



Plato's Pizza: Sales Optimization

This project analyzes Plato's Pizza sales data to identify key trends and optimize marketing strategies. We will explore top-performing products, peak demand hours, and customer preferences. Our goal is to enhance profitability and customer retention.

Project Overview & Dataset

Project Objective

Understand pizza category performance, sizes, and ingredients. Identify sales trends and customer preferences across time, day, and month. Data-driven insights for strategic decisions.





Plato's Pizza Sales Analysis

Total Orders

21350

Pizza Variety
Breakdown

32

Total Pizza Sold

48,620

Pizza Category

All



Exploring Pizza Ingredients

Pizza_name

The Vegetables + Vegetables Pizza

The Thai Chicken Pizza

The Spinach Supreme Pizza

The Spinach Pesto Pizza

The Spinach and Feta Pizza

The Spicy Italian Pizza

The Southwest Chicken Pizza

Chicken, Tomatoes, Red Peppers, Red Onions,
Jalapeno Peppers, Corn, Cilantro, Chipotle
Sauce

The Soppresata Pizza

Soppresata Salami, Fontina Cheese,
Mozzarella Cheese, Mushrooms, Garlic

The Sicilian Pizza

The Prosciutto and Arugula Pizza

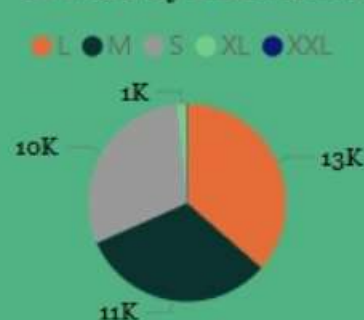
Orders by Quarter



Orders by Month



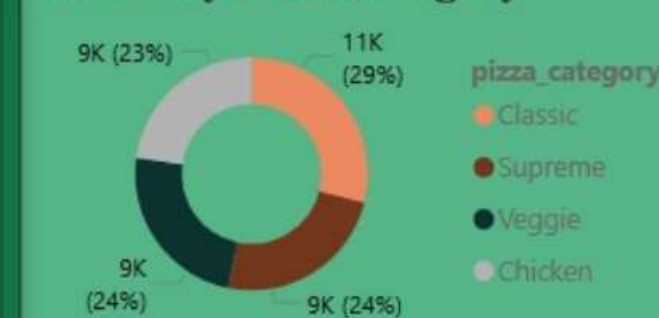
Orders by Pizza Size



Hourly Trend



Orders by Pizza Category





Plato's Pizza Sales Analysis

Pizza Category
All

Date
01-01-2015 31-12-2015



Revenue

\$8,17,8...

Avg Order Value

16.82

Pizza Categories

4

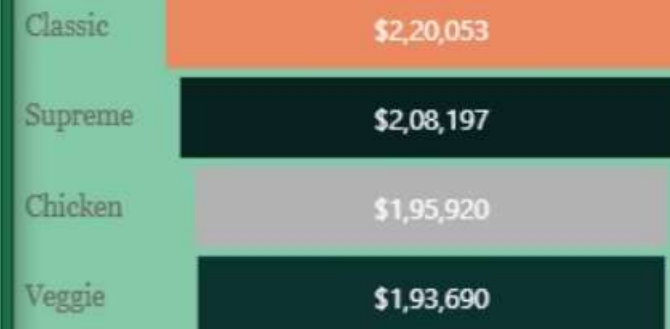
Pizza Palette

- ☐ The Barbecue Chicken Pizza
- ☐ The Big Meat Pizza
- ☐ The Brie Carre Pizza
- ☐ The Calabrese Pizza
- ☐ The California Chicken Pizza
- ☐ The Chicken Alfredo Pizza
- ☐ The Chicken Pesto Pizza
- ☐ The Classic Deluxe Pizza
- ☐ The Five Cheese Pizza

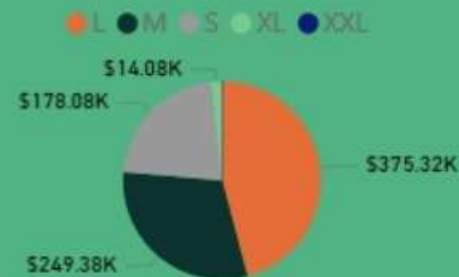
Best Selling Pizzas



Revenue by Month



Revenue by Pizza Size



Revenue by Day



Revenue by Pizza Category



Key Revenue Insights

\$817,860

Total Annual Revenue

Strong overall sales performance.

\$375K

L-Size Pizza Revenue

Largest contributor to total sales.

