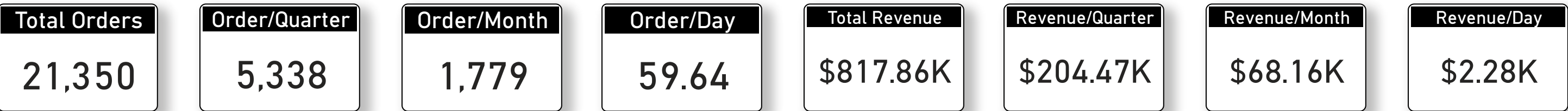
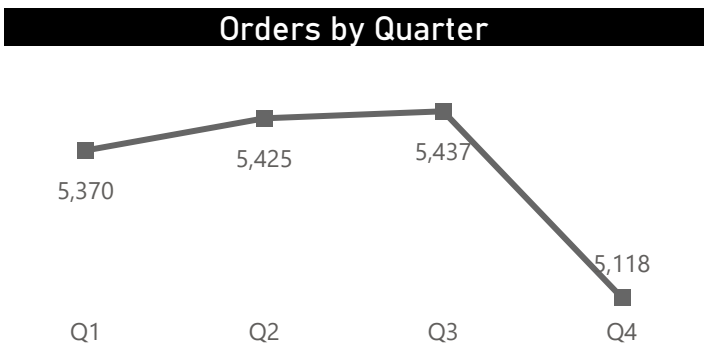


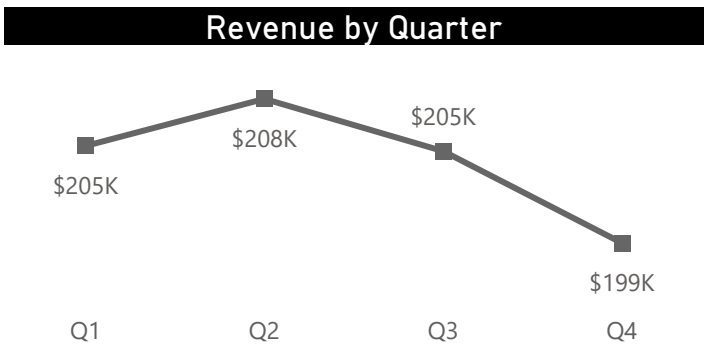
PLATO'S PIZZA 2015 SUMMARY



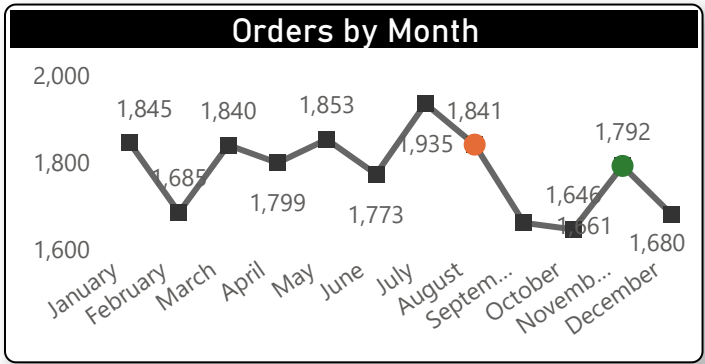
The 3rd quarter had the highest orders (5437) which is higher than the average order value by 100. This was the peak of summer and most people were likely outdoors either at the beach or other recreation centres. The 4th quarter had the lowest order which could be as a result of the winter which kept people indoors



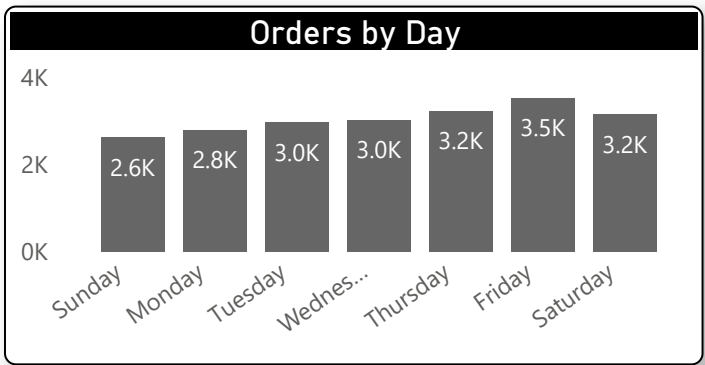
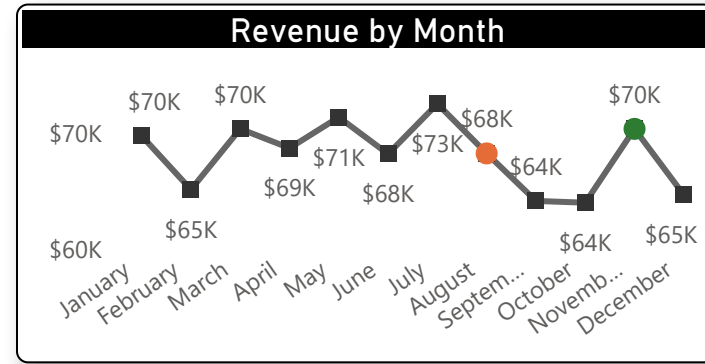
The revenue trend was similar to the orders trend except for Quarter 3(5.44k orders) which surprisingly recorded lower revenue (\$205k) as compared to quarter 2(5.43k orders) with \$208.4k revenue.



