

# **PLATO'S PIZZA SALES ANALYSIS**

# PROJECT OVERVIEW

## Use case

1. Visualize the key operational metrics to highlight trends and insights
2. Make business recommendations based on insights generated

## Questions answered

1. What are the busy/peak days and times for sales?
2. What are the best and worst performing pizzas and categories?
3. What are the average order sizes and values?

## Techniques used

1. Graph visualizations
2. Text analysis using word cloud
3. Top N selection and summarization of visuals based on the selection
4. Dynamic titles
5. Custom tool tips
6. Creative buttons
7. Custom icons
8. Exploratory analysis and recommendations

PLATO'S PIZZA



21350  
# Orders



49,574  
# Pizzas



\$817.86K  
Total Sales \$



\$38.3  
Sales \$ Per Order



2.3  
Pizzas per Order

Recommendation 1 : It is recommended to allocate more resources to optimally manage the peak hours (noon and late evening) and the busiest Friday sales. More promotions to be implemented to drive off peak sales during Sunday.

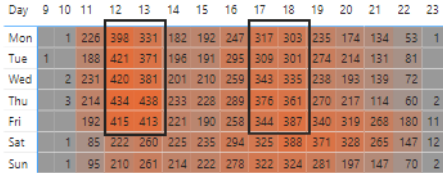
Weekly Sales



Weekly Sales :

Friday is the busiest day in terms of sales where as Thursday is the 2nd highest. Sunday seems to be a low peak day for sales.

Hourly Sales

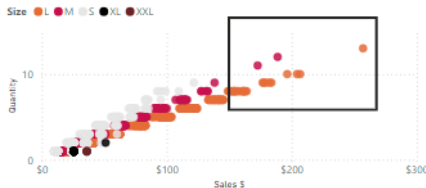


Weekly Sales :

Noon hours and Late Evening hours report the highest number of orders indicating higher demand during these hours.

However during weekends, late evening hours take the highest sales highlighting that dinner time is the peak.

Size wise Sales vs Qty Ordered



Size wise Sales :

L & M sizes have both higher quantities and sales values indicating that they are the most revenue generating sizes

Recommendation 2 : It is recommended to continue driving promotions and campaigns on Classic pizzas while revisiting the Chicken recipes to increase the demand. It is recommended to increase Veggie menu options to cater to the high demand.

Pizza Category Orders

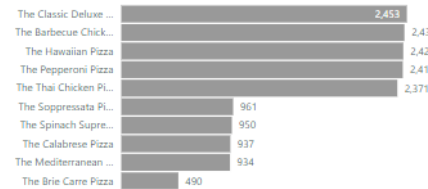
Category	L	M	S	XL	XXL	Total
Classic	4,057	4,112	6,139	552	28	14,888
Supreme	4,564	4,046	3,377			11,987
Veggie	5,403	3,583	2,663			11,649
Chicken	4,932	3,894	2,224			11,050
Total	18,956	15,635	14,403	552	28	49,574

Category Orders :

Classic category is the most popular in size Small, and across all sizes being ordered where as for other categories XL and XXL sizes have no orders.

It is interesting to see that Veggie pizza is popular than the Chicken pizza

Most and Least Popular Pizzas



Popular Pizzas:

Classic Chicken Pizza from the Classic category is the most popular pizza where as the Brie Carre Pizza has a very low demand.

4 out of 5 low performing pizzas are from the Supreme Category even though as category it the 2nd highest popular category.

Use of Ingredients



Popular Ingredients:

If we take the common ingredients such as Garlic, Cheese, Onions out, interestingly ingredients such as Spinach, Mushrooms are popular too. This could correlate with the popularity for Veggie category pizzas

Recommendation 3 : Focus on introducing sales promotions and campaigns targeting small family sizes to increase the number of pizzas ordered in one order.

Order Values

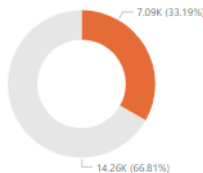
Sales_Bucket	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	Total
<= \$25	1	8	1210	2501	2433	1459	1446	1912	2309	2392	1992	1628	1188	659	28	21166
<=\$100				6	4	3			1	3						17
<=\$50	1	1	72	173	186	86	70	96	114	102	95	71	44	27	1	1139
Total	1	8	1231	2520	2455	1472	1468	1920	2336	2399	2009	1642	1198	663	28	21350

Order Values :

As per the average order size is ~ 2.3 pizzas per order, most orders are of less than \$ 25 sales too. This indicates that smaller order sizes are more popular than large order sizes.

This further highlights that maybe more couples or small families dine in at the restaurant.

Order Sizes



Grouping  
● Greater than 2  
● Less than 2

Order Sizes :

More than 65% of the orders are with less than 2 pizzas. This clearly shows that demand for pizzas in this restaurant is coming from small groups/families.

This indicates a good marketing strategy to focus on small families, higher promotions such as buy 1 get 1 free options to drive traffic and sales.

Discounts for higher number of sales could be a good strategy too.

Peak hours

Popular Pizza

Order Sizes