



PLATO PIZZA RESTURANT

2015 PERFORMANCE REVIEW REPORT

Plato Pizza is a a Greek-inspired pizza place in New Jersey, which sells 32 varieties of pizza with four different category such as chicken, classic, Supreme and Veggies. which also comes in different sizes ranging from XXL to Small.

SELECT

PIZZA NAME

All

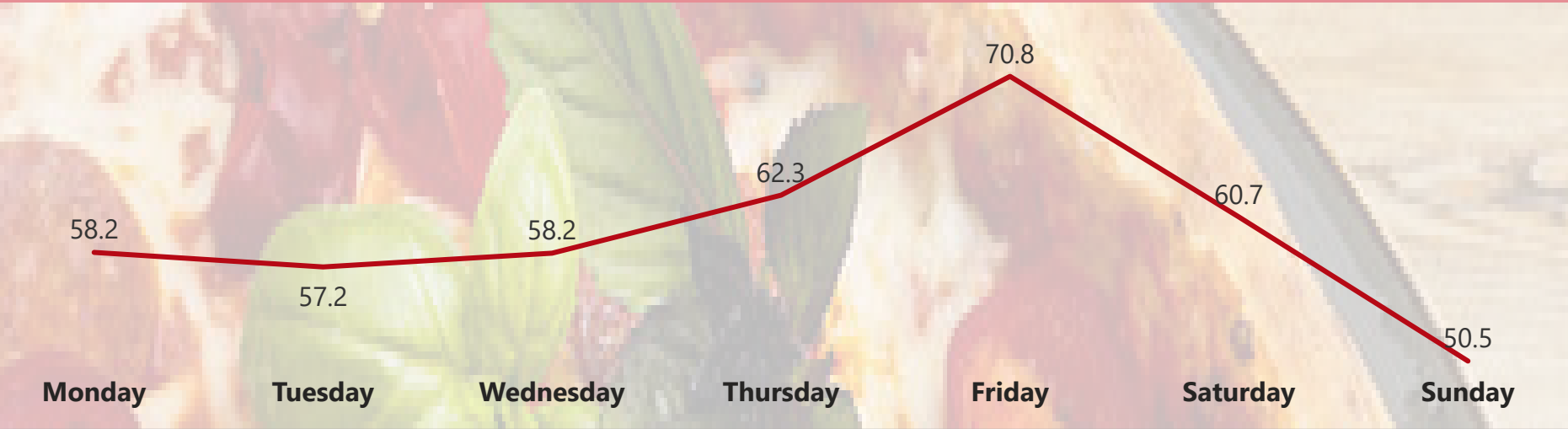
DAY

All

MONTH

All

AVG ORDER PER DAY

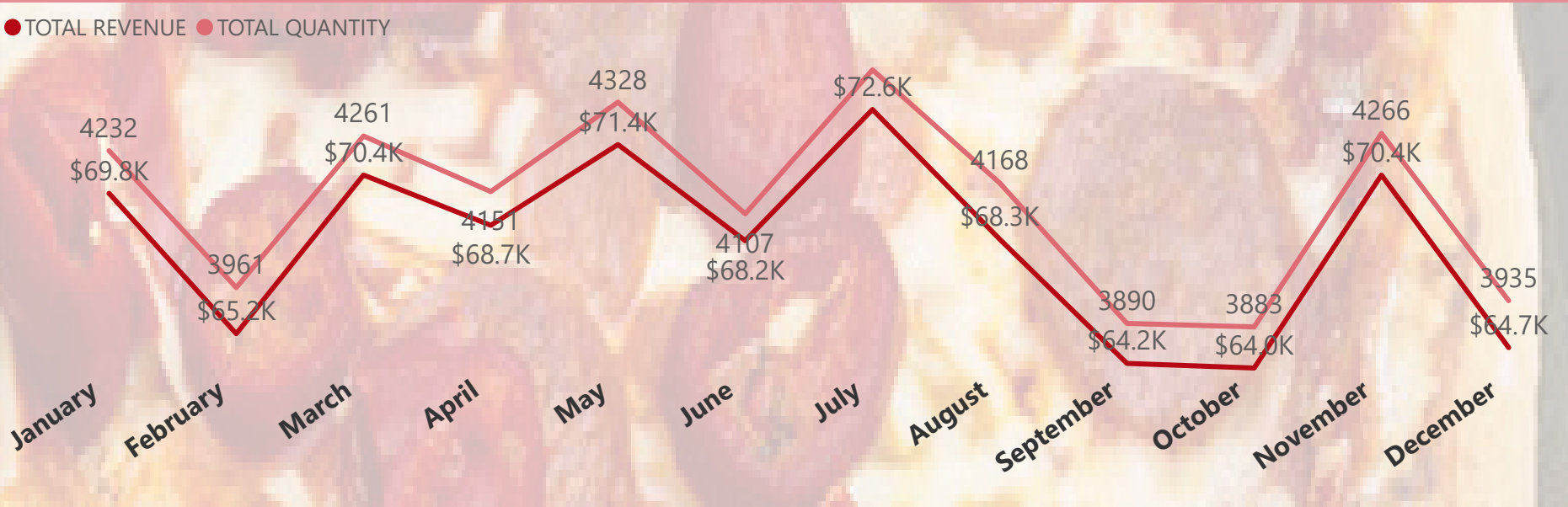


The average order of **3.7** in the morning is relatively very low compared to the orders in the evening and afternoon having **an average order of 28.7 and 27.6** respectively. Fridays have the highest order of pizza placed and quantity sold per day with a total of **8,242** while Sundays have the lowest order and quantity sold per day