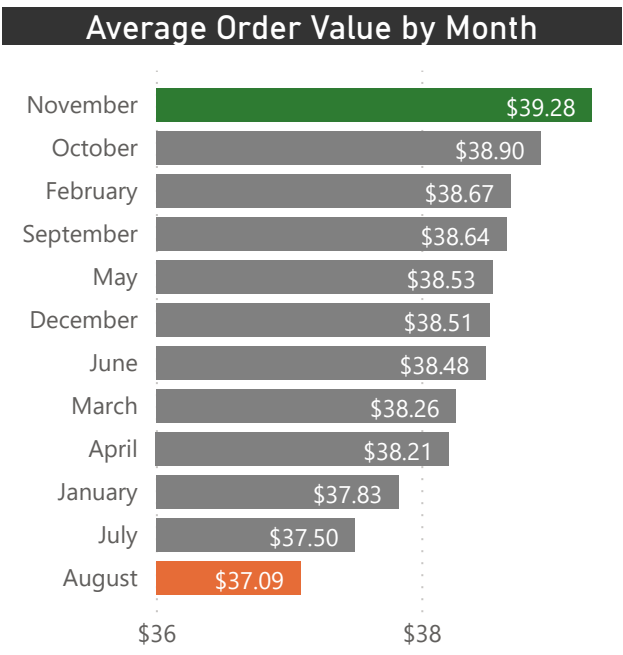
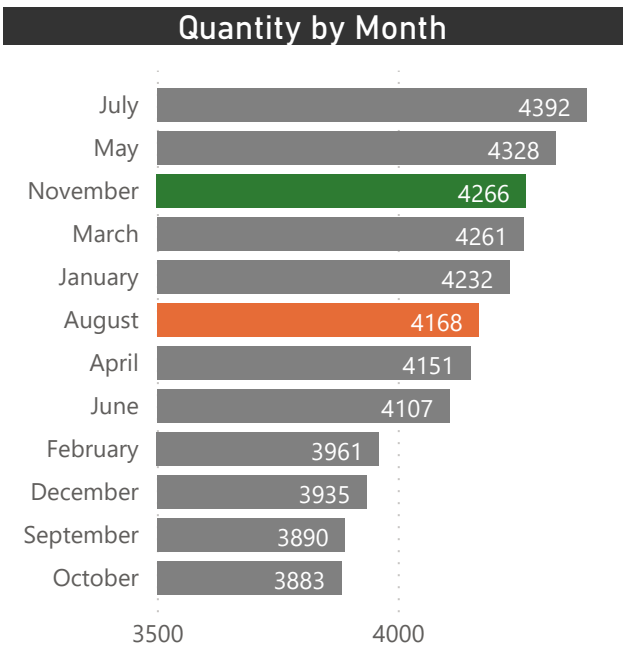
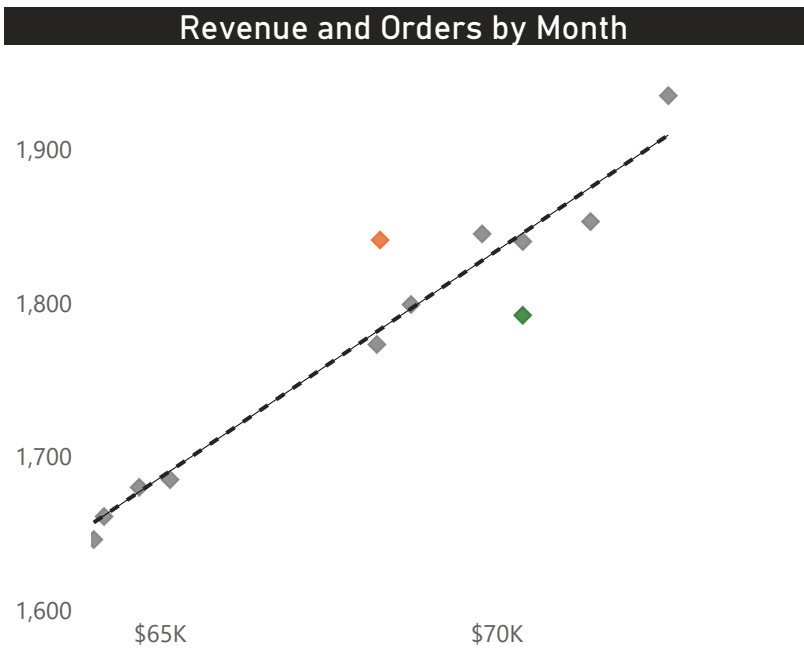
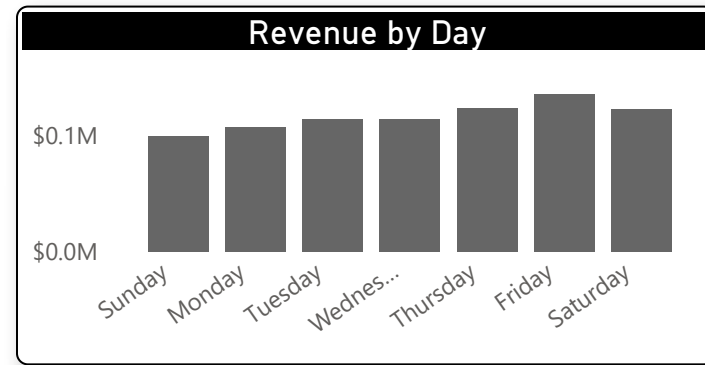
There was a sharp drop in orders at the end of quarter 3 (**Sept**) to the end of quarter 4 with **November** (1,792 orders) being the only month with orders above the average order/month (1779 orders). Most probably, **Thanksgiving Day** and **Black Friday** must have contributed to this rise.



