



Total revenue

\$818K

Average revenue per month

\$68K

Total # of pizzas made

50K

Average # of pizzas made per day

134

Total # of orders

21K

Average # of orders per day

58

Top best-selling pizzas

The Barbecue Chicken  
\$42,768

The California Chicken  
\$41,410

The Thai Chicken  
\$43,434

Top worst selling pizzas

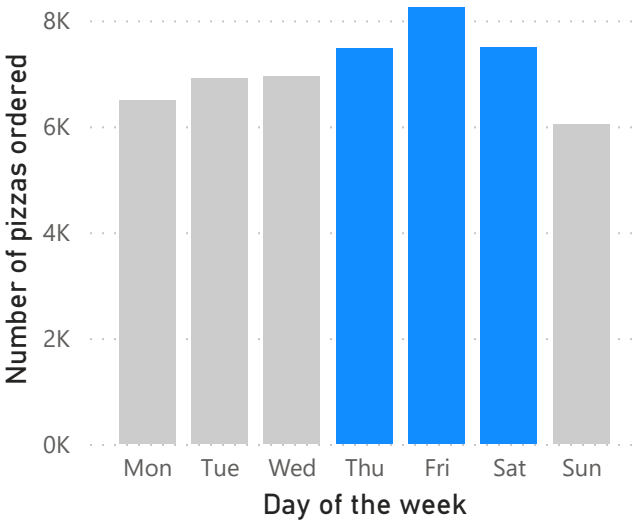
The Brie Carre  
\$11,588

The Green Garden  
\$13,956

The Spinach Supreme  
\$15,278

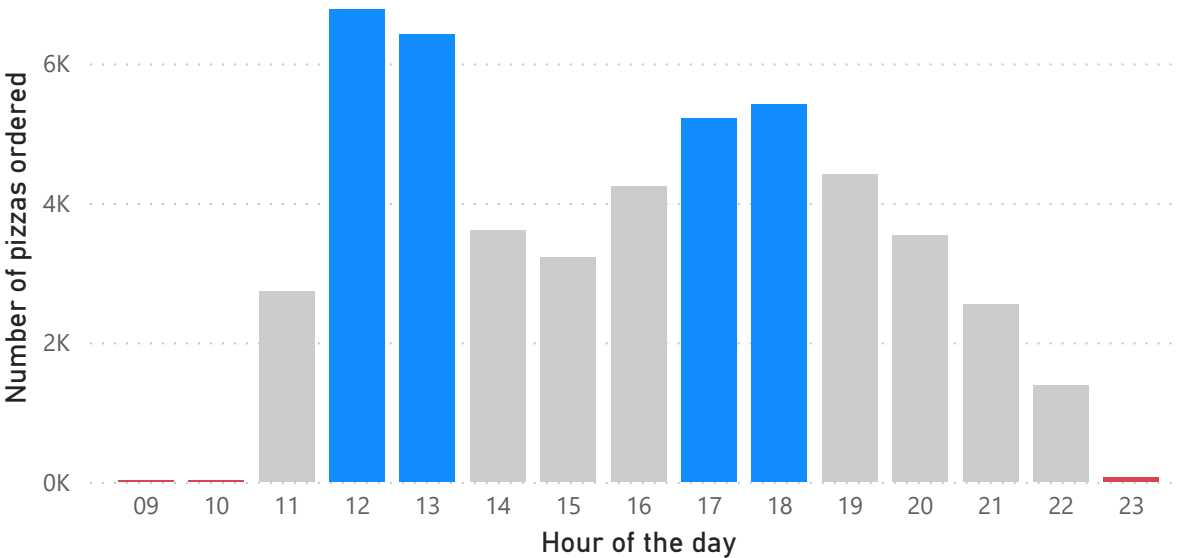
RECOMMENDATION:  
REDUCE WORKING SHIFTS

Total number of pizzas ordered by day of the week



Most employees should be working **Thursday, Friday** and **Saturday**. Don't forget to **reallocate employees** during **peak hours** to satisfy high demand. Finally, Plato's should open at 11:00 and closed at 23:00. **Reducing working shifts** could **save money**.

