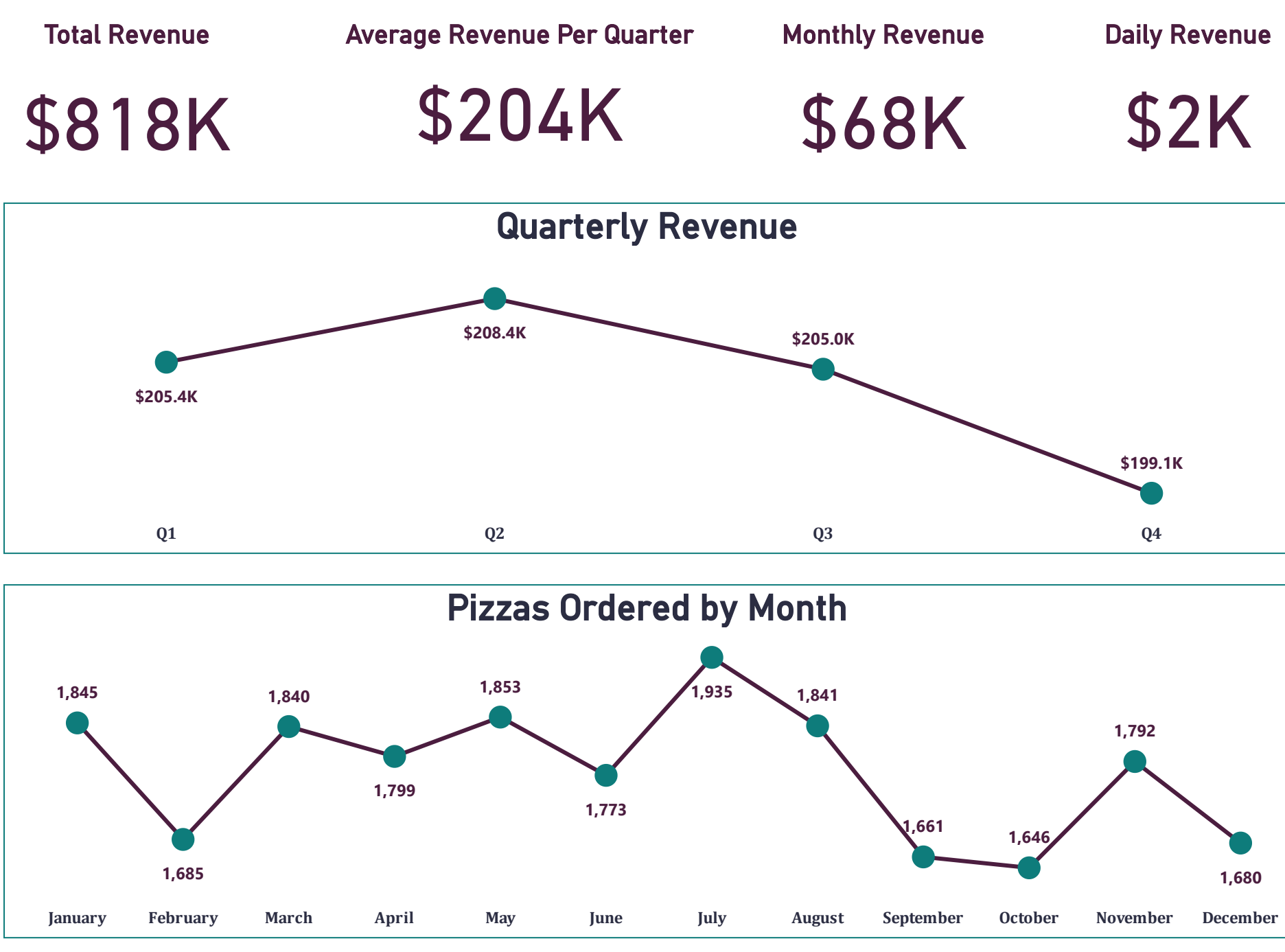