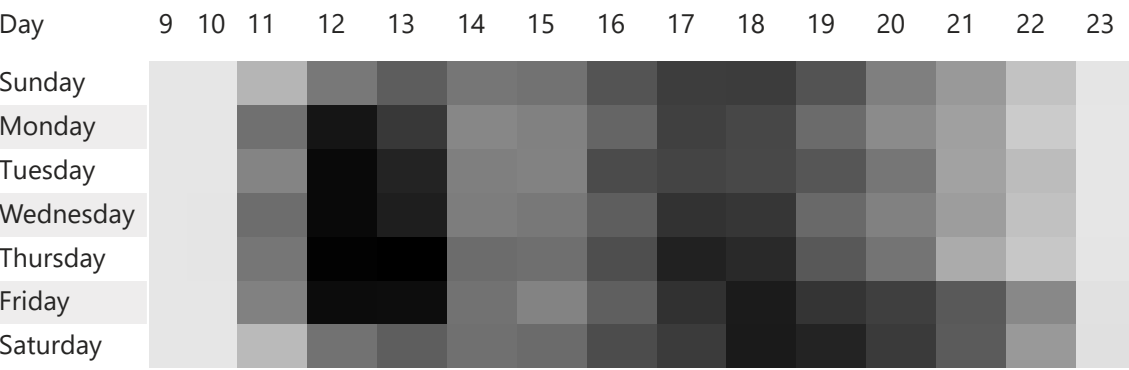
The revenue had the same trend with the orders, with a steady drop to its lowest in **September** and **October**, **\$64.2k** and **\$64.0k** respectively and a rise in **November** to **\$70.4k**. August did not record a high revenue when compared with the number of orders made, which is in contrast with November.



The daily orders and revenues had the same pattern, with Fridays having the highest cumulative orders and corresponding revenues, 3.5k and \$136k respectively. Sundays were the least busy days in terms of cumulative revenue (\$99k) and orders (2.6k)



WHAT DAYS AND TIMES MATTER TO THE BUSINESS



Midday hours **12-13hrs** and Evenings **16-20hrs** seem to be the busiest periods in the day with regards to the volume of orders that were made. These could be as a result of customers ordering pizzas while at work for lunch and late in the evenings while at home.

Recommendation: Staff should be properly utilised at these peak periods to ensure customers get the most satisfaction from the products they purchase, and the services rendered.

HOW WELL ARE THE PIZZAS DOING?

