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| PIZZALICIOUS |
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# Memorandum

To: Ryan Gillian, CEO, Pizzalicious

From: Alicia Romanoff, Consultant

Date: July 3, 2020

Subject: Improvement in sales

As per the information provided by the sales and accounts department, we have seen a decrement in our sales, a major cause of which seems to be our newly established rival company Pun-Pizzeria.

For analyzing and improving our sales, I propose we consider taking essential feedback from our customers asking them to give an answer on the scale of 1 to 5 stars in terms of satisfaction. The data shall be collected from both online and offline customers by providing them the proposed questions on their registered mobile numbers. The statements for feedback as per the data required should be:

* I found the ingredients fresh
* The pizza was delivered/served on time
* Amount of toppings was just right
* Cheese was stringy and pizzalicious!
* The crust was baked even
* How likely are you to visit us again?
* Any other review/feedback

As per the data collected from the above we can analyze what part of the pizza needs more attention. Multiple bar graphs of ratings of ingredients found fresh, amount of pizza toppings & cheese, crust can be plotted separately with the 5 ratings on the x-axis where, every weeks’ data can be placed in the multiple bar graph for a month. These bar graphs can be plotted each month and can easily depict whether the quality of pizza is improving over time or not. Data of profits can be plotted on a line graph with the total money made by the company at the end of each day, depicting profits or losses incurred at the end of the month. A graph to view on which days the sales go low can be plotted having income of each day on the x axis of a histogram. On the days of low sales offers can be given to lure in customers. Collecting the data of the number of each pizza sold and showing it on a bar graph can help us know which pizza was ordered the most for over a month and that can be proclaimed as our speciality.

It would be great if you could review and give a thought about my proposal and get back to me regarding this.