Total number of pizzas ordered by hour of the day



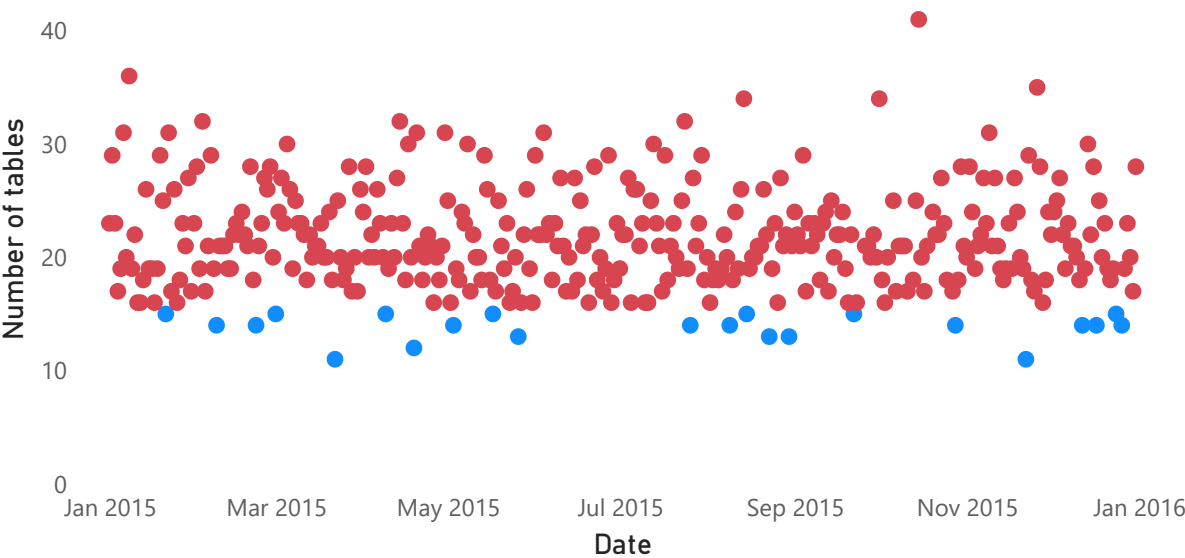
OPPORTUNITY:  
EXPAND THE NUMBER OF TABLES

With only 15 tables available, Plato's **does not have enough tables** to accommodate all customers, especially during peak periods. There were only **20 days** in the year where our sitting capacity **was below 15 tables**. We need to **get at least 6 more tables** to reduce **50% of overcapacity demand**.

*Assuming: each table has 4 seats (60 seats / 15 tables = 4 seats per table), each pizza order stays 1 hour using the table, no take-outs are permitted, one person eats between 3 and 4 slices of pizza, the number of slices in a pizza depends on its size (S = 4 slices = 1 person, M = 8 slices = 2 persons, L = 10 slices = 3 persons, XL = 12 slices = 4 persons, XXL = 16 slices = 4 persons). No data was available for Mondays in October, and 2 days in September (24 and 25).*

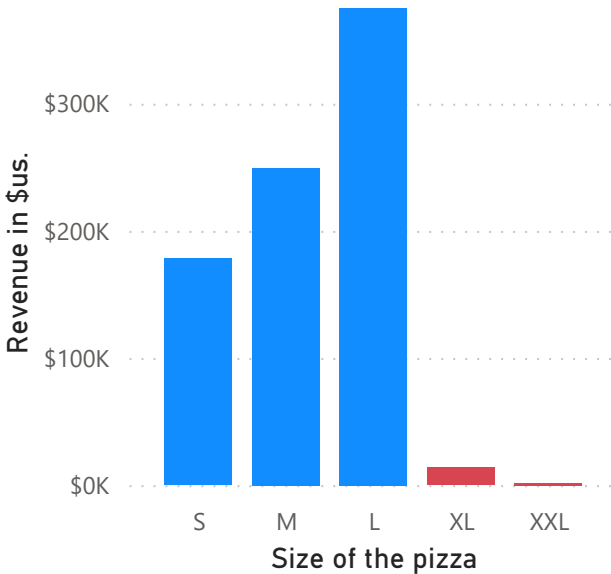
Max number of tables required by day

● Ok ● Overcapacity



RECOMMENDATION:  
INCREASE MARKETING PROMOTIONS

Total revenue by size



The months with the **highest revenues** are especially due to **holidays**. Total revenue by **XL** and **XXL** size pizzas is **extremely low**. The marketing team should **boost sales by running promotions** in the months with lower sales and in the XL and XXL size pizzas.

Total revenue by month of the year