\$220K

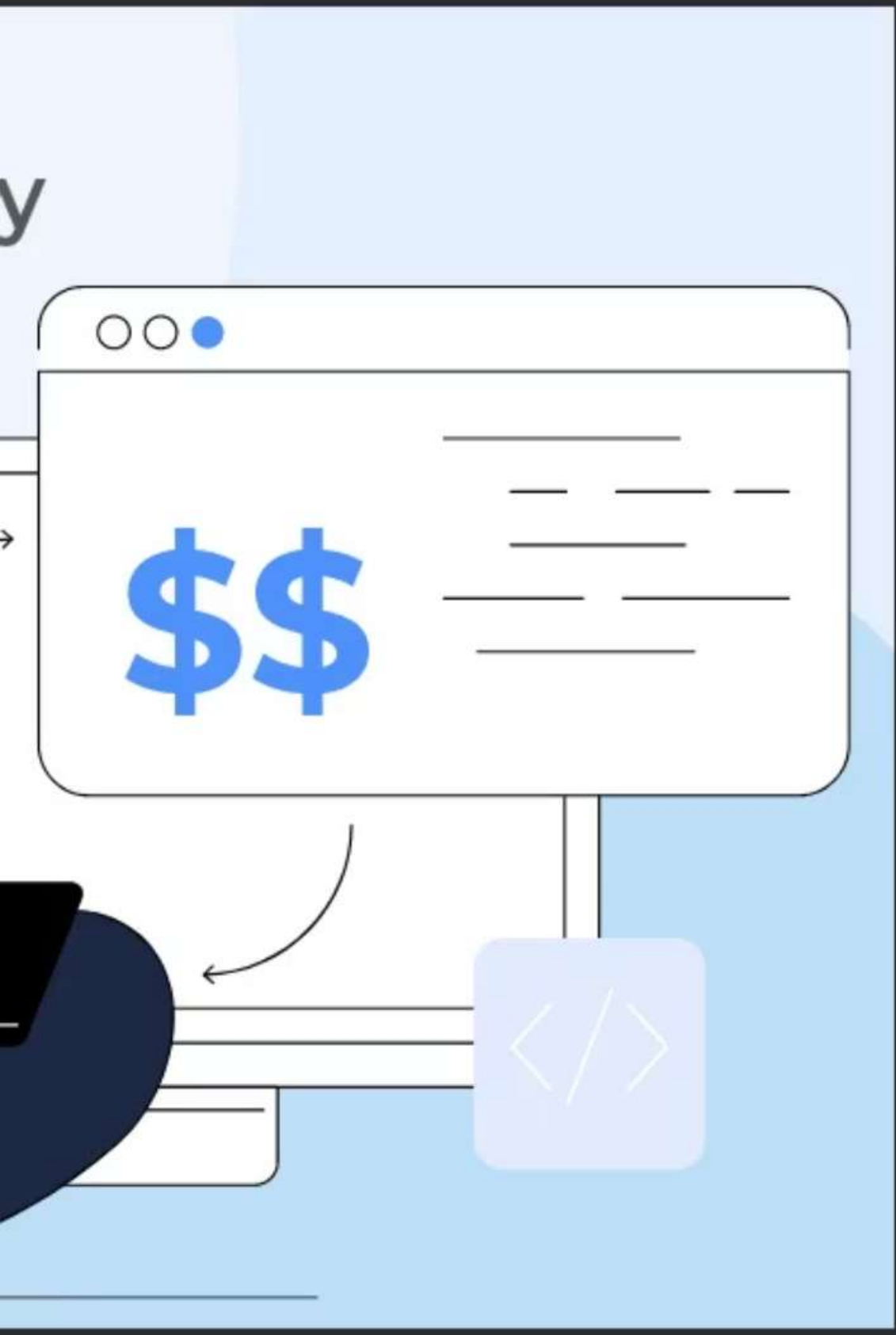
Classic Pizza Revenue

Top-performing pizza category.

\$208K

Supreme Pizza Revenue

Another high-performing pizza category.



Key Insights

Top-Selling Pizzas



Thai Chicken Pizza

Generated \$43K in sales.



Barbecue Chicken Pizza

Also generated \$43K in sales.



Best-Selling Items

Both were best-selling items.

Key Insights

Sales Trends: Time and Day



Peak Hours

Sales peaked at 12 PM (lunch) and 6 PM (dinner).



Popular Days

Friday and Thursday drove significant sales.



Order Volume

21,350 total orders were placed.



