

2015 PLATO PIZZA SALES

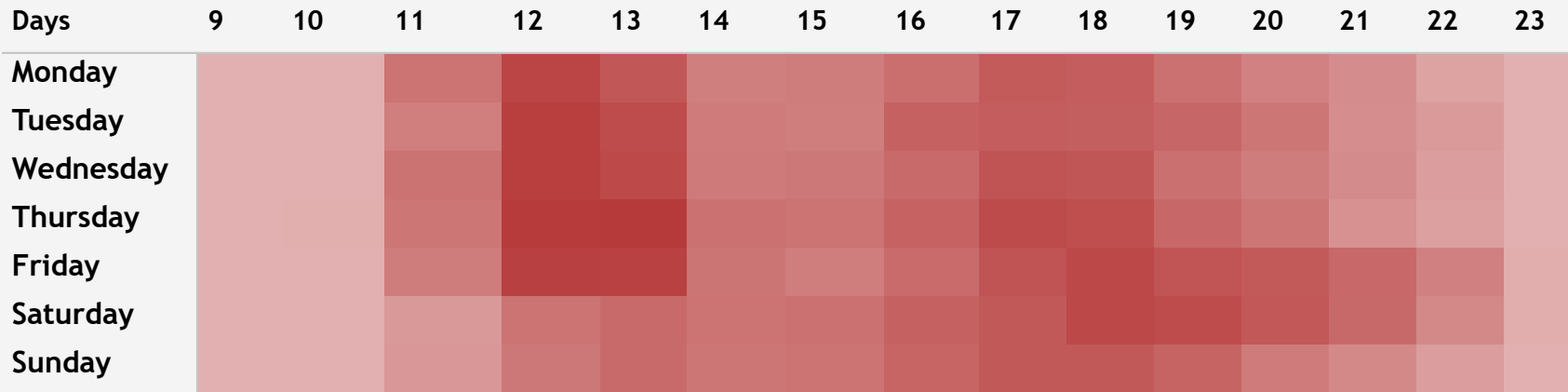
Total Revenue	Revenue per Month	Revenue per Day	Total Quantity	Total Orders	Order per Month	Order per Day	Quarter
817,9K	68,2K	2,3K	49,6K	21,4K	1,8K	59,6	All

Total Revenue by Category



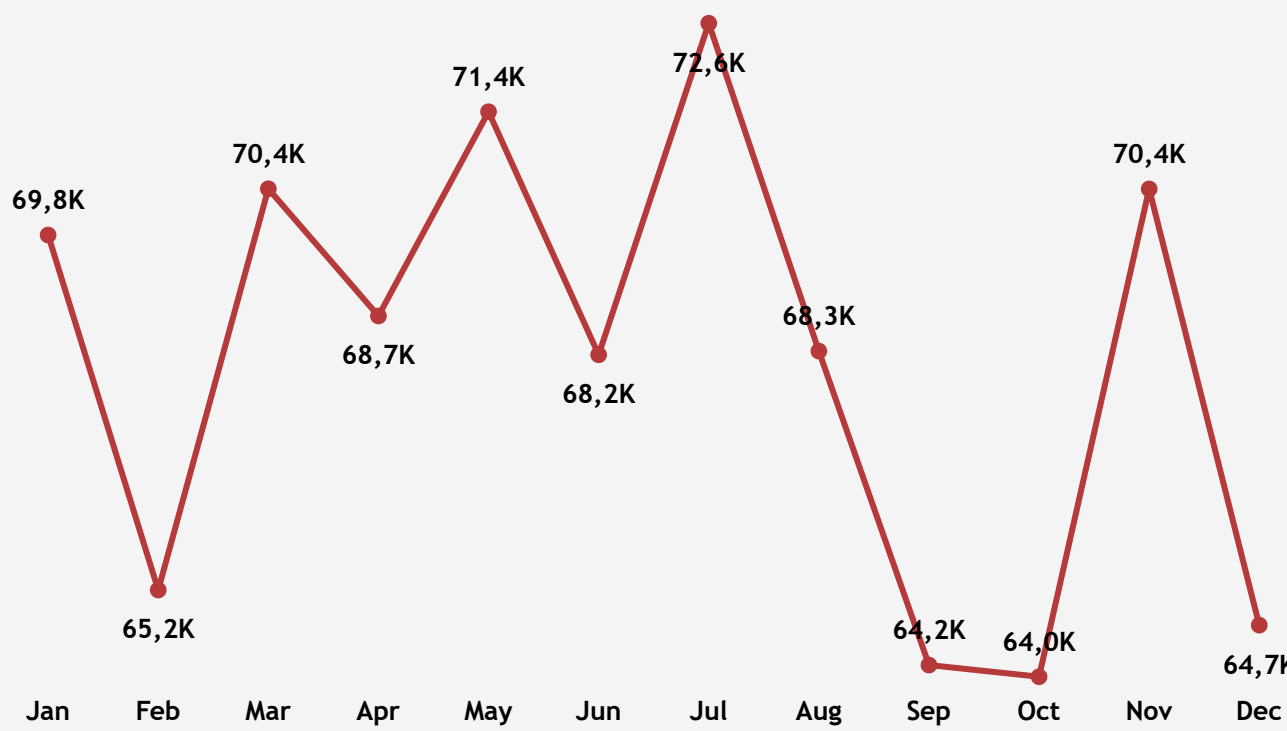
Across all 4 category, Total Revenue ranged from 193 690,45 to 220 053,10.With the classic category recording more revenue compared to the chicken category where the most most revenue generating Pizza falls in the chicken category .

