

OBJECTIVES

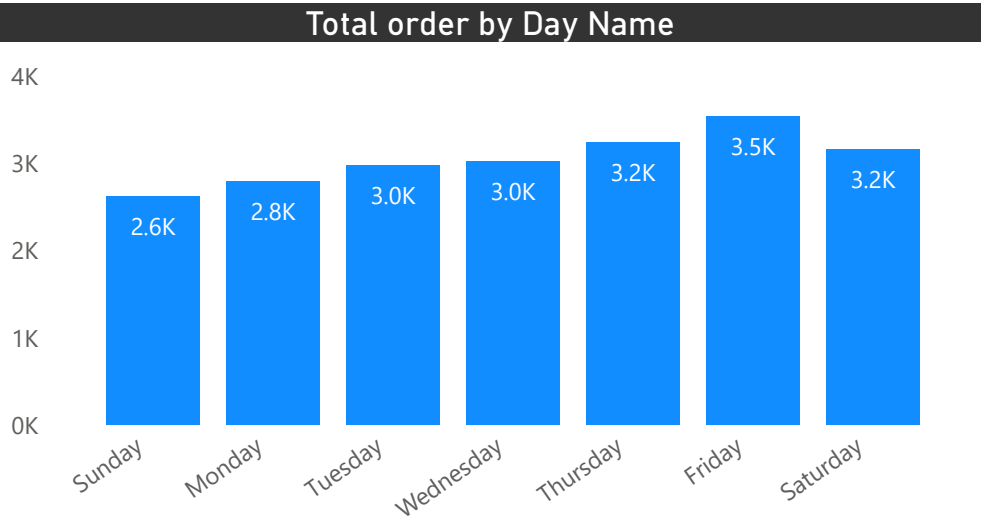
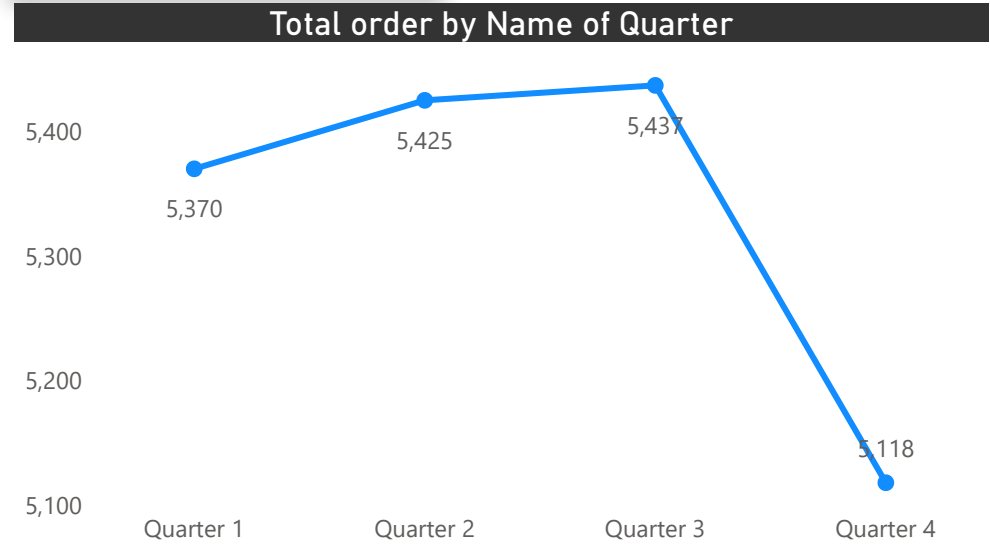
1. What days and times do we tend to be busiest?
2. How many pizzas are we making during peak periods?
3. What is the best and worst selling pizzas?
4. What's our average order value?