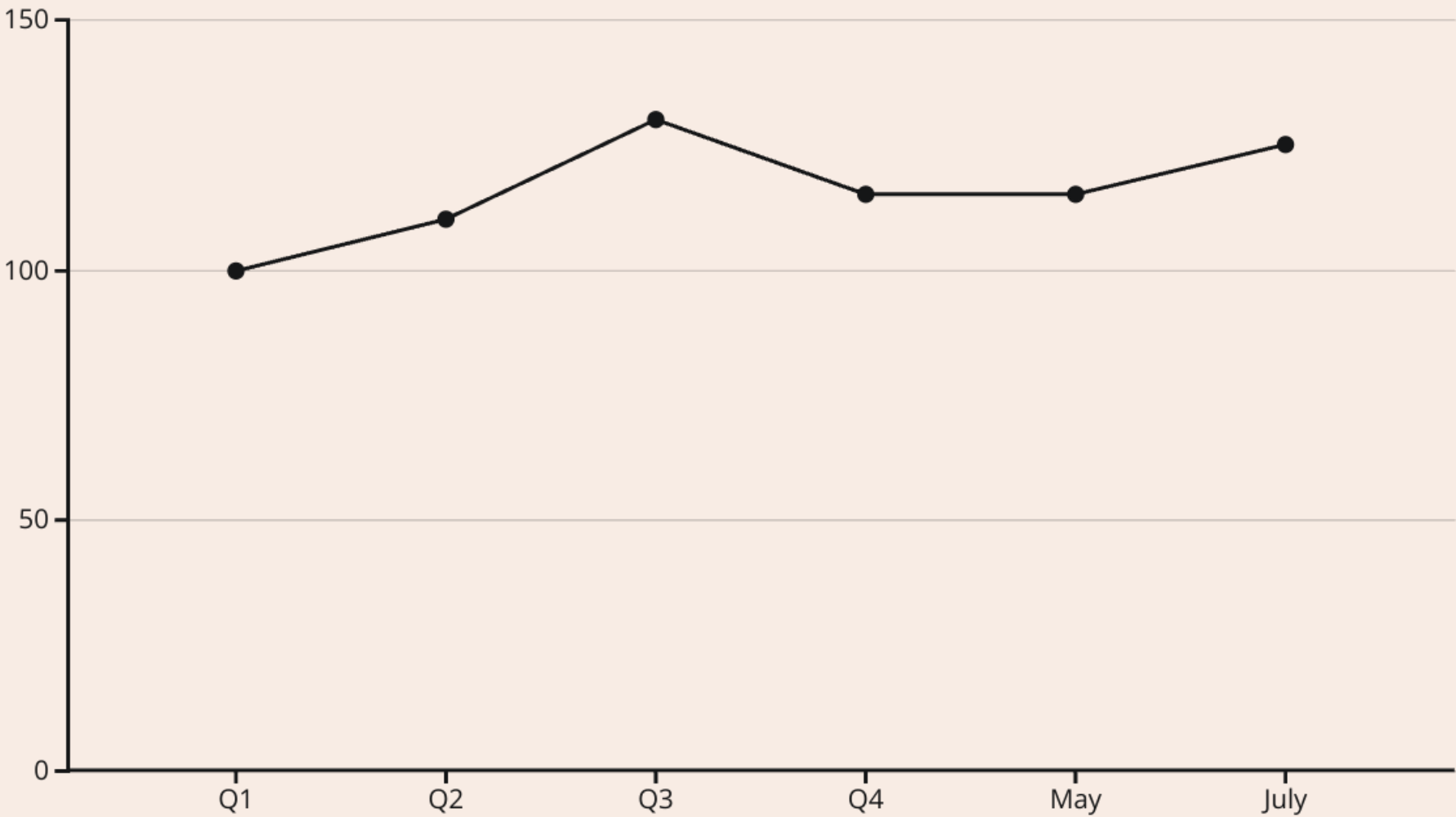
Pizzas Sold

48,620 pizzas across 32 varieties sold.



Key Insights

Seasonal & Monthly Patterns



Orders spiked in Q3, followed by a slight dip in Q4. Monthly sales consistently increased leading up to May and July. These patterns inform strategic promotions.



RECOMMENDATIONS

Actionable Recommendations

Promote Top Pizzas

Focus marketing on Thai Chicken, Barbecue Chicken, and L-sized options.

Upsell During Peak

Encourage upselling during lunch (12 PM) and dinner (6 PM) rushes.

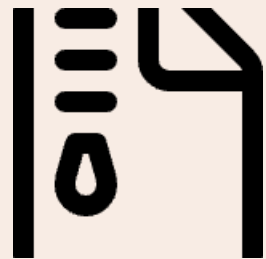
Loyalty Programs

Implement loyalty programs or discounts on Thursdays and Fridays.

Create meal bundles featuring top-selling pizzas, which can encourage customers to purchase more, increasing average order size.

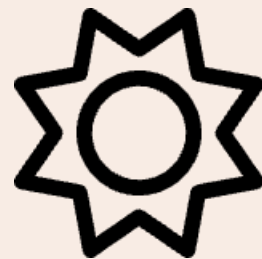


Strategic Implementation



Meal Bundles

Create bundles with best-selling pizzas. Increase average order size.



Summer Offers

Introduce limited-time summer promotions. Attract customers and boost revenue.



Q4 Strategy Refinement

Analyze and refine Q4 strategies. Maintain consistent sales during the holiday season.

Conclusion

The dashboard provides valuable insights into customer preferences and sales. Data-driven strategies optimize marketing and sales efforts. Power BI transformed raw data into actionable insights. This enables Plato's Pizza to boost profitability and improve customer satisfaction.



Review Insights

Analyze all key findings.



Implement Strategies

Put recommendations into action.



Monitor Performance

Track results and adjust as needed.