



\$818K
Revenue

49.6K
of Pizza made

\$68K
Avg monthly sales

136
Avg # of pizza made per day

21K
of Orders

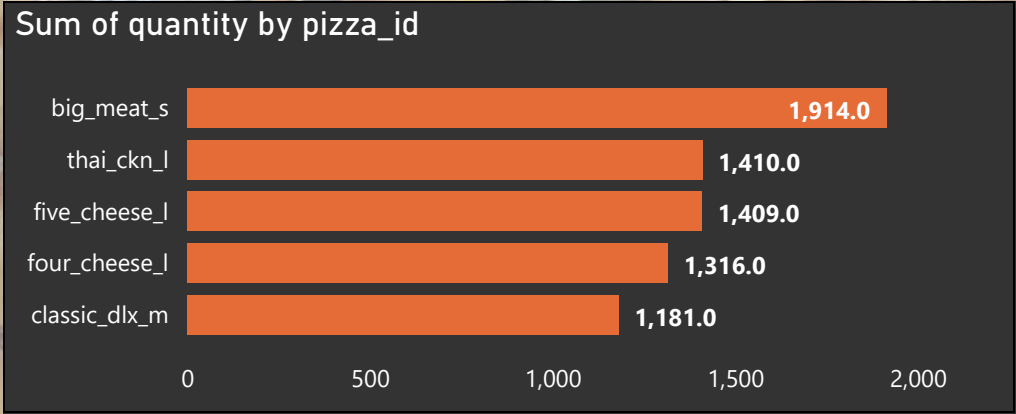
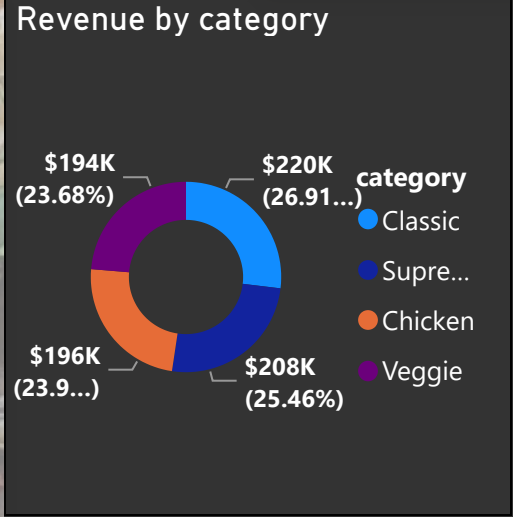
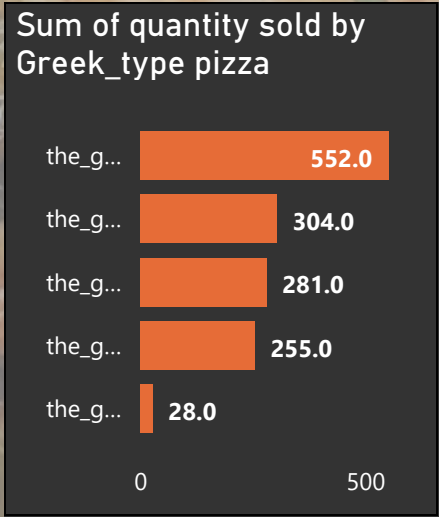
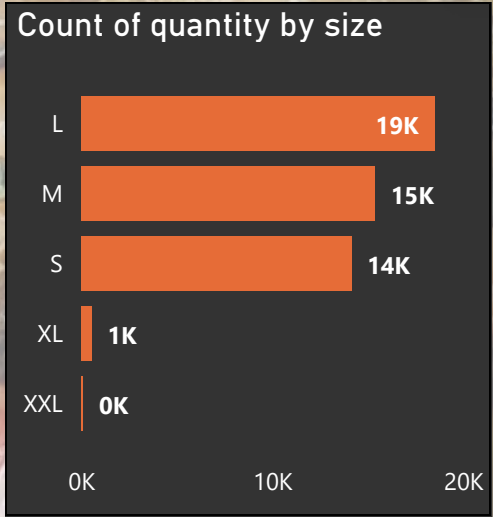
\$38
Avg Order Value

TOP 3 BEST SELLING Pizzas

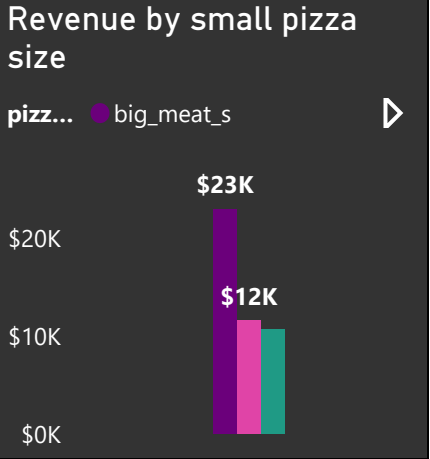
Name	Sum of Sales
The Thai Chicken Pizza	\$43,434
The California Chicken Pizza	\$41,410
The Barbecue Chicken Pizza	\$42,768
Total	\$127,612

BOTTOM 3 LEAST SELLING Pizzas

Name	Sum of Sales
The Brie Carre Pizza	\$11,588
The Green Garden Pizza	\$13,956
The Spinach Supreme Pizza	\$15,278
Total	\$40,822



Number of pizza orders throughout the week															
WeekName	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM	9:00 PM	10:00 PM	11:00 PM	Total
Friday		48	344	458	302	179	228	278	383	387	327	287	243	74	3,538
Thursday	1	55	382	472	307	210	262	331	388	312	249	159	98	13	3,239
Saturday		1	186	250	231	250	255	313	348	367	376	306	212	63	3,158
Wednesday		47	387	442	268	181	241	319	326	294	221	163	127	8	3,024
Tuesday	1	49	339	437	261	191	227	315	300	309	245	158	130	11	2,973
Monday		57	379	393	225	167	229	273	326	267	224	139	105	10	2,794
Total	2	259	2,212	2,686	1,836	1,411	1,669	2,130	2,409	2,238	1,875	1,393	1,041	189	21,350



- . Pizza traffic is more on Thursdays and Fridays, peaks at Lunch time and dinner time. It is recommended to increase staff in these hours and day to maximize customer experience and reduce delays to minimum.
- . Monitoring ingredients stock to satisfy demand during higher traffic. It is also recommended to reduce opening hours i.e 11 to 22. Although this will have limited impact on revenue, it will significantly reduce operating costs.
- . Seeing the quantity sold from Sunday to Thursday, we can consider closing 1 hour earlier except on Fridays and Saturdays.
- . Avg order value is \$38, but we can see that majority of orders are below \$38 and account for 1 pizza on avg. We could run promotions in peak hours: "Buy 2 pizzas, get 1 can free " from 12 - 2pm from Mon to Fri to increase the revenue.
- . Coming over to revenue produced by selling small sized pizza, Big meat is producing 23k sales and also it is the most sold pizza quantity wise.

TOP 3 pizzas and BOTTOM 3 pizzas

Top 3 pizzas are all chicken category i.e Thai Chicken pizza, California Chicken pizza and Barbeque Chicken pizza but ranks 3rd position when revenue is considered.

In Bottom 3 pizzas, Brie carre is bringing the least sales but we have it to keep it in the menu, instead we could offer new vegetarian flavors each week on rotation to increase the revenue in vegetarian category.