Total Orders

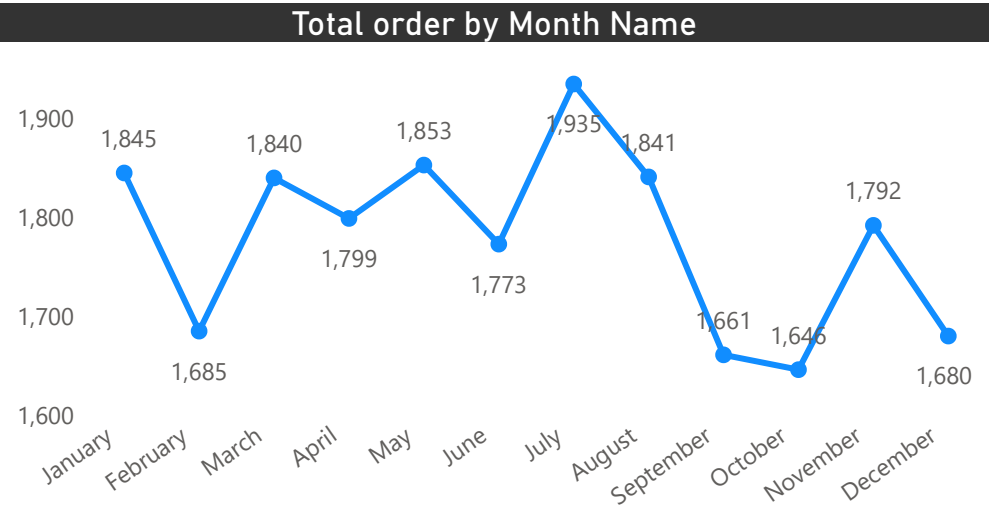
21,350

Average Order Value(\$)

\$38



Month Name	Average Order Value
January	\$38
February	\$39
March	\$38
April	\$38
May	\$39
June	\$38
July	\$37
August	\$37
September	\$39
October	\$39
November	\$39
December	\$39
Total	\$38



