

2015 PLATO PIZZA SALES

Total Orders

21,35K

Total Revenue

\$817,86K

Total Quantity

49,57K

Average Revenue Per Month

68,16K

Quarter

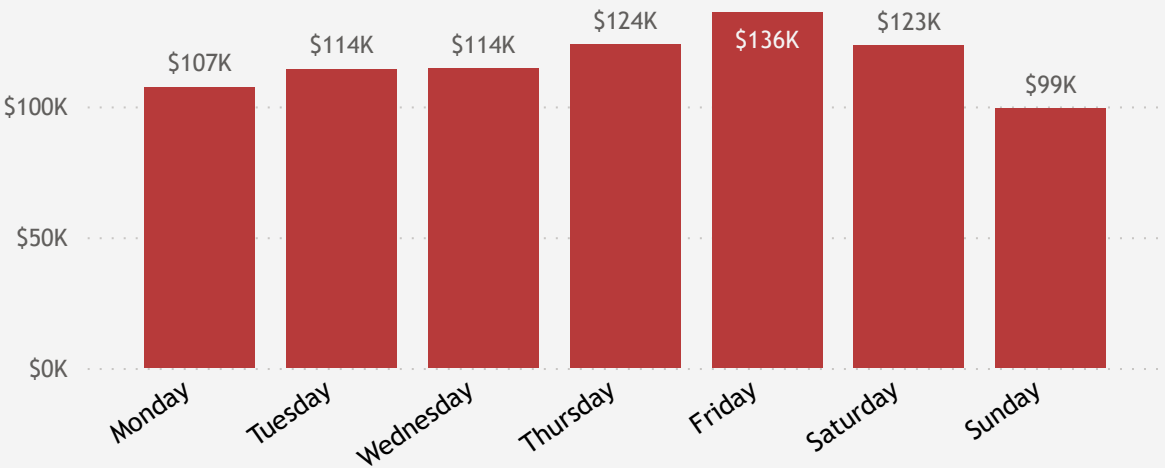
All

Busy Times of the Day

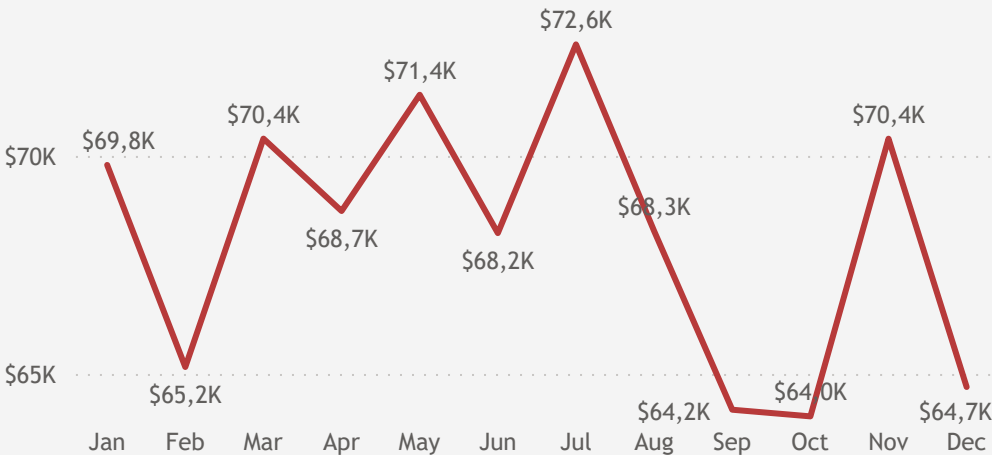
Days	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Monday	1	1	226	398	331	182	192	247	317	303	235	174	134	53	1
Tuesday			188	421	371	196	191	295	309	301	274	214	131	81	
Wednesday		2	231	420	381	201	210	259	343	335	238	193	139	72	
Thursday		3	214	434	438	233	228	289	376	361	270	217	114	60	2
Friday			192	415	413	221	190	258	344	387	340	319	268	180	11
Saturday		1	85	222	260	225	235	294	325	388	371	328	265	147	12
Sunday		1	95	210	261	214	222	278	322	324	281	197	147	70	2

The visual show an increase in purchases between the hours 12-13pm and 17-18 which is normally lunch time and after work hours respectively.
A recommendation could be to introduce a package to attract more customers to make purchases at these times and as well as during off-peak hours .

Most Revenue Generating Days



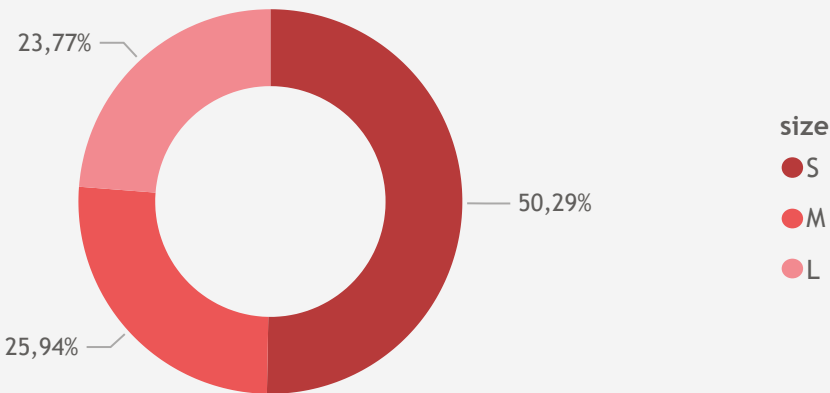
Revenue By Months



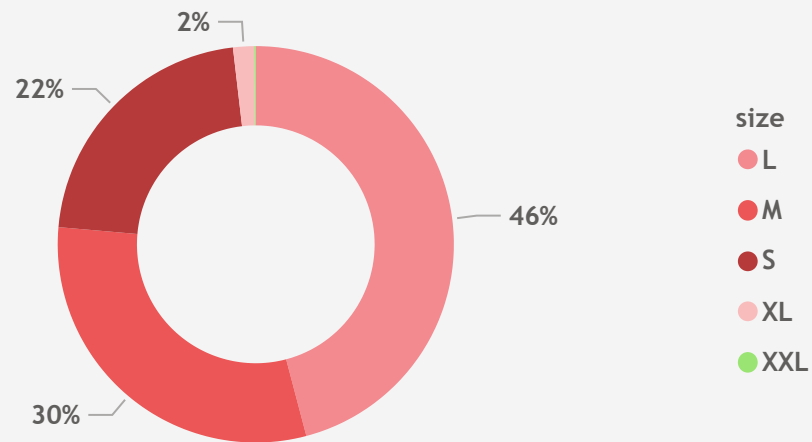
July at \$72,6K had the highest Revenue and was 13,3% higher than Oct which had the lowest Revenue at \$64K.

It would be important to dig deeper to understand the drop in Revenue in September and October and what measures can be implemented to improve the Revenue.

Most Purchased Size By Quantity



Revenue by size



At over 22% the small size of Pizza is racking in almost a half of the revenue from the large sizes.
Also interesting is how the small sizes are the most purchased in terms of quantity and the larger size being the least purchased.

Revenue by category



Least Popular Pizza By Revenue

Name	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 Popular Pizza By Revenue

Name	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