

**Plato's Pizza**  
Greek in New Jersey

## Informe Estratégico | 2015

Métricas Generales →

Análisis 80/20 →

Recomendaciones →



## Métricas Estratégicas | 2015

### Ingresos



\$817,860

Anual

\$68,155

Mes

\$2,241

Diario

\$16.8

Por Orden

### Pizzas



49,574

Anual

4,131

Mes

136

Diarias

2.3

Por Orden

### Órdenes



21,350

Anuales

1,779

Mes

58

Diarias



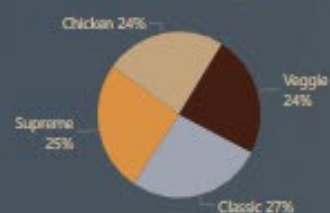
\$38.3

Pedido Medio

32

Tipos de Pizza

### % Ventas por Categoría



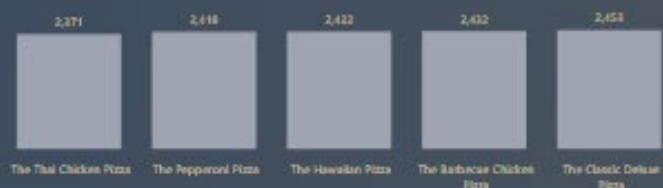
### Ingresos

186,818

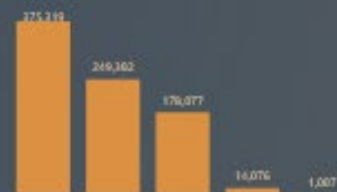
### Participación

23%

### Top 5 Ventas



### Ingresos por Tamaño



### Ingresos

7,311

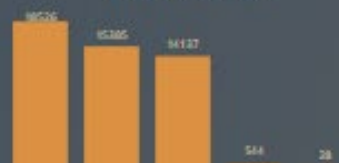
### Participación

1%

### Bottom 5 Ventas



### Ventas por Tamaño



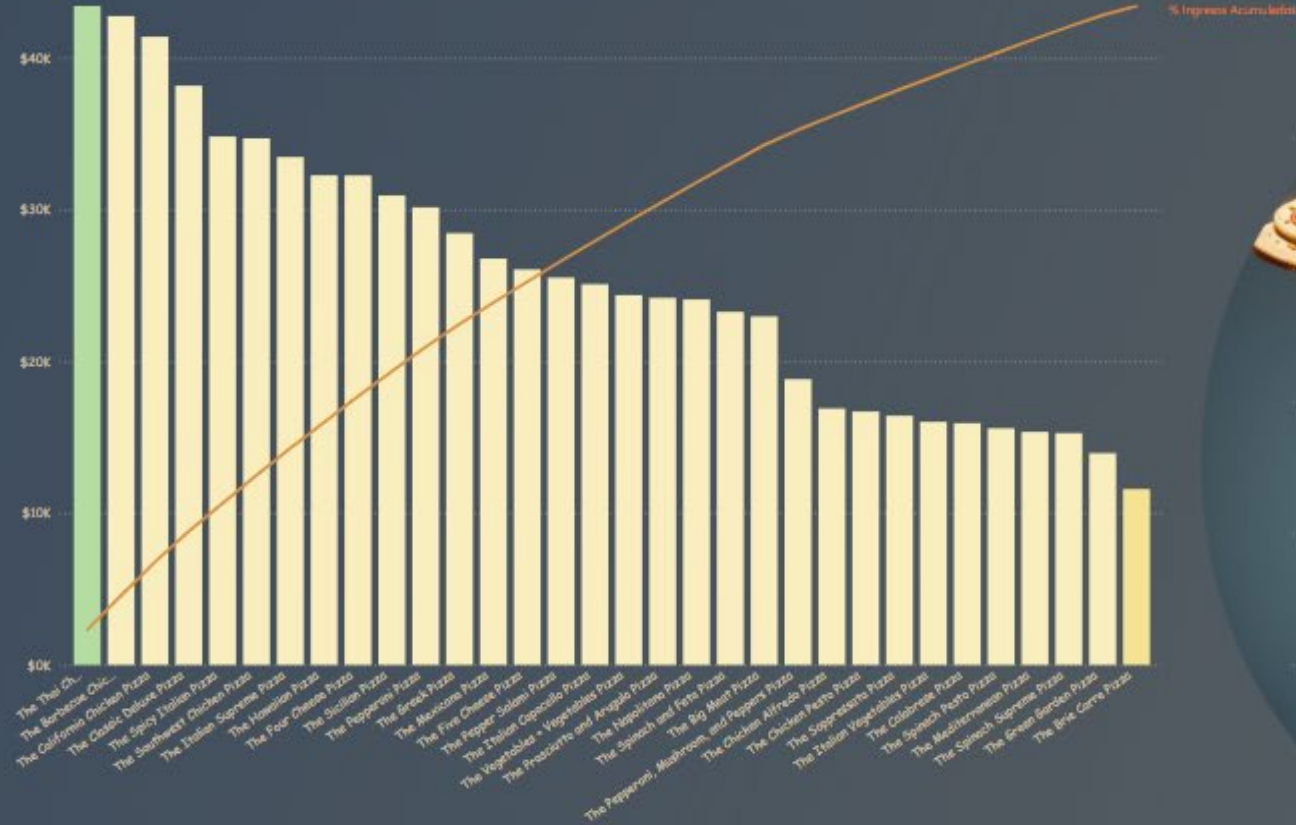
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## Análisis 80/20 | 2015