with a total of **6,035**. The month of November had the highest average number of pizza ordered with a total of **143** pizza, December has the lowest with **131** pizza ordered.

TOTAL ORDER BY HOUR

DAY	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Monday		3	472	1126	803	460	411	541	712	666	537	360	278	112	4
Tuesday	4		426	1105	1018	488	420	630	669	639	600	476	272	148	
Wednesday		5	534	1058	938	516	465	571	772	756	516	398	271	146	
Thursday		5	468	1149	1131	574	468	650	856	807	587	451	216	113	3
Friday			388	1101	1040	525	441	578	759	936	748	706	613	381	26
Saturday	3	208	633	794	530	525	646	729	881	841	738	591	343	31	
Sunday	2	232	604	689	520	486	623	714	732	577	405	304	143	4	

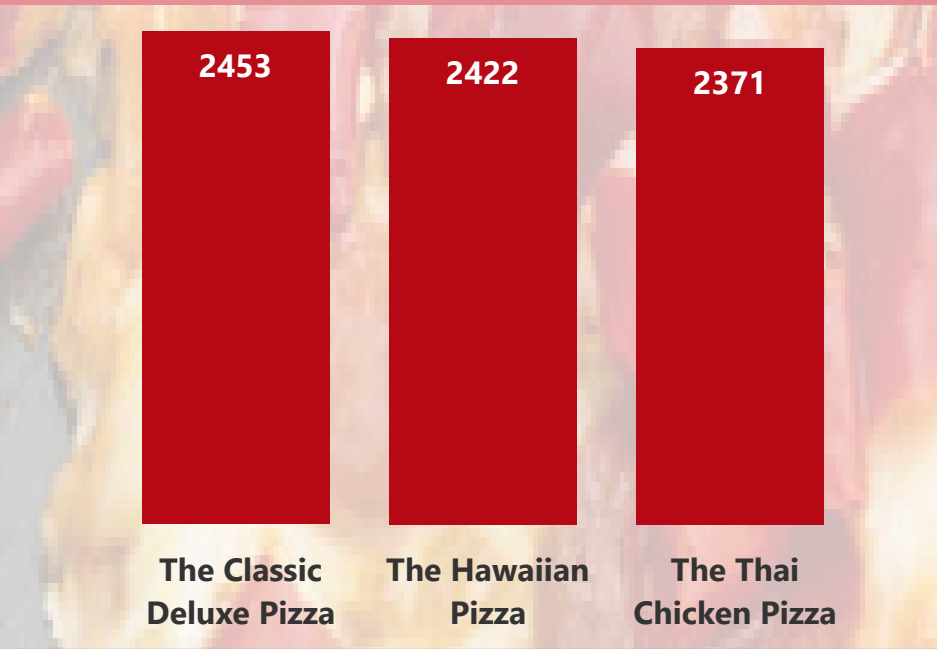
TOTAL REVENUE AND QUANTITY SOLD BY MONTH