Busy Times of the Day



Peak hours during the week appear to start between the hours 12-13pm and 17-18 which is normally lunch time and after work hours respectively.
Another interesting trend is the hours between 18 - 22 on Fridays and Saturdays .
Recommendations :
i. It will be very useful to have enough stuff available during these peaks hours to attend to customers and avoid long wait times.
ii. It would be an advantage introduce a package to attract more customers to make orders during off-peak hours and less busy days

Revenue By Months

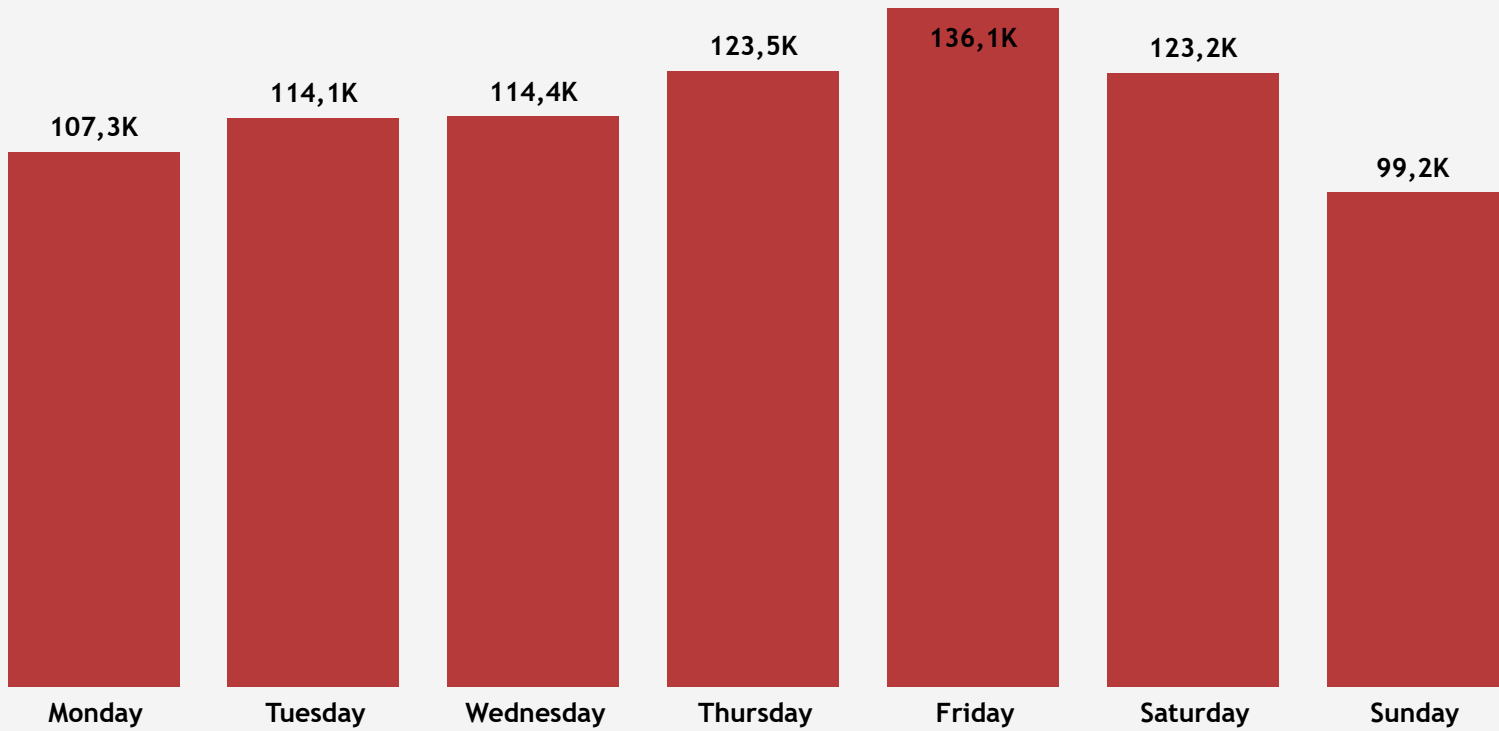


Revenue in July was recorded at \$72,6K the highest Revenue and was 13,3% higher than Oct which had the lowest Revenue at \$64K.