Orders Per Month

1,779.17

Orders Per Day

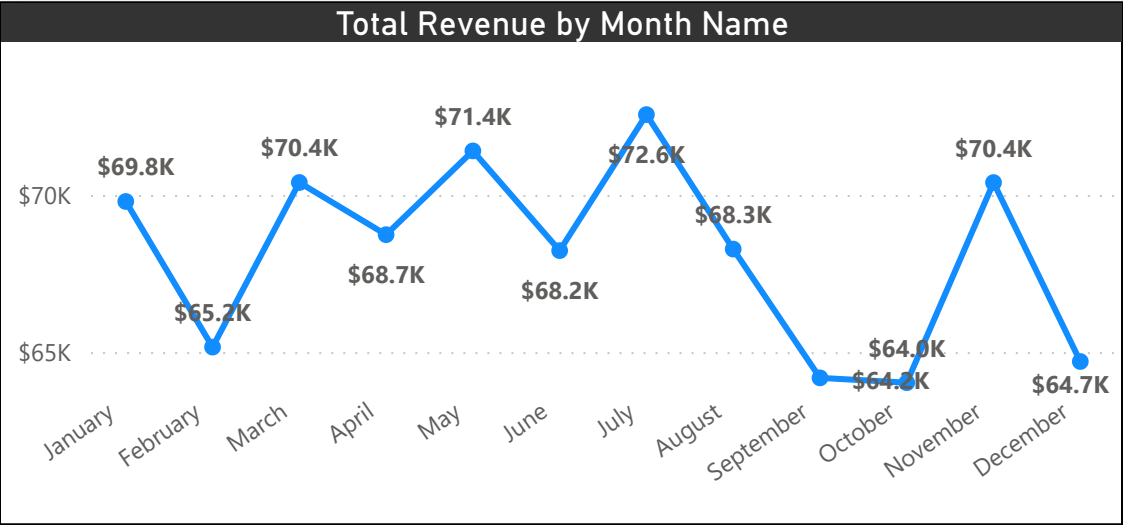
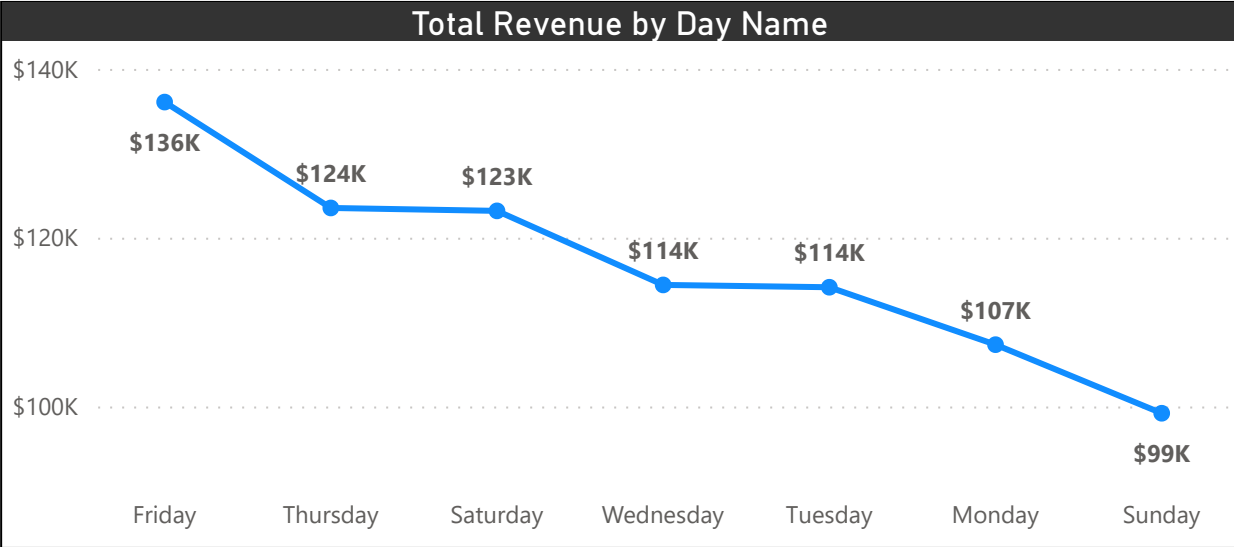
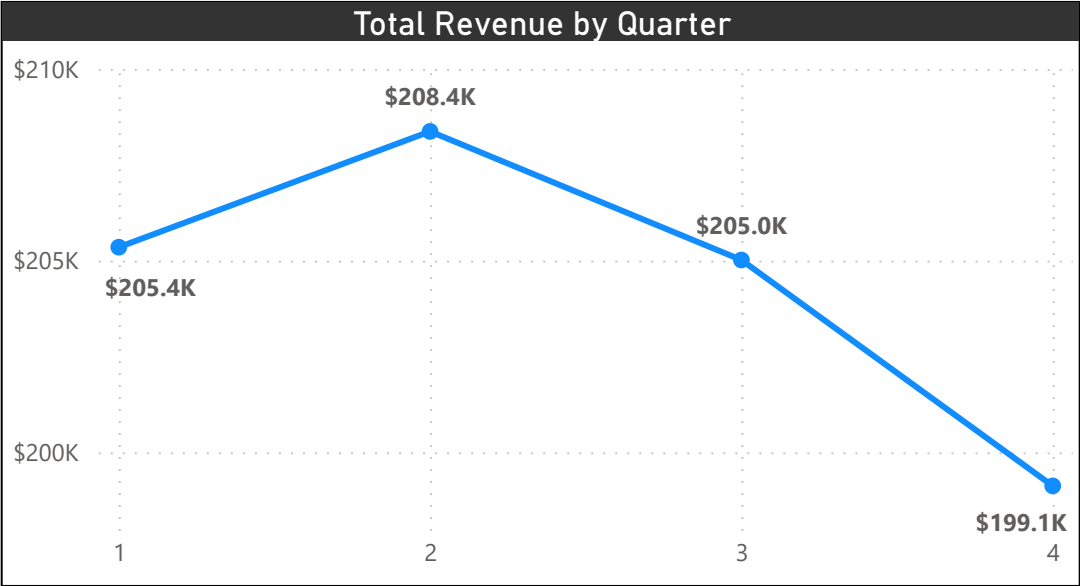
59.64

