

Daily Sales & Revenue Optimization for the Pizza Sales

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Date: April 25, 2025

Executive Summary

This report analyzes **daily sales and revenue trends**, focusing on **peak hours, product performance, customer preferences, and optimization strategies** to enhance business efficiency. Key findings highlight:

- **Peak Footfall:** 12:00 PM – 1:00 PM and 4:00 PM – 6:00 PM, requiring optimized staffing.
- **Busiest Day:** Fridays see the highest demand due to weekend anticipation.
- **Top Revenue Driver:** Large pizzas contribute 39% of total sales, reinforcing their importance in revenue growth.
- **Best-Selling Pizza:** Classic Deluxe Pizza leads, with 2.5K units sold annually.
- **Underperforming Item:** Brie Carrie Pizza struggles, requiring product enhancement strategies.

To boost revenue, the report recommends **dynamic staffing optimization, expanded weekday promotions, late-night delivery implementation, group order incentives, and product refinement efforts** for underperforming SKUs.

Objective

This study aims to **enhance daily sales and revenue trends** by optimizing **footfall-based staffing, product contribution analysis, seasonal demand strategies, and customer engagement initiatives**. The goal is to **maximize profitability and sustain long-term growth** through data-driven interventions.

Methodology

Data

- **Source:** Pizza Sales Excel File
- **Data Processing and Analyzing Tools:** Power Bi for Data Manipulation, trend visualization and optimization modeling.

Analysis Approach

- **Comparative Analysis:** Studied **weekday vs. weekend performance** and **product-wise revenue generation**.
- **Operational Adjustments:** Evaluated **workforce efficiency, demand-driven stocking, and pricing strategies**.

Key Findings & Sales Performance Analysis

1. Peak Hours for Footfall & Staffing Efficiency

- **High footfall periods:** 12:00 PM – 1:00 PM & 4:00 PM – 6:00 PM.
- **Friday Surge:** Customer demand increases significantly before weekends.

✓ Optimization Strategy:

- **Adjust staffing levels** during peak hours to optimize costs.
- **Deploy flexible workforce models** (part-time/multi-role employees).
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2. Increasing Group Orders for Better Revenue Flow

- **Customers prefer larger pizzas for group consumption**, highlighting bulk-order potential.

✓ Optimization Strategy:

- **Introduce meal packages** including X-Large & XX-Large pizzas with side items.
- Offer **special group discounts** for higher purchase incentives.