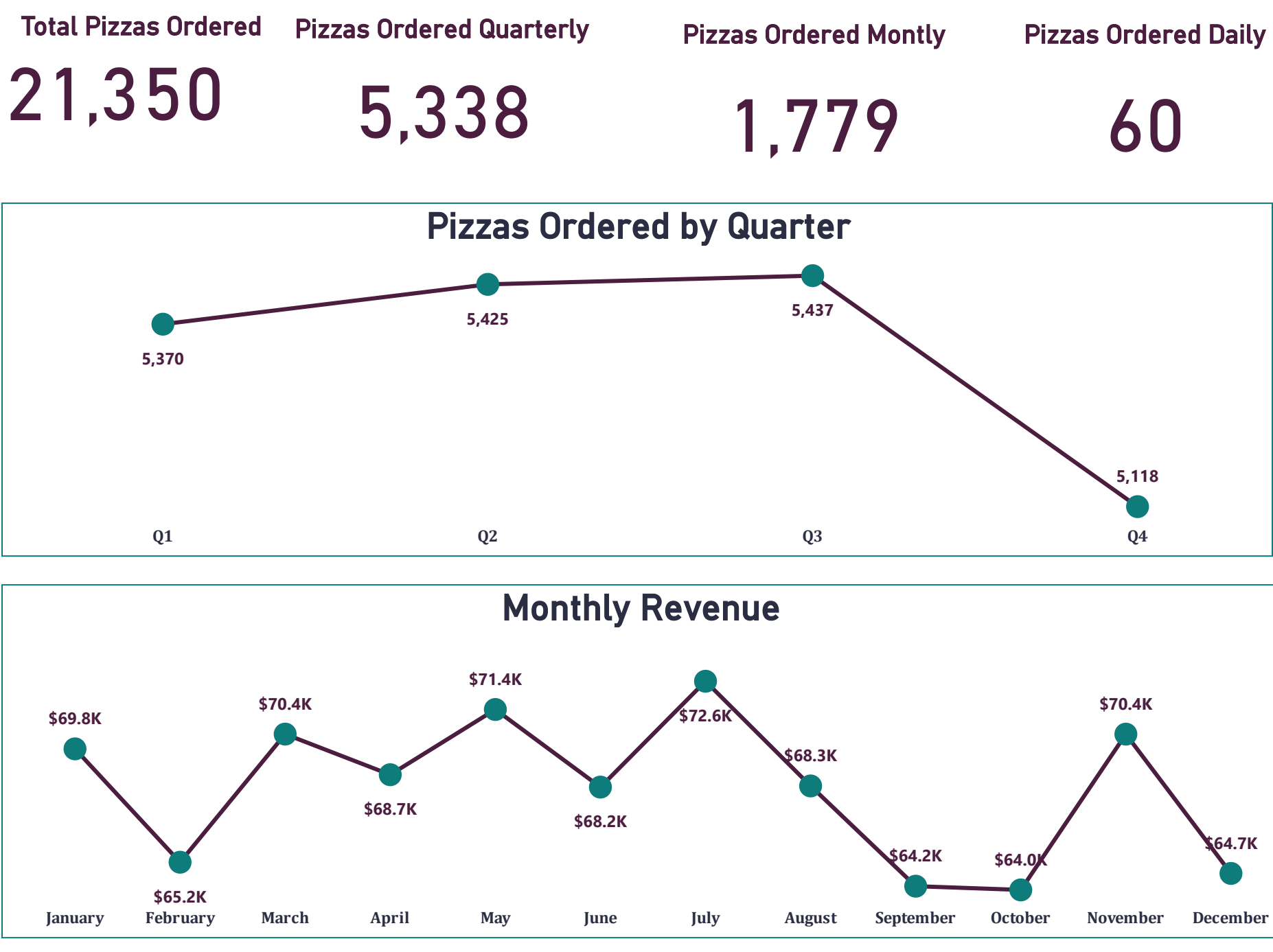