Total Revenue

\$817.86K

Average Order Value(\$)

\$38



Total Revenue Per Quarter(\$)

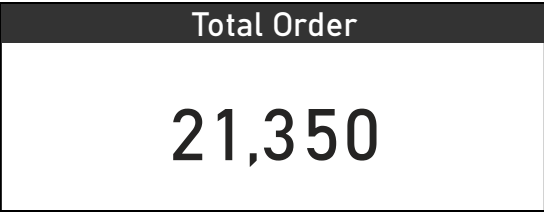
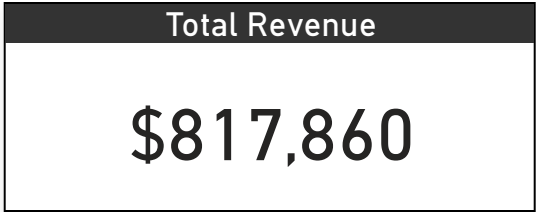
204,465

Total Revenue Per Month(\$)

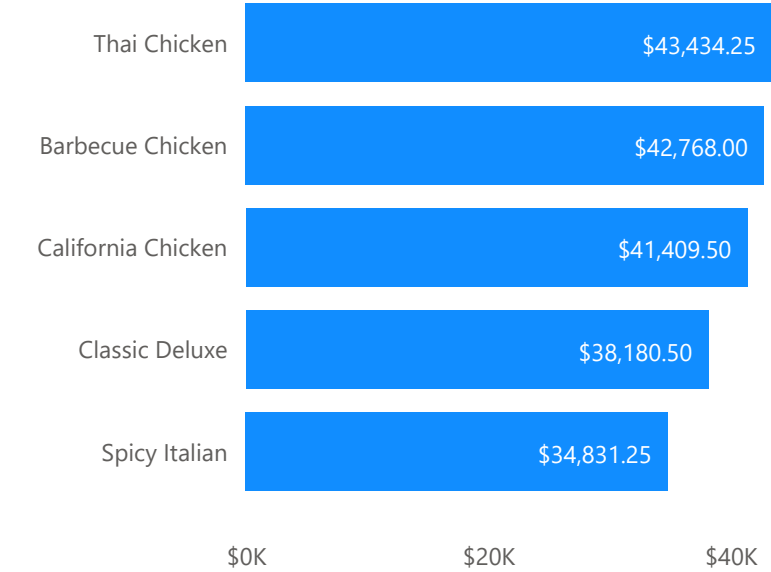
68,155

Total Revenue Per Day(\$)

