



PIZZA SALES INSIGHT



01 Objective

02 Key Findings

03 Future Optimization

SESSION BLUEPRINT

OBJECTIVE

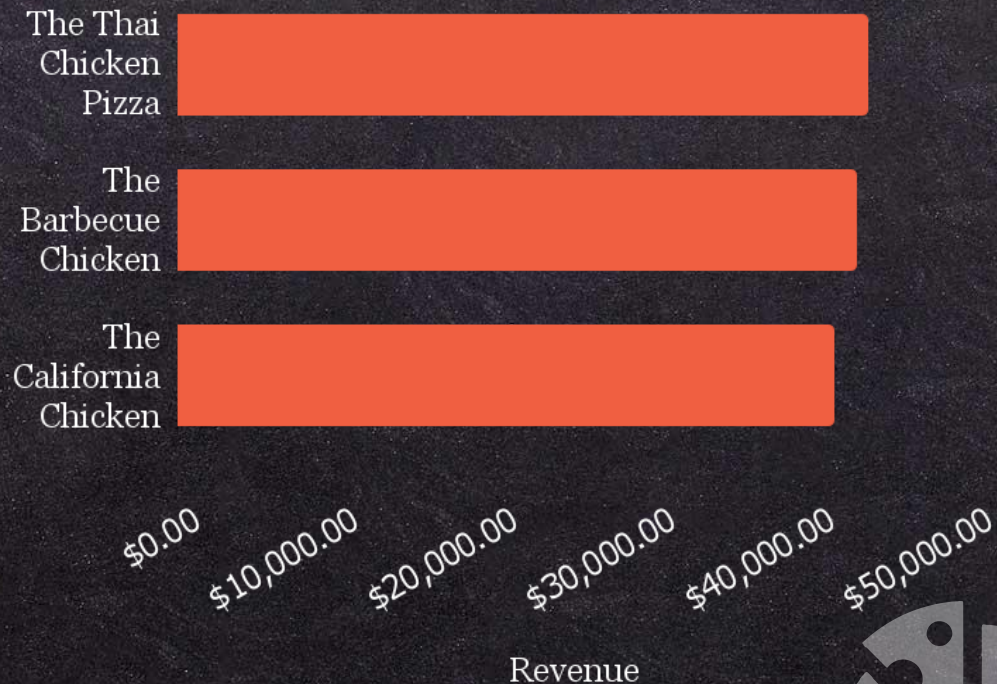
Analyze one year of transactional data for Plato's Pizza to identify opportunities for increasing sales and improving operational efficiency, ultimately providing actionable insights for enhanced business performance.