| Pizza                                      | Ingresos | % Ingresos Acumulados |
|--|----------|-----------------------|
| The Thai Chicken Pizza                     | \$43,454 | 5%                    |
| The Barbecue Chicken Pizza                 | \$42,768 | 11%                   |
| The California Chicken Pizza               | \$41,410 | 16%                   |
| The Classic Deluxe Pizza                   | \$38,181 | 20%                   |
| The Spicy Italian Pizza                    | \$34,881 | 25%                   |
| The Southwest Chicken Pizza                | \$34,706 | 29%                   |
| The Italian Supreme Pizza                  | \$33,477 | 33%                   |
| The Hawaiian Pizza                         | \$32,273 | 37%                   |
| The Four Cheese Pizza                      | \$32,266 | 41%                   |
| The Sicilian Pizza                         | \$30,941 | 45%                   |
| The Pepperoni Pizza                        | \$30,162 | 48%                   |
| The Greek Pizza                            | \$28,454 | 52%                   |
| The Medcane Pizza                          | \$26,781 | 55%                   |
| The Five Cheese Pizza                      | \$26,067 | 58%                   |
| The Pepper Salami Pizza                    | \$25,529 | 61%                   |
| The Italian Capocollo Pizza                | \$25,094 | 64%                   |
| The Vegetables + Vegetables Pizza          | \$24,375 | 67%                   |
| The Prosciutto and Arugula Pizza           | \$24,193 | 70%                   |
| The Neapolitana Pizza                      | \$24,087 | 73%                   |
| The Spinach and Feta Pizza                 | \$23,271 | 76%                   |
| The Big Meat Pizza                         | \$22,968 | 79%                   |
| The Pepperoni, Mushroom, and Peppers Pizza | \$18,835 | 81%                   |
| The Chicken Alfredo Pizza                  | \$16,900 | 88%                   |
| The Chicken Pesto Pizza                    | \$16,702 | 86%                   |
| The Soppressata Pizza                      | \$16,426 | 87%                   |
| The Italian Vegetables Pizza               | \$16,019 | 89%                   |
| The Calabrese Pizza                        | \$15,934 | 91%                   |
| The Spinach Pesto Pizza                    | \$15,596 | 93%                   |
| The Mediterranean Pizza                    | \$15,361 | 95%                   |
| The Spinach Supreme Pizza                  | \$15,278 | 97%                   |



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## Recomendaciones | 2016

1. Revisar el menu de las pizzas con menor demanda. Podrian ofrecerse productos de temporada.
2. Analizar si las pizzas con menos demanda pueden ser sustituidas con productos de sobremesa.
3. Comparar los ingresos de las pizzas mas vendidas respecto a las pizzas que generan mas ingresos.
4. Revisar si se mantiene el tamano de pizzas XXL, que es el tamano con menor demanda.

Recomendaciones generales y proyecto en 

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