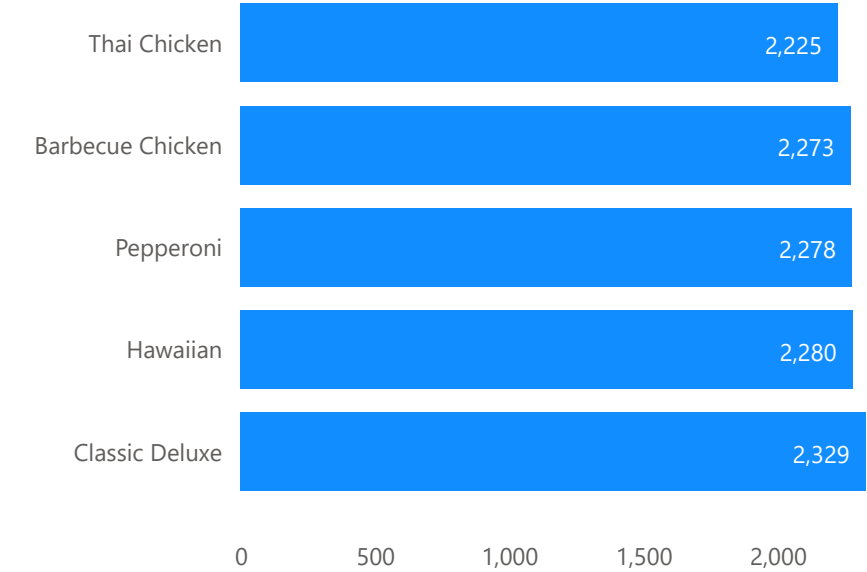
2,285



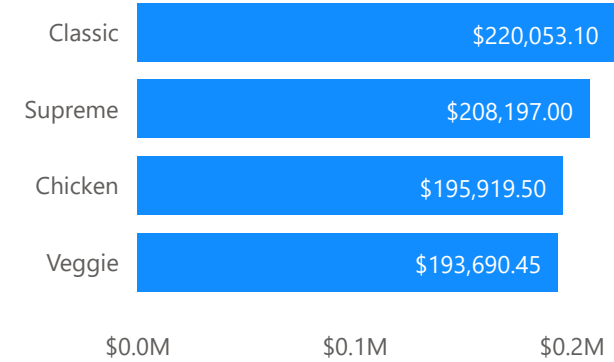
Total 5 Revenue by Pizza Name



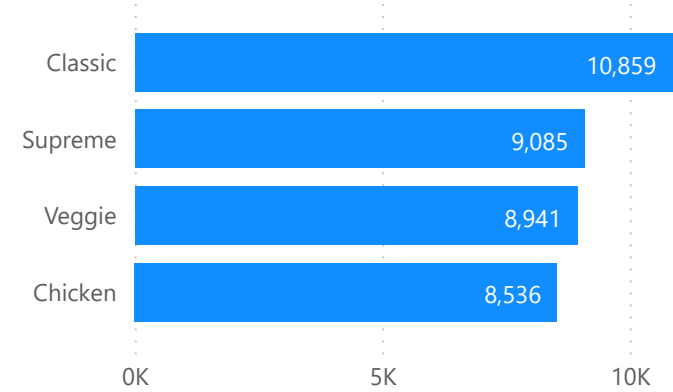
Total 5 Pizzas By Order



Total Revenue by Category



Total order by Category



November is the third highest in total revenue, yet it is in the 7th position in terms of total orders.

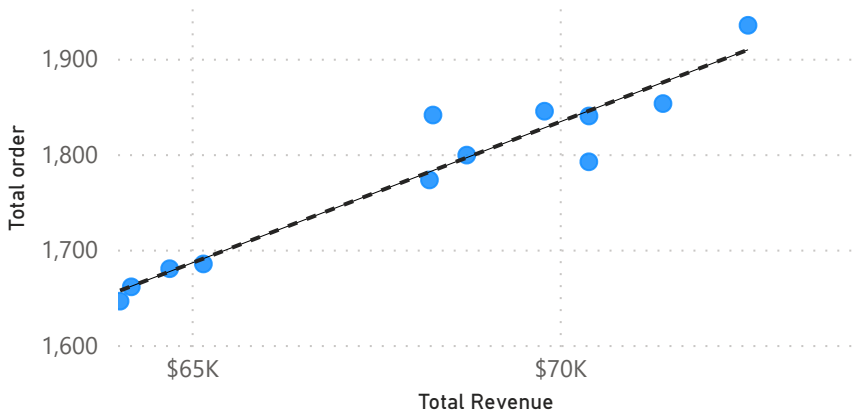
Expected: more orders=more revenue as shown in the scatter plot

The outliers are August and November; something else might be affecting the revenue.

November tops in average order value and August is the last (customers spent more on the November orders than in the August orders).

