



Quarter

1

4

Month

All

Top Order Filter

Top 5

Peak - Off-Peak Hours

All

Weekday - Weekend

All

Day of Week

All



PIZZA CHALLENGE

Designed by:  
**Jude Raji**  
Data Analyst | Data Visualization Expert | Business Intelligence Analyst | Certified Scrum Master

Total Order Value

\$817,860.05

Total Order Quantity

49,574

Maximum Order Value

\$83.00

Average Order Value

\$38.31

Highest Ordered Pizza

Classic Deluxe

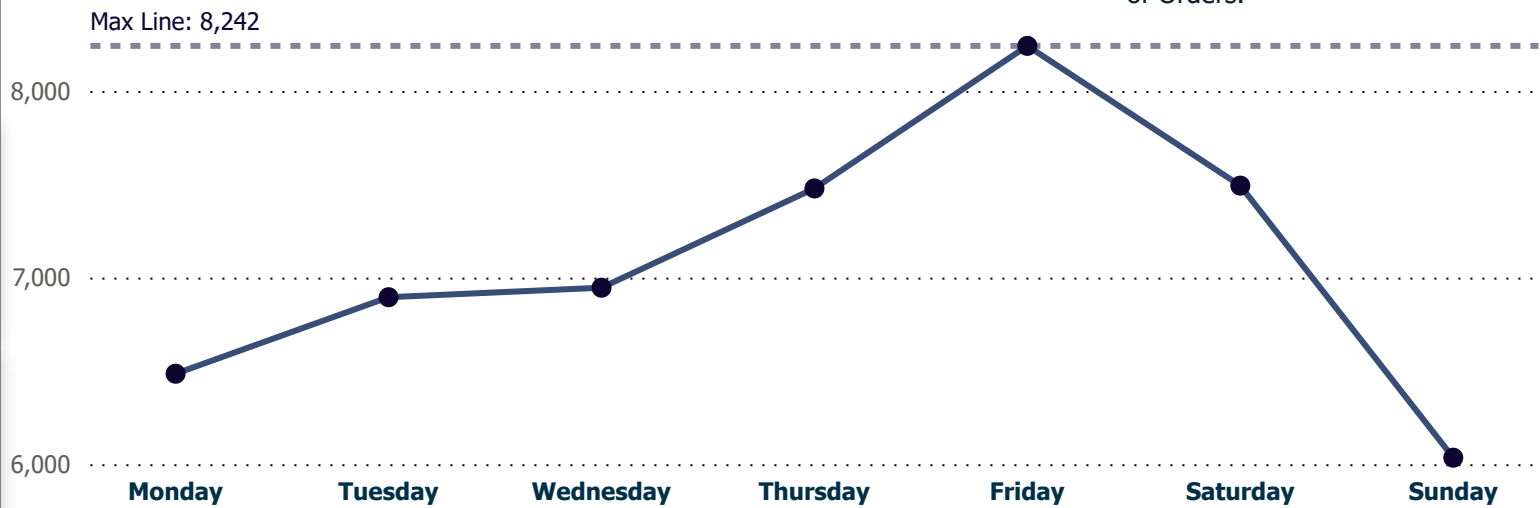
Top Selling Pizza

Thai Chicken

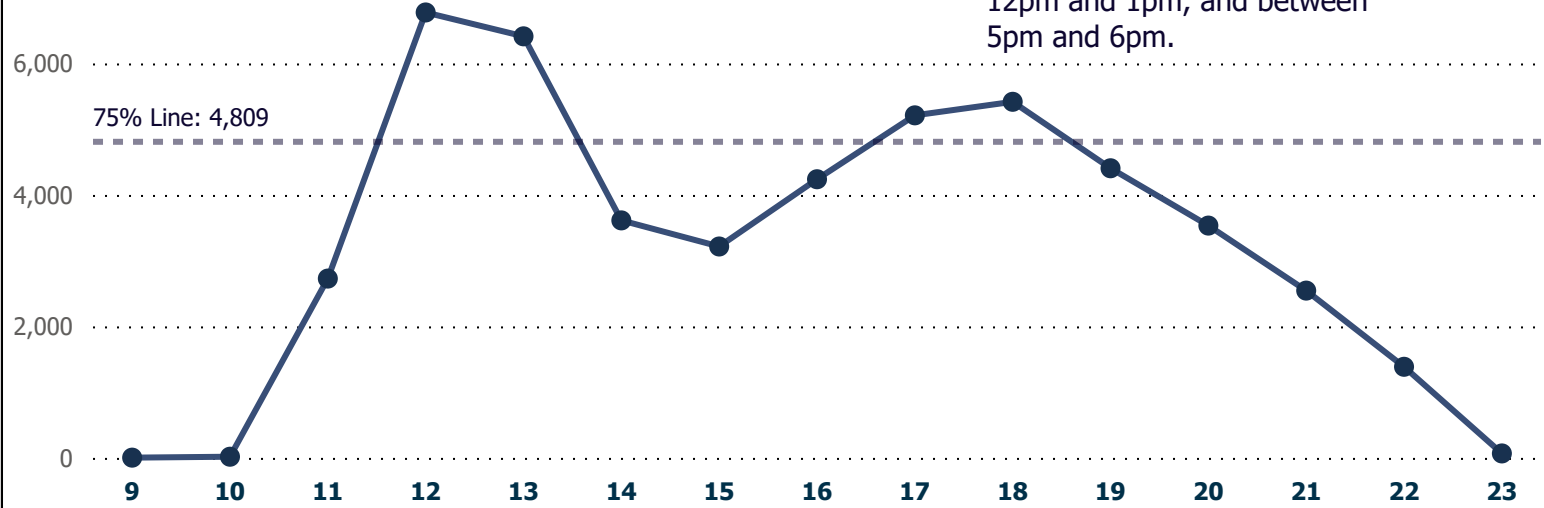
Least Selling Pizza

Brie Carre

Quantity ordered per Day



Quantity ordered per Hour



The Classic Deluxe and Barbecue Chicken are the most ordered pizzas



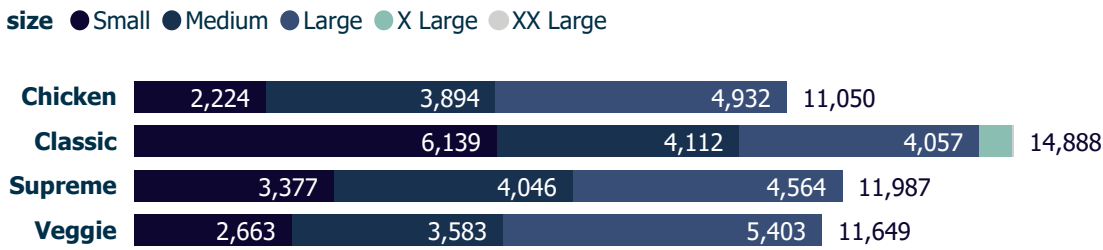
The Thai Chicken is the most valuable pizza, closely followed by the Barbecue Chicken



Findings:

1. The **Classic Deluxe Pizza** has the most orders: **2,453**.
2. The **Thai Chicken Pizza** is the **Top Selling Pizza**: **\$43.4K** total sales.
3. The **Classic Deluxe Pizza** is the **Most Expensive Pizza**: **\$35.95**.
4. The **Classic Pizza** is the only Pizza category where the small is preferred over the large
5. The **Average Order Price** is **\$38.31**.
6. The **Greek XX Large Pizza** has the **Most Expensive** Pizza: **\$35.95**.

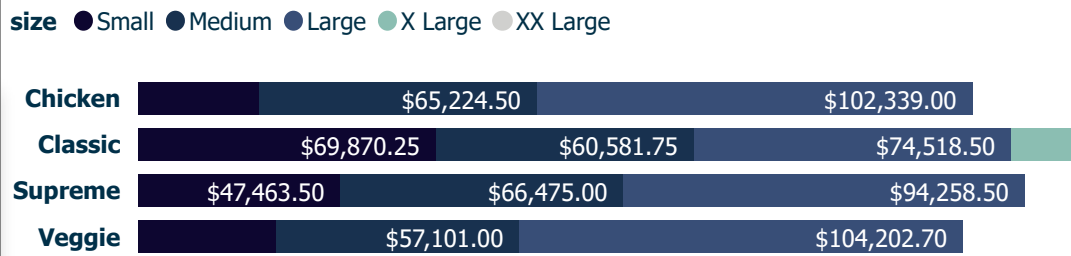
The Most ordered Pizza is the Classic category



Most of Plato's revenue come from Large and Medium Pizzas

size	Total Value	Total Quantity
