



Plato's Pizza Sales & Operations Dashboard

A comprehensive analysis of Plato's Pizza performance across revenue, order volumes, product categories, and operational trends. This dashboard reveals key insights to drive strategic growth and operational efficiency.

Performance Overview

\$817.86K

Total Revenue

Strong financial performance across all categories

50K

Pizzas Sold

High volume indicating strong customer demand

21K

Total Orders

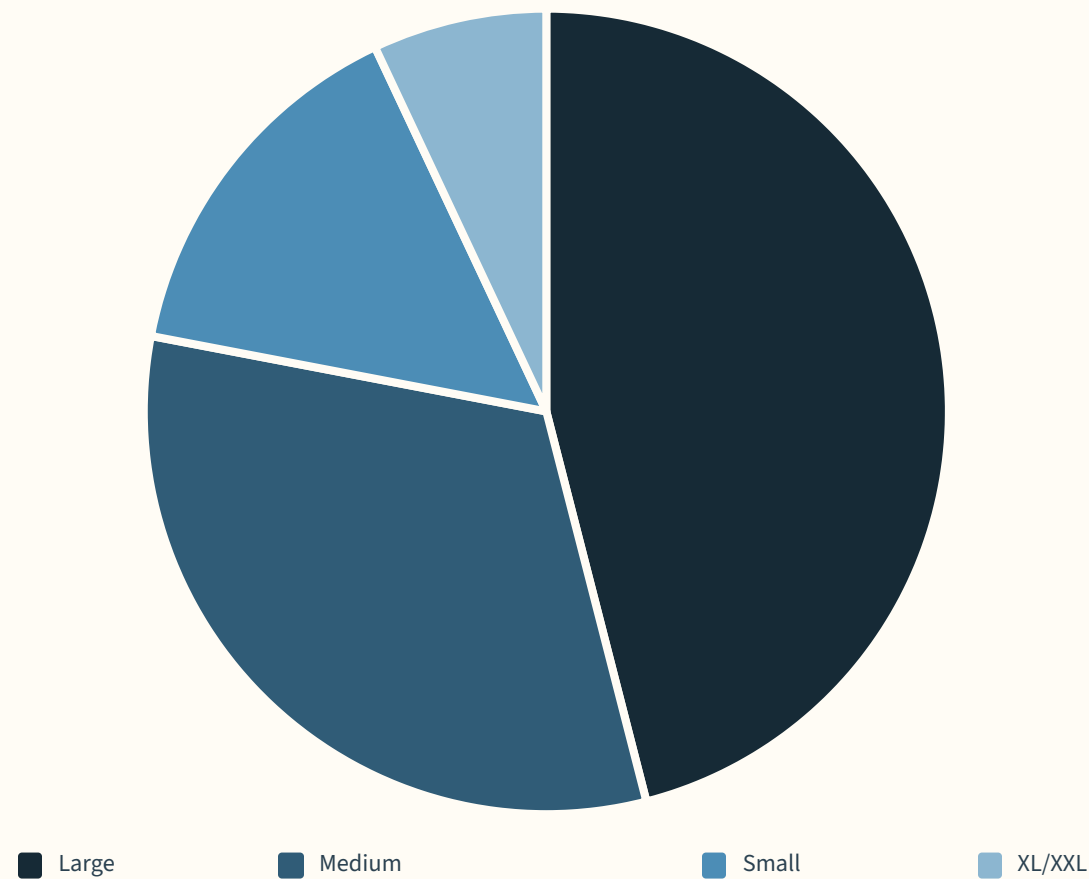
Consistent order flow throughout the period

\$38.91

Average Order Value

Customers typically order multiple pizzas or bundles

Size Preferences



Large pizzas dominate at 46% of orders, confirming customers prefer sharing sizes for family and group meals. XL and XXL sizes significantly underperform, suggesting moderate sizes are preferred over oversized options.

Top Revenue Generators

Thai Chicken Pizza

Leading revenue performer with unique flavor profile

Barbecue Chicken Pizza

Strong customer favorite combining classic BBQ taste

California Chicken Pizza

Premium option driving higher per-unit revenue

Classic Deluxe Pizza

Traditional favorite with broad appeal

Spicy Italian Pizza

Bold flavors attracting adventurous customers

Chicken-based pizzas dominate both revenue and popularity, indicating a clear customer preference for protein-forward options.