BEST SELLING PIZZAS



Most Popular Pizzas



WORST PERFORMING PIZZAS

Least Popular Pizzas

The Spinach
Supreme Pizza

The Green
Garden Pizza

The Brie Carre
Pizza

\$0.00

\$5,000.00

\$10,000.00

\$15,000.00

\$20,000.00

Revenue



PEAK HOURS



12PM: Peak Hour

Quantity: 6,543



3PM: Sales Dip

Quantity: 3,170

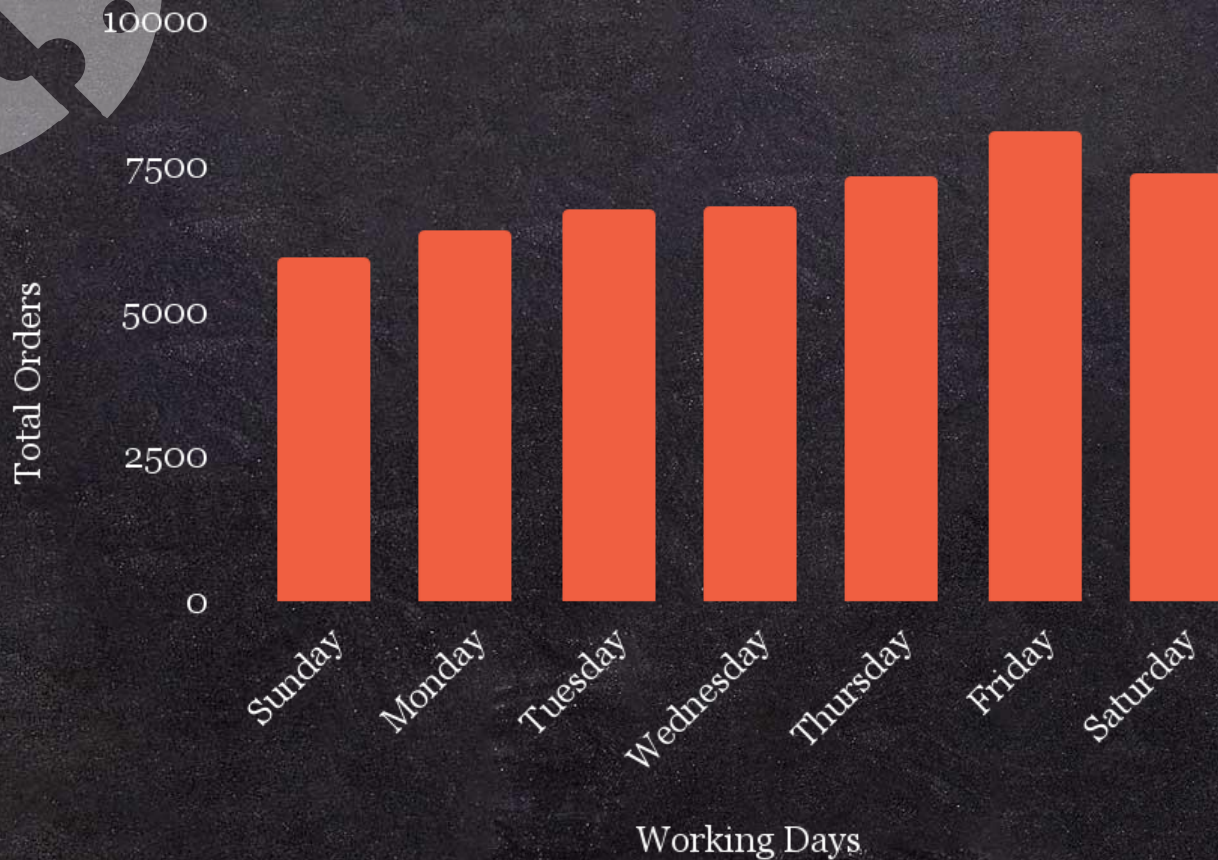


6PM: Evening Peak

Quantity: 5,359



PEAK DAY



Peak Day

Friday

Orders: 3538



Quite Day

Sunday

Orders: 2624



Sale Trend

Sales rise as the week progresses

PEAK MONTH & REVENUE



Peak Month

July

Orders: 4301

Revenue: \$71,027.45

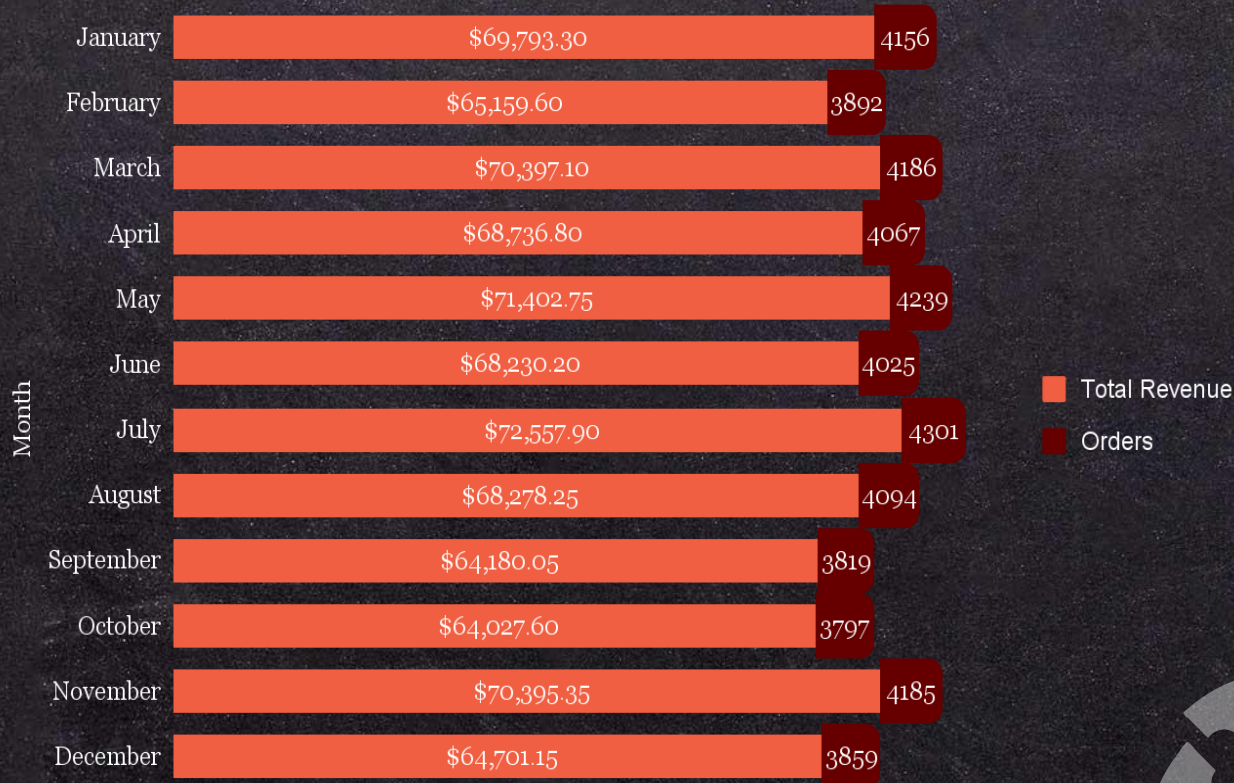


Slow Month

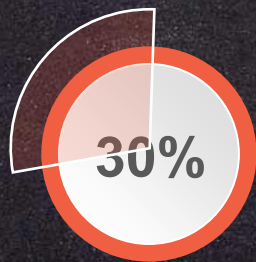
October

Orders: 3797

Revenue: \$64,027.60

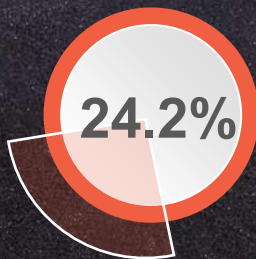


CATEGORIES



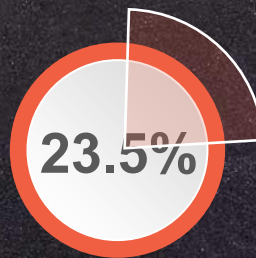
Classic

14888
Pizzas sold



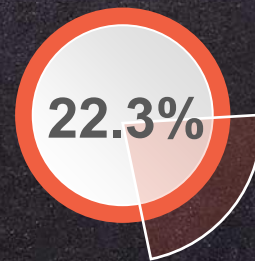
Supreme

11987
Pizzas sold



Veggie

11649
Pizzas sold



Chicken

11050
Pizzas sold

SALE BY SIZE



Most Popular Size

Large

Orders: 18956



Least Popular Size

Double Extra Large

Orders: 28

ORDER BY TIME OF DAY



Afternoon Peak

Peak Hour: 12 PM

Total Quantity: 29,468



Evening Peak

Peak Hour: 17 PM

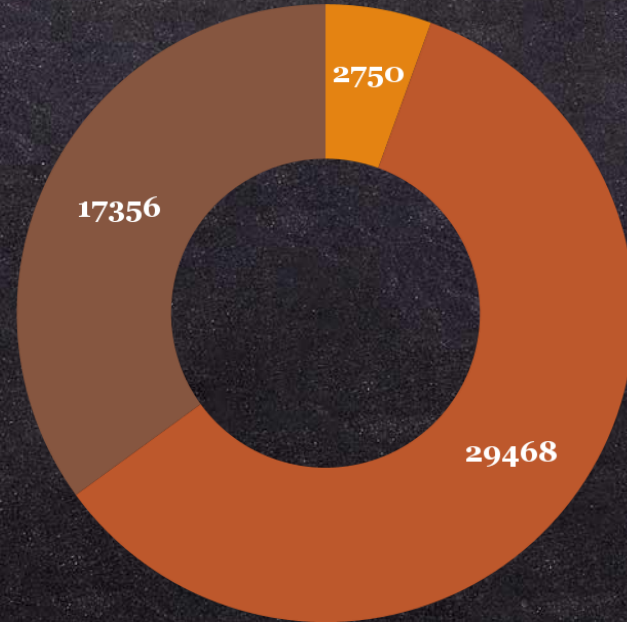
Total Quantity: 17,356



Morning Peak

Peak Hour: 11 PM

Total Quantity: 2,750



● Morning ● Afternoon ● Evening

TOP INGREDIENTS

01



Garlic
27422

02