# MAVEN PIZZA 2015 ANNUAL REPORT

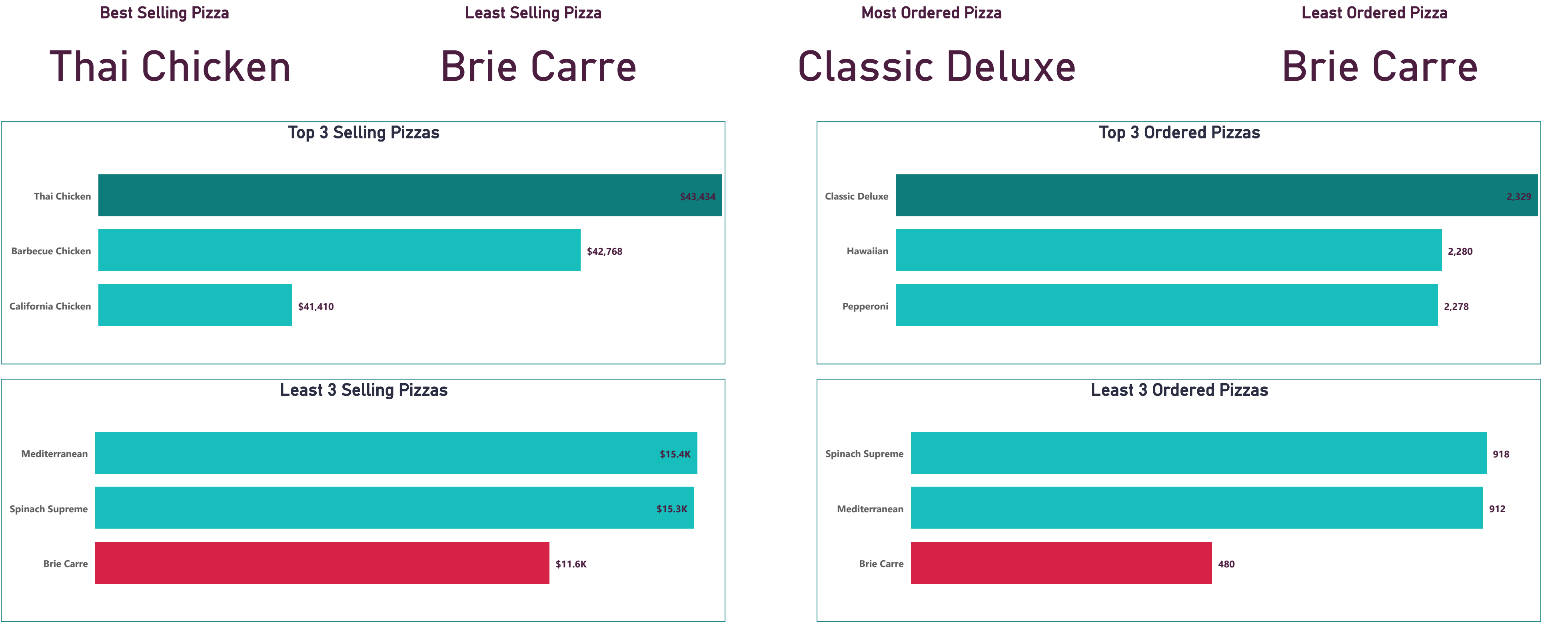
Analysis based on Revenue, Orders, Peak Days and Hours, Pizzas' Performance

This report summarizes all the 21,350 Pizzas sold at Maven's Pizza Restaurant in 2015 which consists of 358 days and we looked at how the quantity, price, holidays and seasons affected the annual revenue.



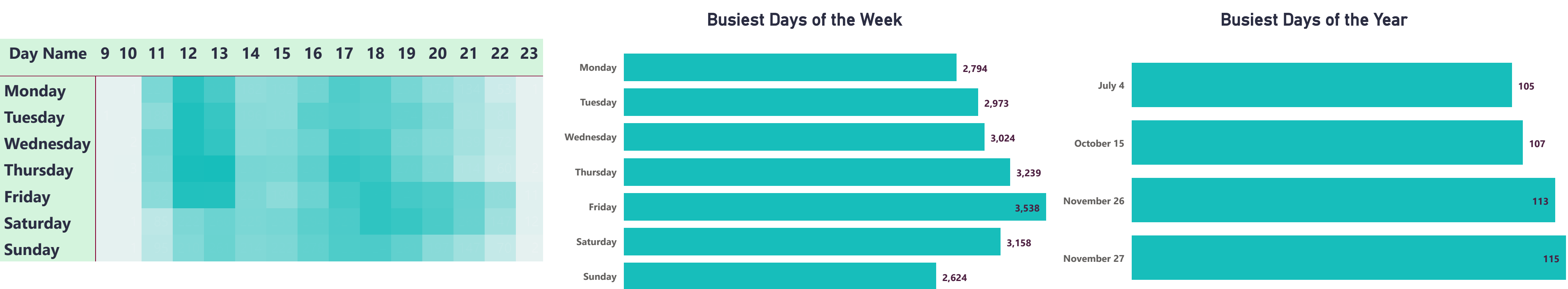
**ANALYSIS:**  
The 3rd quarter recorded the highest number of orders (5.4k) and this can be attributed to summer breaks which usually start around July we can also see that July recorded significantly high pizza orders (1.9k) compared to other months (averagely 1.7k) in the quarter. We can say that this is a result of people spending more time outdoors because of summer breaks.  
The 4th quarter, however, recorded the lowest orders (5.1k). We can attribute this to the end of summer break because people are more likely to stay indoors, especially in December when the weather temperature is usually cold and snowy. However, November(1.7k) had really high pizza orders in that quarter compared to December and October, we can attribute this to Thanksgiving and Black Friday which usually fall in that month.  
in the revenue chart, we'd see that quarter 3 which had 5,437k orders recorded lower revenue of (\$205k) compared to quarter 2 which recorded 5,425k charges with \$208k revenue. This is because of the drop in revenue in August compared to the orders in that quarter, August had 1,841 orders but an average order value of \$37.09 and an average order quantity of \$2.26 which are lower than the overall average order value of \$38.31 and \$2.32 respectively.  
November also recorded a relatively higher revenue as compared to its orders.

