



Total Sale
817.86K

Last Month: 0.00
Gap Sales: 0

Total Orders
21.35K

Last Month: 0.00
Gap Order: 0

Total Quantity
50K

Last Month: 0
Gap Quantity: 0

AVG Order per Day
59.64

AVG Rev per Day
2.28K

AVG Pizza per Day
138.47

Rev/Order
38.31

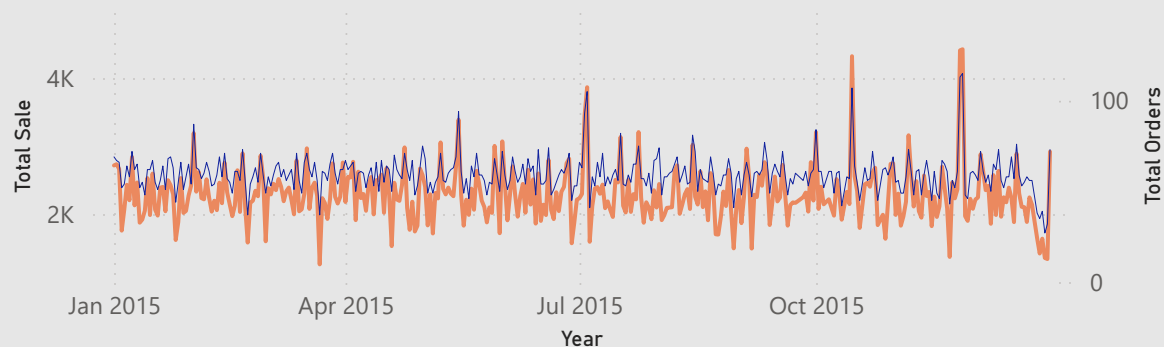
Date Trend

Month Trend

Quarter Trend

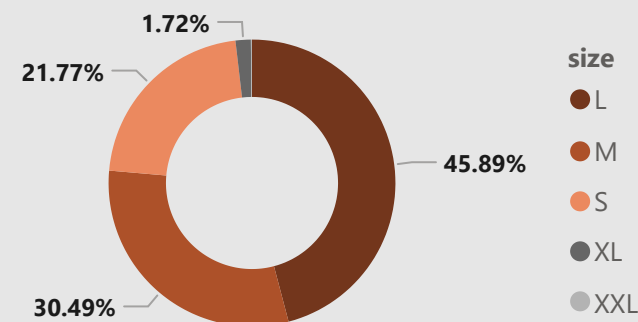
Total Sales 2015

Total Sale Total Orders

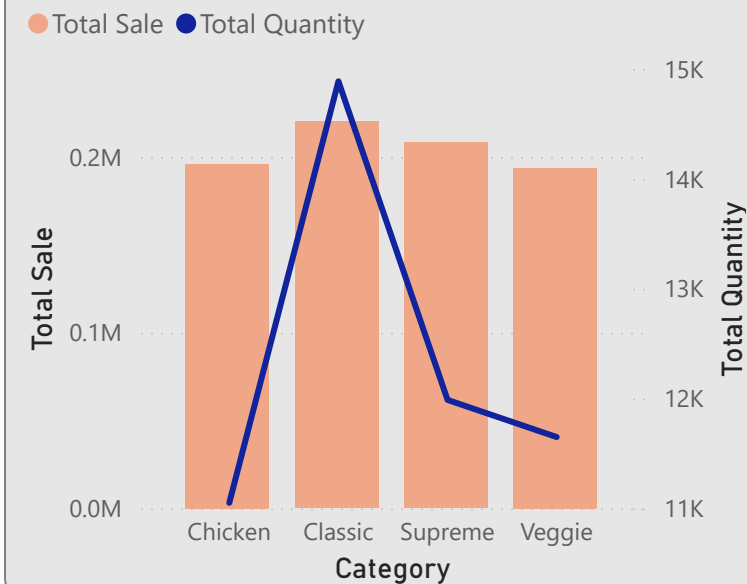


It is interesting that we can see that the number of orders increases dramatically in November (with 1.779k orders), which is related to 61 orders on 28/11/2015 (Thanksgiving Day). This number is higher than the average number of orders per day (58.49 orders). On Columbus Day (14/10/2015), there is a sharp increase in the number of people buying the pizza, with the amount of revenue higher than \$2k per day. It is clear that most pizzas are sold on lunch and dinner on Thursday and Friday. There is no doubt that we should provide more staff and ingredients during peak times, especially during the holidays. Recommend that **reducing the opening hours from 11am**, instead of starting at 9am everyday. **Consider closing earlier 1 hour except for Friday and Saturday.**

Total Sale by Size



Total Sale and Total Quantity by Category



Pizza

All

Month

All

Top 5

Bottom 5

Top 5 Pizza

The Barbecue Chicken Pizza
The Big Meat Pizza
The Brie Carre Pizza
The Calabrese Pizza
The California Chicken Pizza
The Chicken Alfredo Pizza
The Chicken Pesto Pizza

Top 5 Pizza

The Barbecue Chicken Pizza
The Big Meat Pizza
The Brie Carre Pizza
The Calabrese Pizza
The California Chicken Pizza
The Chicken Alfredo Pizza
The Chicken Pesto Pizza

