

PLATO'S PIZZA - SALES ANALYSIS

\$817.86K

Total revenue

\$38.31

Avg order price

21350

Total # of orders

49574

Total # of pizza ordered

Top 3 best sellers

Count

The Classic Deluxe Pizza

2453

The Barbecue Chicken Pizza

2432

The Hawaiian Pizza

2422

Top 3 slow sellers

Count

The Brie Carre Pizza

490

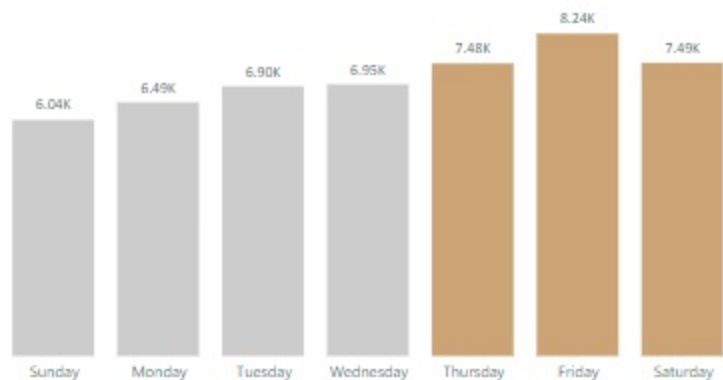
The Mediterranean Pizza

934

The Calabrese Pizza

937

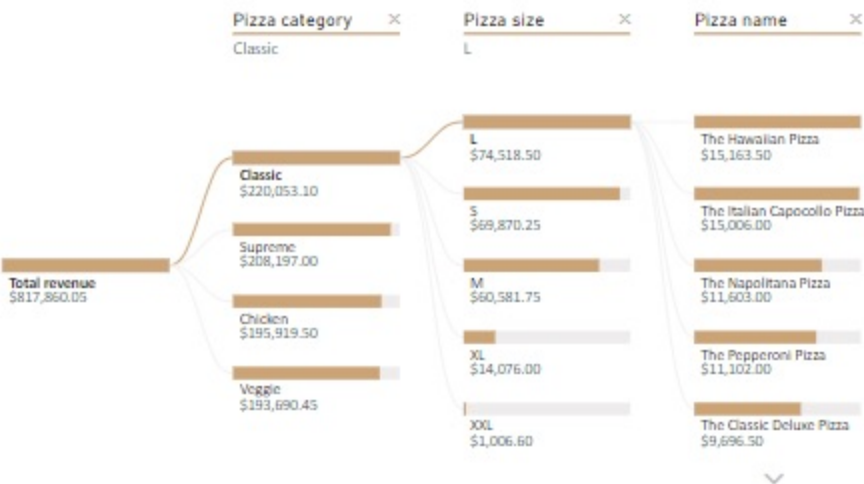
Total pizza ordered by weekday



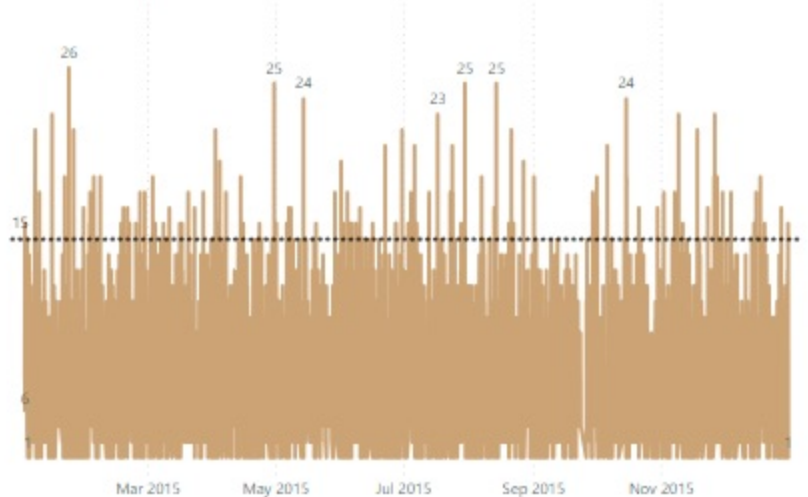
Total # of pizza ordered per time slot

Weekday	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Sunday		4	495	670	630	534	467	702	752	646	488	373	250	24
Monday		101	929	1065	561	386	483	603	735	606	482	289	215	30
Tuesday	4	103	793	1218	730	426	474	693	623	675	545	346	243	22
Wednesday		102	942	1038	741	419	533	705	740	663	465	340	235	23
Thursday	1	112	891	1262	799	476	552	765	882	683	526	320	179	30
Friday		100	801	1191	776	394	509	610	904	893	715	655	530	164
Saturday		3	524	769	583	584	551	696	791	818	849	704	455	166

Revenue distribution



Total table occupied by DateTime



Recomandations:

- Products:
- Promote Large Size Pizza: Promote the Large size pizza as it generates the most revenue.
 - Remove or Replace Slow Sellers: Remove or replace items that have low sales.
- Operation management:
- Adjust Opening Hours: Reduce opening hours on Sundays and Monday, and increase hours on Thursdays, Fridays, and Saturdays during peak times.
 - Optimize Labor Allocation: Allocate fewer staff members on Sundays to Wednesdays and increase staffing during peak hours on other days.
 - Increase Tables for Two: Add more tables for two to accommodate the majority of customers who dine in pairs.

Assumptions:

- Seating capacity: The restaurant has 15 tables with a total of 60 seats. Each table has 4 seats.
- Pizza order size: A typical order of pizza is consumed by 2 customers
- Average eating time: The average time taken by customers to finish their meal is estimated to be 1 hour.