Maven Pizza

*Things are going OK here at Plato's, but there's room for improvement. We've been collecting transactional data for the past year, but really haven't been able to put it to good use. **Hoping you can analyze the data and put together a report to help us find opportunities to drive more sales and work more efficiently.***

Here are some questions that we'd like to be able to answer:

- *What days and times do we tend to be busiest?*

- *How many pizzas are we making during peak periods?*

- *What are our best and worst selling pizzas?*

- *What's our average order value? AOV is the average amount spent every time a customer places an order*

- *How well are we utilizing our seating capacity? (we have 15 tables and 60 seats)*

Step 1 – Investigate your data and document the objective of the data

Business Goal	Meticc	Level of Details
Increase Revenue	Total Revenue MOM Revenue Change	Date (Quarter, Month, Day), Pizza Type, Pizza Category, size
Increase Orders	Total orders MOM sales Change	Date (Quarter, Month, Day, Time), Pizza type, Pizza Category, Size
Improve Productivity	Total Orders	Date(Quarter, Month, Day) – Peak Period
Understanding customers' Purchase behaviour	Average Order value(AOV)	Date(Quarter, Month)
Best and Worst selling pizzas	Total orders Total Revenue	Pizza type, Pizza category, size
Seating Capacity	Table Turn Over rate Table size	Date(Time), Table count