Weekday	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	Total
Sun			95	210	261	214	222	278	322	324	281	197	147	70		2624
Mon			226	398	331	182	192	247	317	303	235	174	134	53		2794
Tue			188	421	371	196	191	295	309	301	274	214	131	81		2973
Wed			231	420	381	201	210	259	343	335	238	193	139	72		3024
Thu			214	434	438	233	228	289	376	361	270	217	114	60		3239
Fri			192	415	413	221	190	258	344	387	340	319	268	180		3538
Sat			85	222	260	225	235	294	325	388	371	328	265	147		3158



Total Sale

193.69K

Last Month: 0.00

Gap Sales: 0

Total Orders

21.35K

Last Month: 0.00

Gap Order: 0

Total Quantity

12K

Last Month: 0

Gap Quantity: 0

AVG Order per Day

59.64

AVG Rev per Day

541.03

AVG Pizza per Day

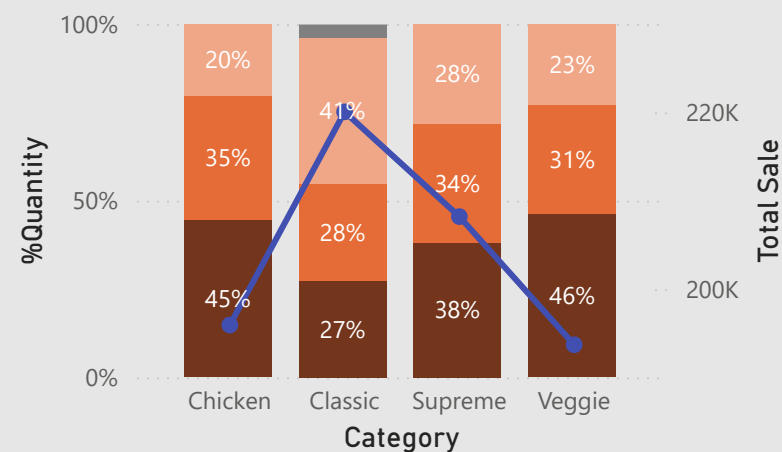
32.54

Rev/Order

9.07

%Quantity and Total Sale by Category and Size

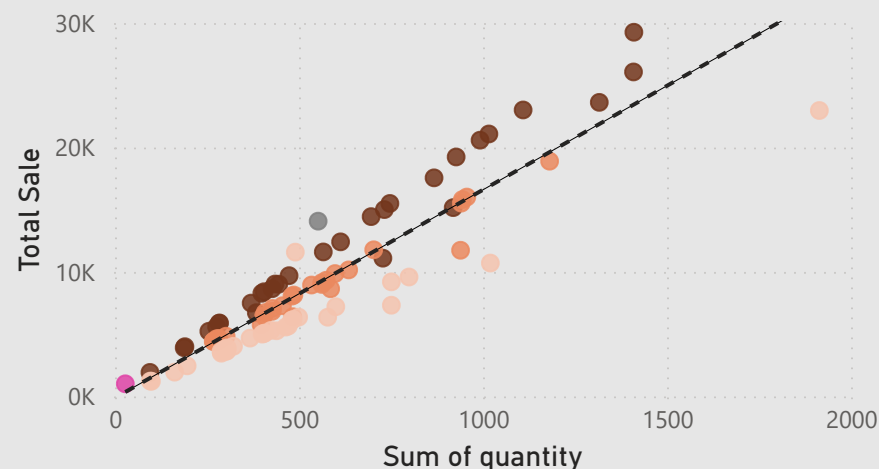
Size ● L ● M ● S ● XL ● XXL ● Total Sale



For size of pizzas, size S is the most popular, with 41% of the Classic category. The Sales of Classic are the highest, meaning it becomes popular. However, the price of S and M can be increased to go up the Profit. Some Veggie pizzas are possibly skipped or replaced in the menu due to the lowest revenue. There are some types that are in the bottom 5.

Sum of quantity and Total Sale by name and size

size ● L ● M ● S ● XL ● XXL



Pizza Performance: The best-selling pizza is the **Big Meat Small** size, with high volume and high quantity. One interesting is that the **Greek Pizza** with **XXL** size should be removed from the menu due to the low revenue. On the other hand, the **XL** size are possibly ordered more often.

Image



Chicken

Classic

Supreme

Veggie

Pizza Name	No.Ingredients
The Four Cheese Pizza	5
The Green Garden Pizza	5
The Spinach and Feta Pizza	5
The Five Cheese Pizza	6
The Spinach Pesto Pizza	6
The Italian Vegetables Pizza	7
The Mediterranean Pizza	7
The Mexicana Pizza	8

There are not many ingredients that are not often found in some types of pizza (e.g. garlic, red peppers). Moreover, there are also some types of pizza where the ingredients are evenly distributed. The Pepperoni Pizza is with 2 ingredients which is in the top 5 most ordered. The Brie Carre, with 6 ingredients, is not preferred by customers. Perhaps it is worth considering to use how many ingredients are used in some pizzas.