Best Selling Pizza vs Worst Pizza

Top 5 by Quantity Sold

1. Classic Deluxe Pizza
2. Barbecue Chicken Pizza
3. Hawaiian Pizza
4. Pepperoni Pizza
5. **Thai Chicken Pizza**

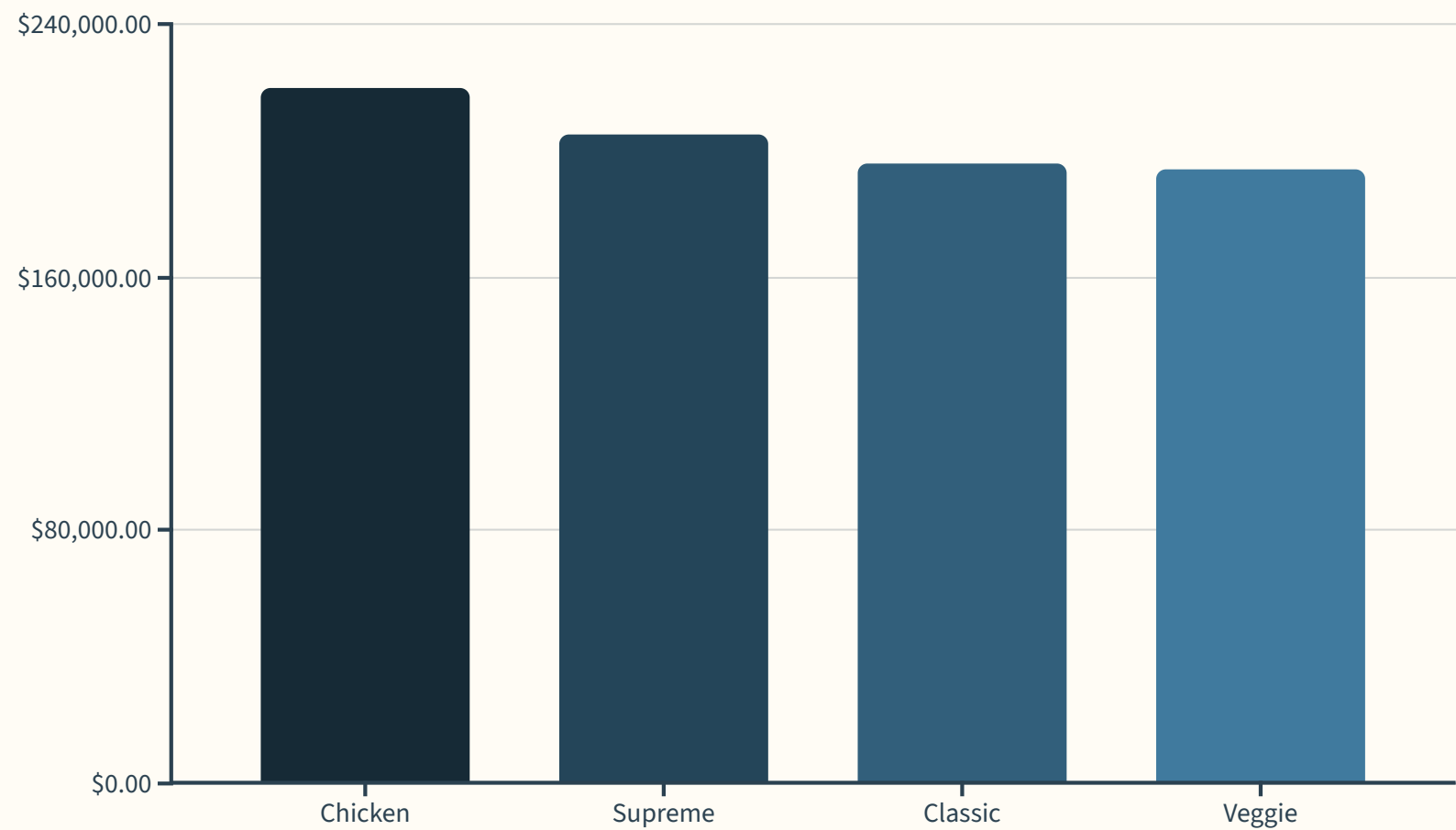
Thai Chicken Pizza stands out among popular, accessible "classic" flavors and other chicken pizzas, leading in sales volume and showing broad customer appeal.

Lowest Performers

- **Brie Carre Pizza**
- Spinach Supreme
- Mediterranean
- Spinach Pesto
- Soppressata

Brie Carre Pizza, along with other specialty or niche pizzas featuring gourmet and veggie-heavy options, consistently ranks as a bottom performer, contributing the least to overall sales.

Category Performance Analysis



Chicken and Supreme pizzas lead in total sales, while Classic and Veggie categories lag behind. This presents opportunities to differentiate these categories through healthier positioning or combo deals.