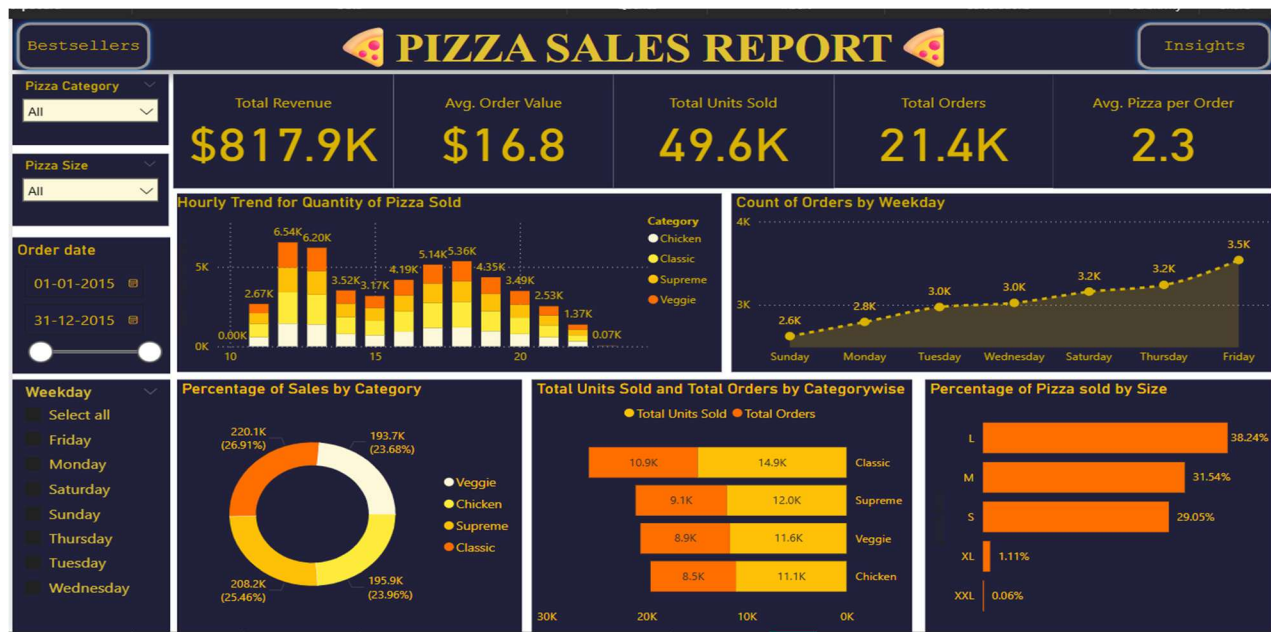


Figure 1 - Pizza sales by Hour,Week,Category and Size

3. Expanding Revenue Through Time-Slot Optimization

- Weekend sales are strong, but midweek revenue lags behind.
- Late-night delivery demand is increasing, especially among younger demographics.

✓ Optimization Strategy:

- Introduce weekday promotions (e.g., “Great Wednesdays” or “Monday Brunch”).
- Implement late-night delivery & takeaway services targeting night-shift workers & students.

Weekday	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Friday			▲ 0.78%	● 2.22%	● 2.10%	▲ 1.06%	▲ 0.89%	▲ 1.17%	▲ 1.53%	● 1.89%	▲ 1.51%	▲ 1.42%	▲ 1.24%	▲ 0.77%	◆ 0.05%
Monday		◆ 0.01%	▲ 0.95%	● 2.27%	● 1.62%	▲ 0.93%	▲ 0.83%	▲ 1.09%	▲ 1.44%	▲ 1.34%	▲ 1.08%	◆ 0.73%	◆ 0.56%	◆ 0.23%	◆ 0.01%
Saturday		◆ 0.01%	◆ 0.42%	▲ 1.28%	● 1.60%	▲ 1.07%	▲ 1.06%	▲ 1.30%	▲ 1.47%	● 1.78%	● 1.70%	▲ 1.49%	▲ 1.19%	◆ 0.69%	◆ 0.06%
Sunday		◆ 0.00%	◆ 0.47%	▲ 1.22%	▲ 1.39%	▲ 1.05%	▲ 0.98%	▲ 1.26%	▲ 1.44%	▲ 1.48%	▲ 1.16%	▲ 0.82%	◆ 0.61%	◆ 0.29%	◆ 0.01%
Thursday		◆ 0.01%	▲ 0.94%	● 2.03%	● 2.28%	▲ 1.16%	▲ 0.94%	▲ 1.31%	● 1.73%	● 1.63%	▲ 1.18%	▲ 0.91%	◆ 0.44%	◆ 0.23%	◆ 0.01%
Tuesday	◆ 0.01%		▲ 0.86%	● 2.23%	● 2.05%	▲ 0.98%	▲ 0.85%	▲ 1.27%	▲ 1.35%	▲ 1.29%	▲ 1.21%	▲ 0.96%	◆ 0.55%	◆ 0.30%	
Wednesday		◆ 0.01%	▲ 1.08%	● 2.13%	● 1.89%	▲ 1.04%	▲ 0.94%	▲ 1.15%	● 1.56%	▲ 1.52%	▲ 1.04%	▲ 0.80%	◆ 0.55%	◆ 0.29%	

Figure 2 - Correlation Between Week and Number of Units Sold

4. Product Contribution & Best-Selling Items

- Large pizzas contribute 39% of total revenue, reinforcing their sales priority.
- Classic Deluxe Pizza remains the top seller with 2.5K units sold annually.
- Brie Carrie Pizza struggles across sales & revenue metrics.

