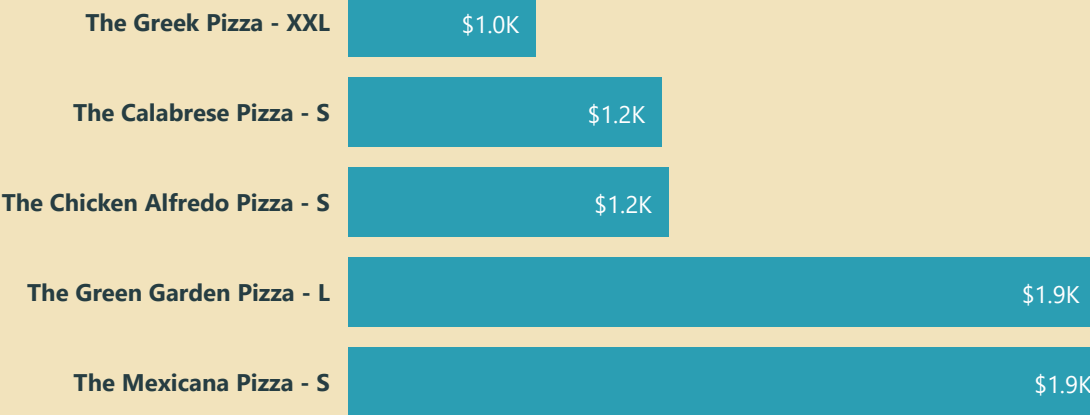
● Total Sales ● Average Order Value



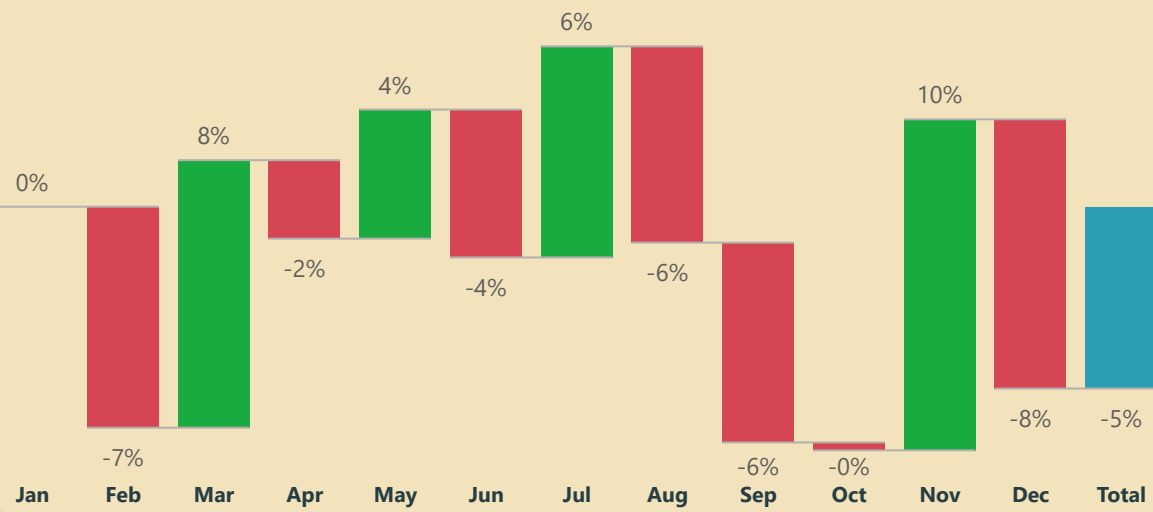
Top 5 Pizzas by Sales



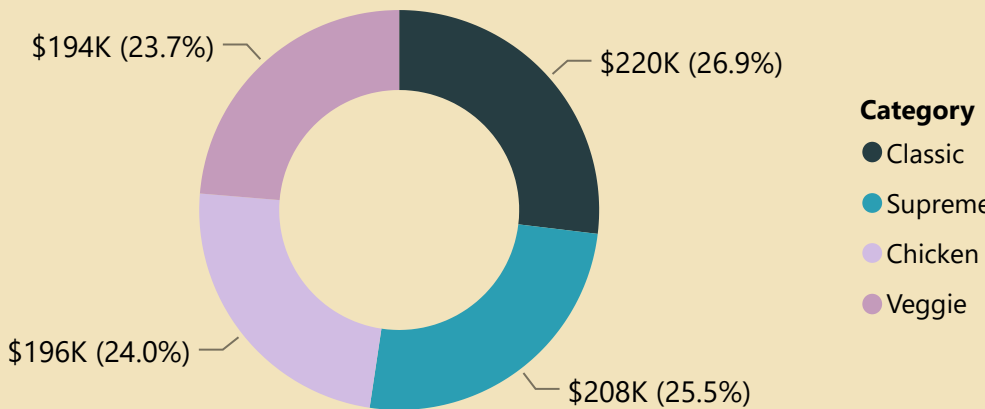
Bottom 5 Pizzas by Sales



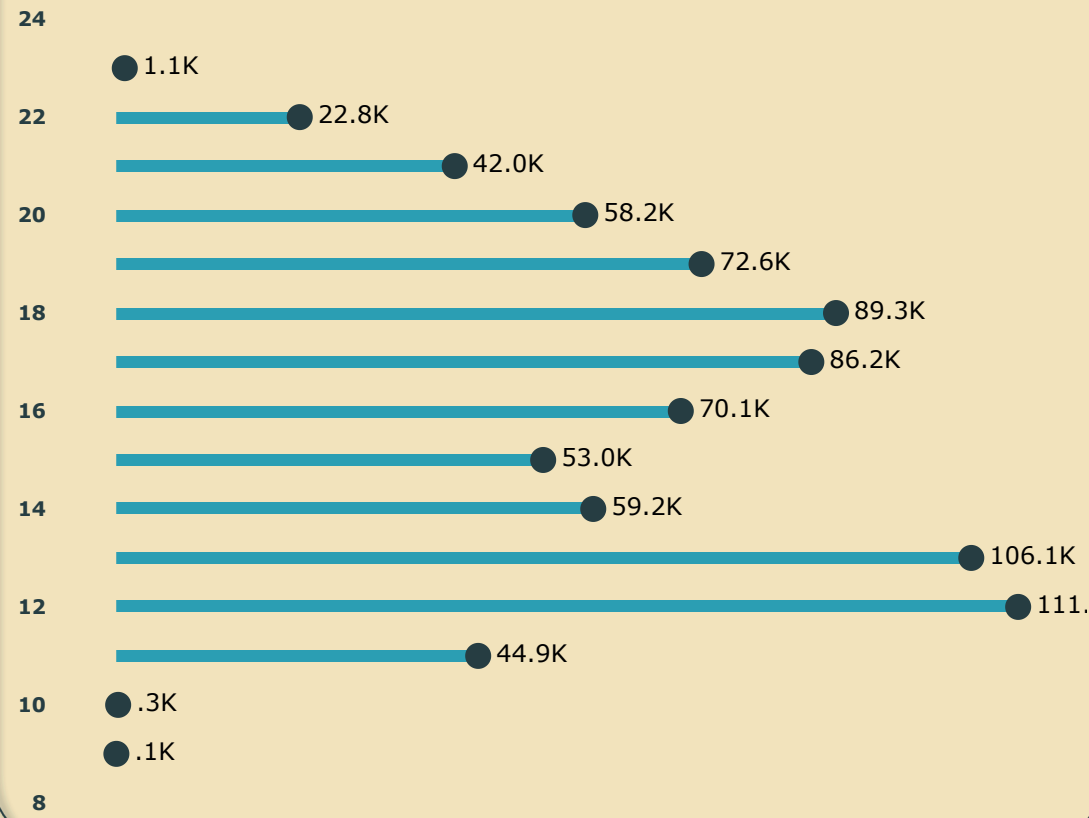
Sales Growth vs Previous Month



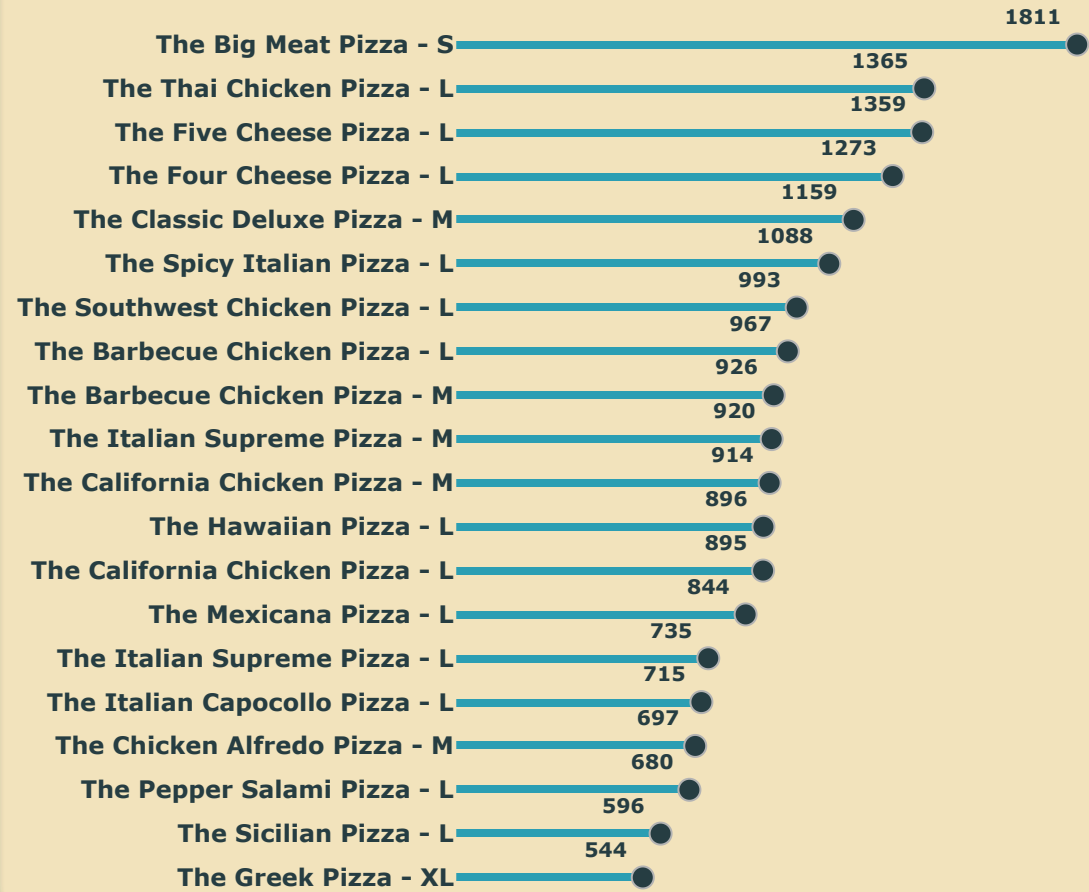
Sales Contribution by Pizza Category



Sales by Hour of the Day