Tomatoes
26601

03



Red Onions
19547

04

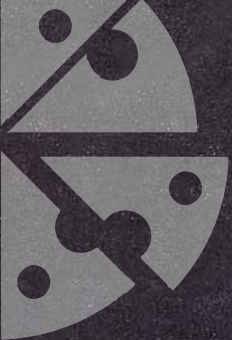


Red Peppers
16284

05



Mozzarella
Cheese
10333



CUSTOMER ENGAGEMENT



Average Daily
Customers

59



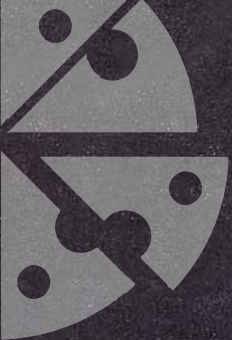
Total Orders

21,350



Total Pizzas Sold

48,620



FINANCIAL PERFORMANCE



Total Revenue
for 2015

\$817,860



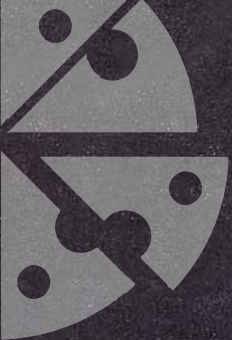
Average Order
Value

\$38.31



Average Cost per
Pizza

\$16.44



ORDER DYNAMICS



Average Pizzas
Per Order

2



Menu
Varieties

32

FUTURE OPTIMIZATIONS



Use points for discounts



Halloween-themed October



Shorten Sunday hours, B1G1 sales



Year-end customer feedback



Customer-designed pizzas



Half-and-half pizza option

A top-down view of a dark, textured surface, possibly a wooden table or a dark stone countertop, with various food items and the text "THANK YOU" in the center. In the top left corner, there are several small red cherry tomatoes and a sprig of green parsley. In the bottom left corner, there are two slices of pizza with toppings like pepperoni, mushrooms, and tomatoes. In the top right corner, there is a large pizza with similar toppings. In the bottom right corner, there is a small round dish filled with white cheese. A wooden spoon and a wooden fork are placed horizontally in the middle right area. The text "THANK YOU" is written in a white, sans-serif font in the center of the image.

THANK YOU