Small	\$178,076.50	14,403
Medium	\$249,382.25	15,635
Large	\$375,318.70	18,956
X Large	\$14,076.00	552
XX Large	\$1,006.60	28
Total	\$817,860.05	49,574

The Large is the only size of pizza where the Veggie is most ordered



The Classic Pizza is the Most Ordered

category	Total Value	Total Quantity
Chicken	\$195,919.50	11,050
Classic	\$220,053.10	14,888
Supreme	\$208,197.00	11,987
Veggie	\$193,690.45	11,649
Total	\$817,860.05	49,574

5. The **Brie Carre Pizza** is the **least selling** pizza. With total Value of **\$11.6K** and Quantity of only **490**.
6. **Fridays** are the **Busiest** Days and **Sundays** are the **"Quietest"** days of the week.
7. There are **Two Peak Periods** every day:
  - i. First peak period is between **12pm** and **1pm** (**Lunch**).
  - ii. Second peak period is between **5pm** and **6pm** (**Dinner**). Average **number of Pizzas** made is **15 per day**.

8. Seating capacity is **15 tables** and **60 seats**. Assuming that all seats are shared equally among the tables, it would mean that **each table has 4 seats**.
9. It would be beneficial to **maintain but re-arrange seating capacity per table** to accommodate larger families.
10. Produce **Large Sizes** of the **Big Meat** and **Brie Carre** Pizzas. Produce **X Large Sizes** of the **Classic Deluxe**, **Thai Chicken**, **Spicy Italian** and **Five Cheese**. That's at least **one from each category**, that has potential to **sell high** with an increased seating capacity.