Top 20 Pizzas by Customer Orders



Sales Insights by Month

Month	Total Sales	Prev Month Sales	% vs Prev. Growth	Ave. Order Value	YTD Sales
Jan	\$69,793.30		0.00%	\$3.27	\$69,793.30
Feb	\$65,159.60	69,793.30	-6.64%	\$3.05	\$134,952.90
Mar	\$70,397.10	65,159.60	8.04%	\$3.30	\$205,350.00
Apr	\$68,736.80	70,397.10	-2.36%	\$3.22	\$274,086.80
May	\$71,402.75	68,736.80	3.88%	\$3.34	\$345,489.55
Jun	\$68,230.20	71,402.75	-4.44%	\$3.20	\$413,719.75
Jul	\$72,557.90	68,230.20	6.34%	\$3.40	\$486,277.65
Aug	\$68,278.25	72,557.90	-5.90%	\$3.20	\$554,555.90
Sep	\$64,180.05	68,278.25	-6.00%	\$3.01	\$618,735.95
Oct	\$64,027.60	64,180.05	-0.24%	\$3.00	\$682,763.55
Nov	\$70,395.35	64,027.60	9.95%	\$3.30	\$753,158.90
Dec	\$64,701.15	70,395.35	-8.09%	\$3.03	\$817,860.05
Total	\$817,860.05		0.00%	\$38.31	\$817,860.05

