Plato's Pizza Analysis

Key Recommendation 1: Alter Opening Hours to 11:00 - 21:59

27% Reduction in **Opening Hours**

3% Total **Revenue loss**

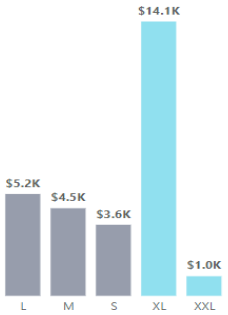
Key Recommendation 2: Increase Size availability - Case Study of The Greek and The Brie

The only pizza sold above large size is **the Greek Pizza**.

Offer other pizzas at larger sizes, as the above larger size is more than 50% of revenue from the Greek Pizza.

Provide a discount on L+ pizzas during lower periods for a short period to introduce the offering.

The Greek Pizza Sales

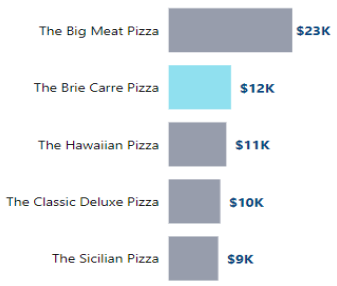


The Brie Carre Pizza, while being the lowest in revenue, is the second most popular small Pizza, and is only sold in size small.

Rebrand as a "gourmet" product - it is the most expensive Pizza under XL size ($23.65) and performs well despite its high price.

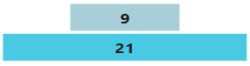
Offer at larger sizes, also providing a temporary discount to introduce the offering.

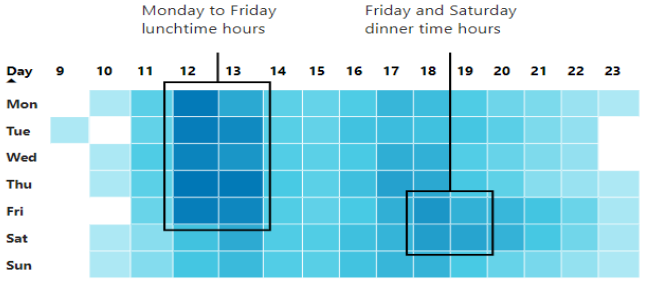
Top 5 Small Pizzas Sales



Key Recommendation 3: Ensure staff levels and preparation are optimized for weekday lunch and late week evening peaks

Peak periods average *21 pizzas sold* per hour, **2.3 times** more than usual.





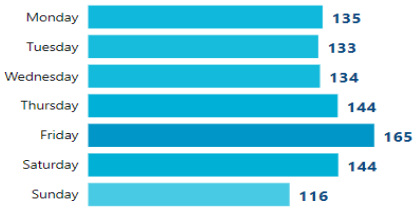
Daily Peaks:
During the week staff and preparation should be prioritized for the peak sales periods of **weekday lunches** and **weekend dinners**.

The hourly peaks are based on average values during the year for when a pizza order was placed.

Weekly Sales:
Typically, there was a difference of around **50 pizzas** between the least busy day (*Sunday 116*) and the most (*Friday 165*). This equated to around **$800** difference in revenue.

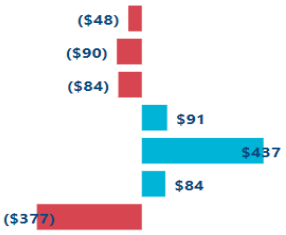
The daily peaks are based on average values for each day of the week during the year. The average revenue is the total revenue is the total revenue divided by the number of working days.

Pizza sold each weekday



Peak Days:
This peak meant **Friday far exceeded** the average revenue of **$2.28K per day**.

Revenue Variance

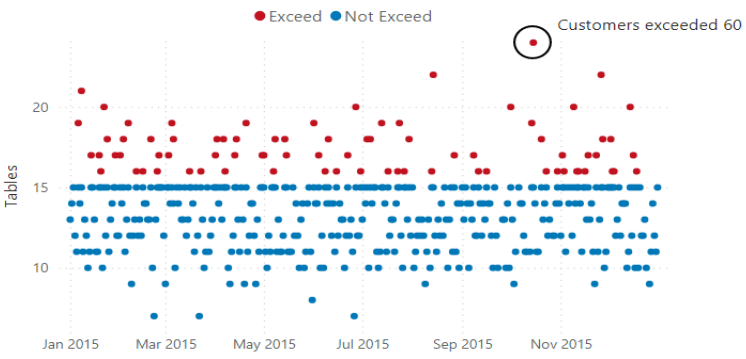


Key Recommendation 4: Increase 2-Seat Tables

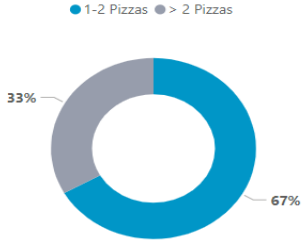
Not enough tables:

Even though there was only **one occasion** in which the max number of customers exceeded 60 people, there were **80 days** in which there was a period where table occupancy would have **exceeded the 15 available tables**, suggesting a significant utilization inefficiency.

Max table requirement on any given day



Pizzas per order



Introduce more 2-person seats because over two-thirds of orders were for 1 or 2 pizzas, reducing wasted seats where a 2-pizza order would take a full 4-seat table.

Calculation based on assumption that: 1 pizza = 1 person; dinning duration was 1 hour from time of order; each table contained 4 chairs, and ordering parties would not share tables.