The peak sales in July can be attributed to the 4th of July celebrations is it is a big holiday observed by a large population .

A rise in the November revenue from 64k in October to 70K could be linked to Thanksgiving festivities and black Friday.

Most Revenue Generating Days



Most Popular Pizza by Revenue

Name	Total Revenue
The Thai Chicken Pizza	43 434,25
The Barbecue Chicken Pizza	42 768,00
The California Chicken Pizza	41 409,50
The Classic Deluxe Pizza	38 180,50
The Spicy Italian Pizza	34 831,25

Least Popular Pizza by Revenue

Name	Total Revenue
The Brie Carre Pizza	11 588,50
The Green Garden Pizza	13 955,75
The Spinach Supreme Pizza	15 277,75
The Mediterranean Pizza	15 360,50
The Spinach Pesto Pizza	15 596,00

Most ordered

The Classic Deluxe Pizza

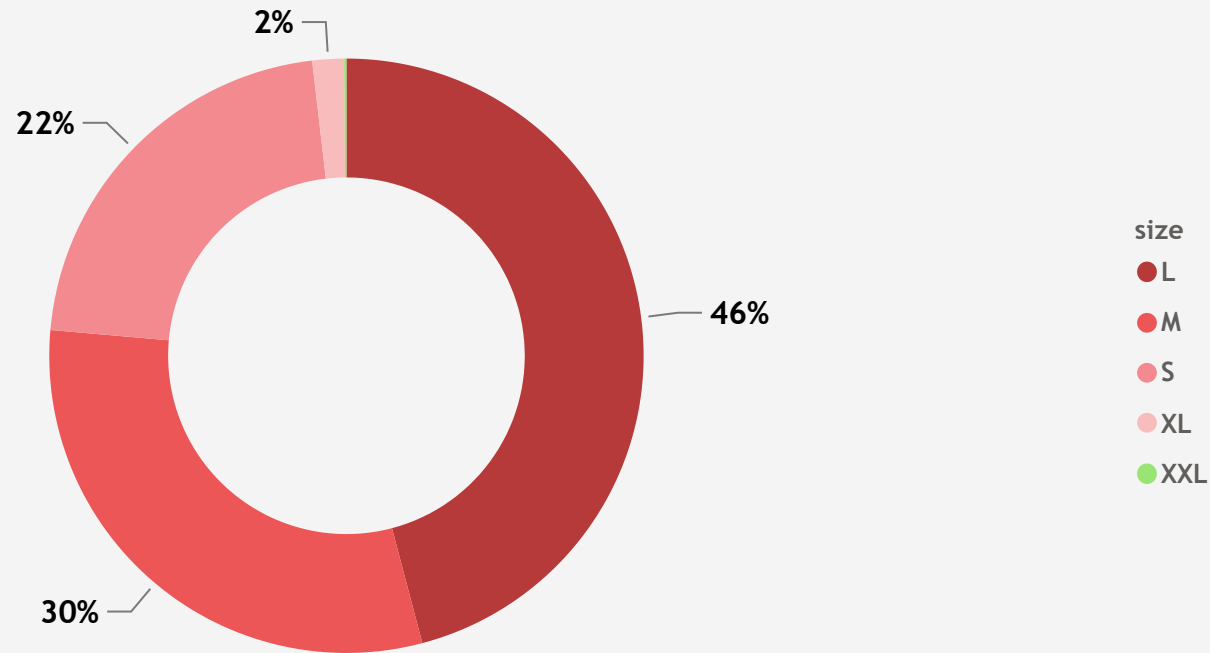
With an average price of \$16.44 across all size, The classical Deluxe Pizza ranged the forth most revenue generating eventhough it is the most ordered pizza among the types .

The brie Carre Pizza across all types is the least popular in the terms of revenue generation or orders .

Least Ordered

The Brie Carre Pizza

Sum of Revenue by Size



The size large (L) is the most popular and generates the most revenue followed by the Mediem (M) and then Small (S). The sizes Extra Large (XL) and Extra Extra Large (XXL) brings in little revenue and could be given a further deen dive to understand the low revenue.