Pizza Category Sales in Quantity by Sizes

Pizza Category	L	M	S	XL	XXL	Total
Chicken	4,932	3,894	2,224			11,050
Classic	4,057	4,112	6,139	552	28	14,888
Supreme	4,564	4,046	3,377			11,987
Veggie	5,403	3,583	2,663			11,649
Total	18,956	15,635	14,403	552	28	49,574

Sales Insights by Pizza Category & Pizza Name

Category	Pizza Name	Total Sales	Orders	Qty	AOV
Chicken	The Thai Chicken Pizza - L	\$29,257.50	1,365	1,410	\$1.37
Veggie	The Five Cheese Pizza - L	\$26,066.50	1,359	1,409	\$1.22
Veggie	The Four Cheese Pizza - L	\$23,622.20	1,273	1,316	\$1.11
Supreme	The Spicy Italian Pizza - L	\$23,011.75	1,088	1,109	\$1.08
Classic	The Big Meat Pizza - S	\$22,968.00	1,811	1,914	\$1.08
Chicken	The Southwest Chicken Pizza - L	\$21,082.00	993	1,016	\$0.99
Chicken	The Barbecue Chicken Pizza - L	\$20,584.00	967	992	\$0.96
Chicken	The California Chicken Pizza - L	\$19,235.25	895	927	\$0.90
Classic	The Classic Deluxe Pizza - M	\$18,896.00	1,159	1,181	\$0.89
Veggie	The Mexicana Pizza - L	\$17,556.75	844	867	\$0.82
Chicken	The Barbecue Chicken Pizza - M	\$16,013.00	926	956	\$0.75
Chicken	The California Chicken Pizza - M	\$15,812.00	914	944	\$0.74
Supreme	The Italian Supreme Pizza - M	\$15,526.50	920	941	\$0.73
Supreme	The Italian Supreme Pizza - L	\$15,500.25	735	747	\$0.73
Classic	The Hawaiian Pizza - L	\$15,163.50	896	919	\$0.71
Classic	The Italian Capocollo Pizza - L	\$15,006.00	715	732	\$0.70
Supreme	The Pepper Salami Pizza - L	\$14,442.00	680	696	\$0.68
Classic	The Greek Pizza - XL	\$14,076.00	544	552	\$0.66
Supreme	The Sicilian Pizza - L	\$12,413.25	596	613	\$0.58
Chicken	The Chicken Alfredo Pizza - M	\$11,775.25	697	703	\$0.55
Classic	The Pepperoni Pizza - M	\$11,737.50	918	939	\$0.55
Classic	The Napolitana Pizza - L	\$11,603.00	557	566	\$0.54
Supreme	The Brie Carre Pizza - S	\$11,588.50	480	490	\$0.54
Classic	The Pepperoni Pizza - L	\$11,102.00	712	728	\$0.52
Classic	The Hawaiian Pizza - S	\$10,710.00	1,001	1,020	\$0.50
Veggie	The Vegetables + Vegetables Pizza - M	\$10,160.00	630	635	\$0.48
Supreme	The Prosciutto and Arugula Pizza - M	\$9,867.00	585	598	\$0.46
Classic	The Classic Deluxe Pizza - L	\$9,696.50	471	473	\$0.45
Total		\$817,860.05	21,350	49,574	\$38.31

Top Product

The Thai Chicken Pizza - L

\$29,257.50

Total Sales (Value)

1,410

Total Qty. Sold

1,365

Orders