The quantity of pizza ordered in November was high

Total Revenue and Total order by Month Name



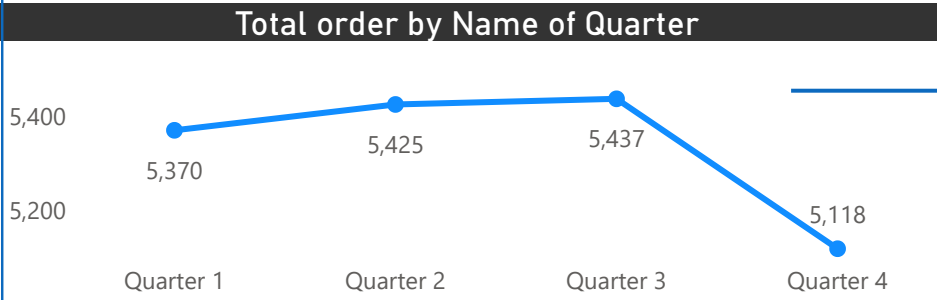
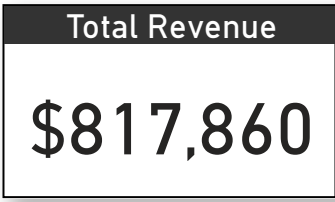
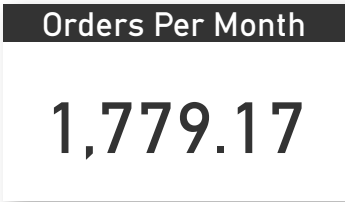
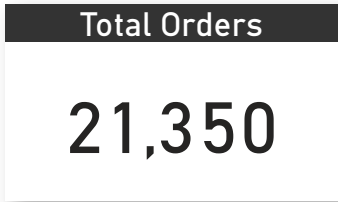
Preparing Q&A

Month Name	Total order	Quantity
July	1,935	4392
May	1,853	4328
November	1,792	4266
March	1,840	4261
January	1,845	4232
August	1,841	4168
April	1,799	4151
June	1,773	4107
February	1,685	3961
December	1,680	3935
September	1,661	3890
Total	21,350	49574

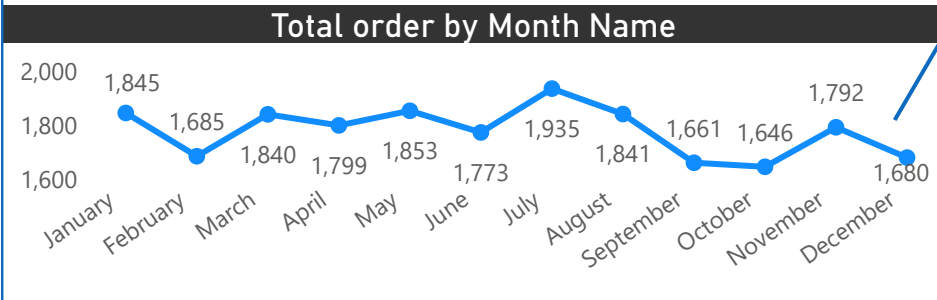
Month Name	Total Revenue
July	\$72,557.90
May	\$71,402.75
March	\$70,397.10
November	\$70,395.35
January	\$69,793.30
April	\$68,736.80
August	\$68,278.25
June	\$68,230.20
February	\$65,159.60
December	\$64,701.15
September	\$64,180.05
Total	\$817,860.05

Month Name	Average Order Value
November	\$39
October	\$39
February	\$39
September	\$39
May	\$39
December	\$39
June	\$38
March	\$38
April	\$38
January	\$38
July	\$37
Total	\$38