✓ Optimization Strategy:

- Implement **combo deals with Classic Deluxe Pizza** for upselling opportunities.
- Offer **bulk-order discounts** on large pizzas to boost average order value.
- Redesign **Brie Carrie Pizza** based on customer feedback to improve demand.

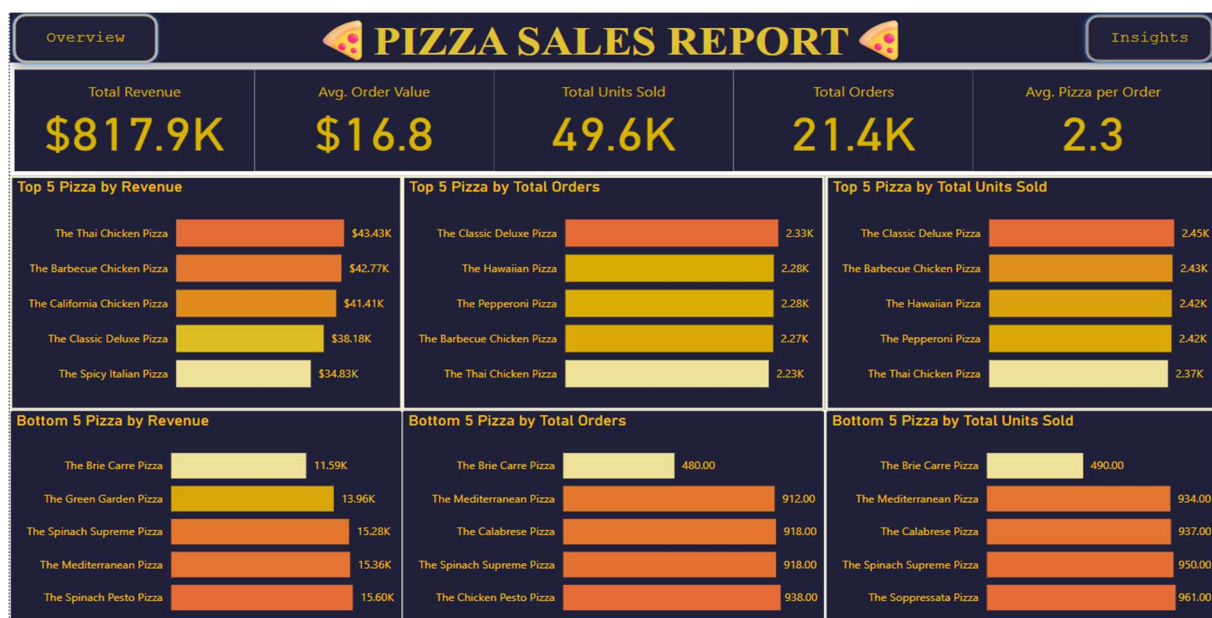


Figure 3 - Bestsellers in terms of Revenue, Total Units and Total Orders

Final Recommendations & Business Strategy Improvements

- **Optimizing Workforce Efficiency:** Adjust peak-hour staffing & enhance Multi Task training.
- **Expanding Sales Beyond Peak Days:** Introduce **midweek promotions** to stabilize revenue.
- **Maximizing Late-Night Sales:** Implement extended hours for deliveries & online orders.
- **Boosting Product Performance:** Gather **customer feedback & improve** underperforming SKUs.

Conclusion

By leveraging sales insights, optimizing promotions, adjusting workforce allocation, and expanding night-market opportunities, the organization can achieve **higher profitability and long-term revenue sustainability**.

Thank you for reviewing this report. I appreciate your time and consideration.

Best regards,

Samiran Bhagat