Peak Operating Hours

1

12 PM - 1 PM

Lunch rush peak with highest order volume during midday hours

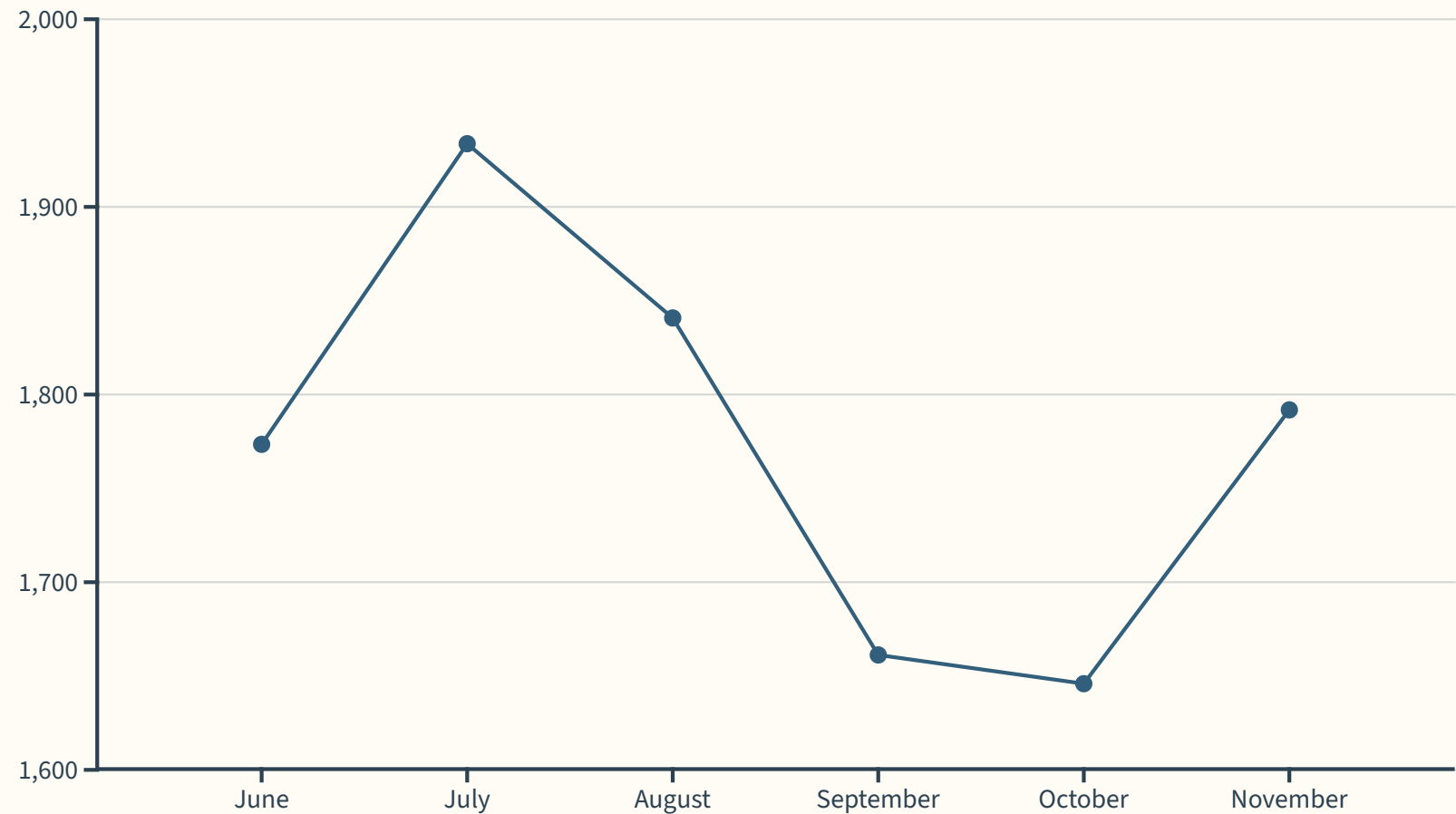
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5 PM - 6 PM

Dinner peak representing prime family meal time

Orders grow steadily across the week, peaking on **Thursday and Friday**, reflecting strong weekend demand patterns. This data supports strategic staffing allocation during high-traffic periods.

Seasonal Trends & Opportunities



Sales peak in July, with a notable September and October dip. This suggests opportunities for back-to-school campaigns and early-fall promotions to smooth demand fluctuations.

Strategic Recommendations



Menu Strategy

Focus on best sellers like Thai Chicken and Barbecue Chicken. Re-evaluate underperformers like Brie Carre and Spinach Pesto through recipe refresh or discontinuation.



Pricing & Sales

Experiment with family meal deals for XL/XXL sizes. Introduce cross-sell promotions at checkout to lift AOV beyond \$40.



Operational Efficiency

Allocate more staff during lunch and dinner peaks, especially weekends. Launch special Friday-Saturday promotions leveraging higher traffic.



Seasonal Planning

Boost September with back-to-school campaigns. Maximize July-August peaks with bulk deals and catering packages.