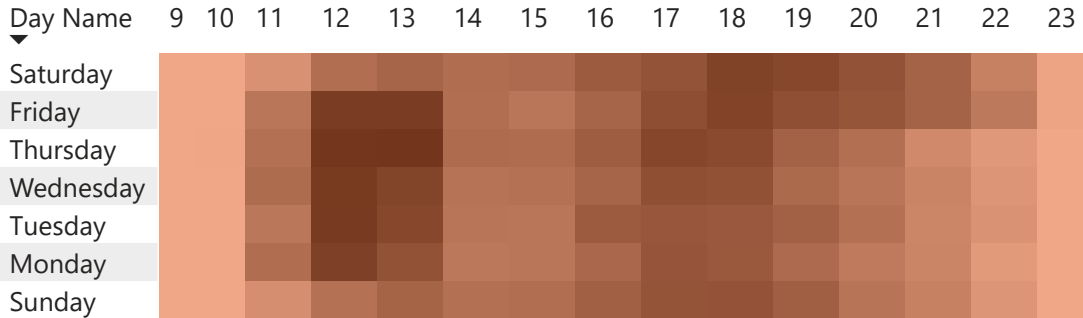
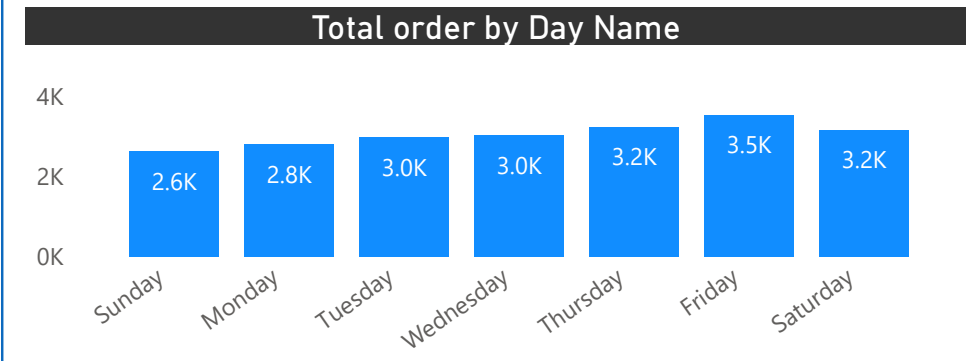
PLATO'S PIZZA 2015 ANNUAL REPORT(Analysis by Revenue, Orders, Peak Days/Times and Pizzas)



Quarter 4 recorded the lowest orders. It could be due to the end of the summer season as people begin to stay indoors.

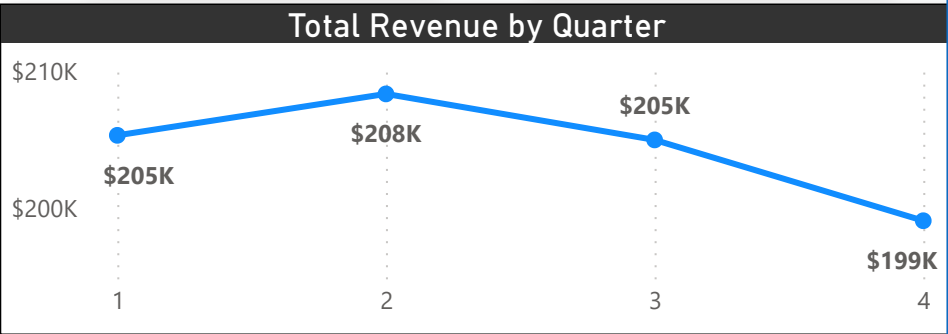


In quarter 4, November picked in in average orders. Thanksgiving and Black Friday could have attributed to this rise.