## PIZZA'S PERFORMANCE



**ANALYSIS:**  
Classic Deluxe pizza was the most ordered pizza (2.3k) in the year but it only managed to record a revenue of \$38.3k which is lesser than the total revenue recorded from Thai Chicken Pizza (\$43.4k), Barbeque Chicken (42.8k) and the California chicken (%41.4k). This can be attributed to the average price of the pizza meaning that even though they weren't the most ordered, their prices and the quantity ordered are enough to generate more revenue than the Classic Deluxe Pizza.  
The Thai Chicken Pizza generated the most revenue at about (\$43.3K) but it's the 5th most ordered pizza (2,225). We can say that this is caused a result of the fact that it has a high average order value of (%19.52). We can also see that none of the top 3 pizzas based on revenue is on the top 3 pizzas by orders.  
The Brie Carre Pizza was only ordered 480 times in the year, however before we assume that it's because of the taste, we must pay attention to the price as compared to other pizzas. The Brie Carre Pizza had an average price of \$23.65 across all sizes making it the most expensive pizza type and we can see that that may be the reason most customers don't order it.

## ARE THERE ANY PEAK HOURS AND PEAK DAYS?



**ANALYSIS:**  
From the heatmap, we can see that during weekdays, orders in the afternoons and evenings appear to be higher than orders in the morning and night.  
Between 9 am-11 am, there is an average of 8 orders per day, between 12 pm to 4 pm, there's an average of 56 orders per day, between 5 pm -8 pm, there's an average of 50 orders per day and between 9 pm- 11 pm, there's an average of 11 orders per day.  
However, on weekends, orders are usually high at night.  
it's safe to say that weekdays have hours between (12 pm and 8 pm) while weekends have peak hours between 5 pm and 8 pm.  
4 days in the year exceeded 100 orders, two of which are on public holidays and the day with the highest order was November 27 which happened to be Black Friday.

## RECOMMENDATIONS

1. Emphasize convenience: Make it easy for customers to order from you by offering online ordering, delivery, and takeout options. You could also consider offering a mobile app that customers can use to order and pay for their pizza.
2. The price of the most ordered can also be increased so as to increase the average order value of each customer. However, this will be successful if the business offer discounts and promotions: Customers love a good deal, so consider offering regular discounts and promotions on your pizzas. For example, you could offer a discount on large orders or a free drink with every pizza purchase.
3. The Brie Carre Pizza should be pitched well to the customers so that they can be aware of it and buy more of it or it can also be removed if its existence is making the business run at a loss since the fact that it's not really ordered means that its ingredients might not be used.
4. Take advantage of black Fridays as it seems like the customers like to buy cheap pizzas, so the business should offer more revenue-generating offers that will be irresistible to the customers so as to increase their revenue.
5. Create a loyalty program: Reward your regular customers by creating a loyalty program that offers incentives such as free pizzas or discounts for repeat purchases. This can help to build customer loyalty and increase sales.
6. Ensure that staff level and preparation are optimized for the peak days and peak hours. Also Ensure that your staff provides excellent customer service by being friendly, helpful, and responsive to customer needs. This will help to create a positive experience for customers and encourage them to return in the future.