

SOLUTIONS

This document suggests the solutions to boost the sales and overall business performance of the pizza store 'Pizza Kitchen', located in NY, USA.

1. Introduce Side Items: Introduce side items in the **menu**, and also offer these items for **free** as part of the Sunday Offer.

2. Sunday Offer: You can bring the offers as **Free Garlic Bread and Choco Lava Cake with 1 Large and 1 Regular Pizza, Free Garlic Bread or Choco Lava Cake with 1 Medium Pizza**. **Sunday** is the day with the **least orders** and **Large** pizza category is the **best-selling** category. So, there is a high chance that customers will buy Large Pizza, and because of free items, they will be tempted to buy regular pizza besides the large pizza, thus, **increasing the sales of regular pizzas**. Also, Medium pizza is the second-best pizza category, and because of the free item of the customer's choice, **the overall sales on Sunday will rise**.

3. Special Hours Offer: During the **evening hours from 17 to 23**, you can bring the offer of **Buy 1 Pizza, Get 50% off on 2nd Pizza**. **Primary pizza** will have that pizza which has **high Revenue to Quantity Ratio(RTQ)** and **discounted pizza** will be the pizza with a **low Revenue to Quantity Ratio(RTQ)**. An increase in the total quantity of high RTQ pizza will result in a higher increase in revenue as compared to the low RTQ pizza. **Pizzas with $RTQ \geq 16.5$ are pizzas with high RTQ**.

For primary pizza, we will take only those **high RTQ** pizzas which generated total revenue less than **Avg. Total Revenue Pizza Wise = \$27511.37**. This will help to boost the sale of worst-selling pizzas. Also, the total orders at 17 and 18 are high, but after that orders start declining. So, this will also help in boosting sales during the evening hours.

The following table shows Pizzas with high RTQ having total revenue less than Avg. Total Revenue Pizza Wise = \$27511.37.

| Pizza | RTQ |
|----------------------------------|-------|
| The Brie Carre Pizza | 23.64 |
| The Five Cheese Pizza | 18.50 |
| The Mexicana Pizza | 18.04 |
| The Pepper Salami Pizza | 17.65 |
| The Italian Capocollo Pizza | 17.45 |
| The Chicken Pesto Pizza | 17.16 |
| The Chicken Alfredo Pizza | 17.12 |
| The Soppressata Pizza | 17.09 |
| The Calabrese Pizza | 17.00 |
| The Prosciutto and Arugula Pizza | 16.60 |

The following table shows Pizzas with less RTQ.

| Pizza | RTQ |
|--|-------|
| The Napolitana Pizza | 16.45 |
| The Mediterranean Pizza | 16.44 |
| The Italian Vegetables Pizza | 16.32 |
| The Spinach and Feta Pizza | 16.09 |
| The Spinach Supreme Pizza | 16.08 |
| The Spinach Pesto Pizza | 16.07 |
| The Vegetables + Vegetables Pizza | 15.97 |
| The Green Garden Pizza | 13.99 |
| The Pepperoni, Mushroom, and Peppers Pizza | 13.85 |
| The Big Meat Pizza | 12.00 |

Sunday offer and Special Hours offer can be combined.