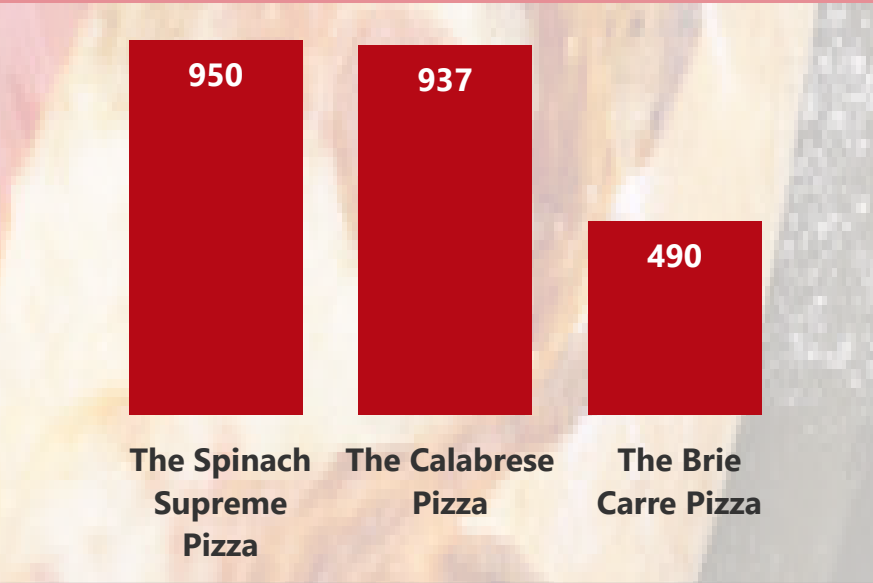
PIZZA CATEGORY BY QUANTITY SOLD



TOP 3 PIZZA BY QUANTITY SOLD



LEAST 3 PIZZA BY QUANTITY SOLD



The veggies pizza category has the highest number of large size pizza order with **5,403** pizza sold, while the classic category was the least sold by large size with a total order of **4,059**, despite being the highest pizza sold by category classic has the least number of large size pizza order.

PIZZA CATEGORY BY QUANTITY SOLD

SIZE	QUANTITY	REVENUE
L	18956	\$375,319
M	15635	\$249,382
S	14403	\$178,076
XL	552	\$14,076
XXL	28	\$1,007

The Pizza with the highest revenue is the **Thai Chicken pizza** which generated **\$43,434** and also had a **total of 2,371 pizza sold**, while the least revenue was the **Brie Carre Pizza** generating a total revenue of **\$11,588** and **490 pizza sold**. The most ordered pizza in the Classic category is the **classic dulex pizza** with a total sales of **2,453 pizza sold**, Chicken category is the **barbecue chicken pizza** with a total of **2,456**, Supreme category is the **Sicilian pizza** with a total of **1,938** and the veggie category is the **four cheese** with a total of **1,902** pizza sold.

MOST ORDERED PIZZA BY SIZE

BIG MEAT PIZZA
SMALL SIZE

LEAST ORDERED PIZZA BY SIZE

THE GREEK PIZZA
XXL SIZE

RECOMMENDATION

Opening hours should be changed from **9am - 11pm** to **11am - 10pm** since the restaurant is more productive at these time of the day, which can help reduce the labour cost of running the restaurant. **Promo sales** should also be run on the least purchased to help boost sales of these pizza. These promo sales can be done during the busiest hours in the restaurant to create awareness of these least purchasing pizza and promote sales, it can also be paired with the most ordered pizzas giving discounts when orders are placed with least purchasing pizza.