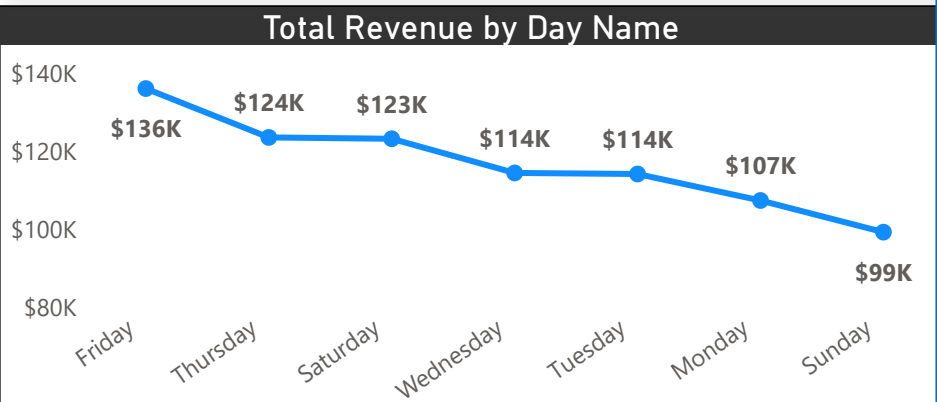
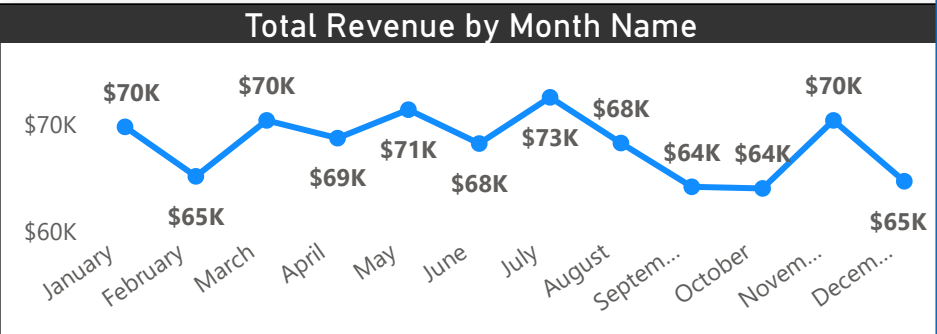


The peak hours between Monday to Fridays is from 12hrs to 14hrs. There are more customers between 16hrs to 19 hours throughout the week.

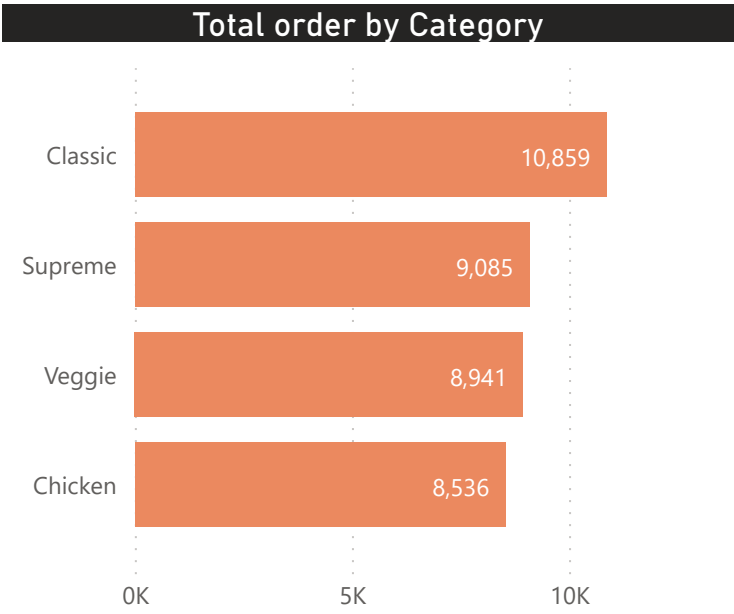
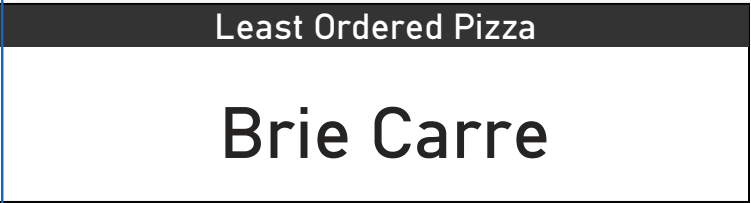
The total revenue trend is similar to that of the orders. However, Quarter 3 recorded a lower value(205k) than Quarter 2, despite having high orders (5,437).



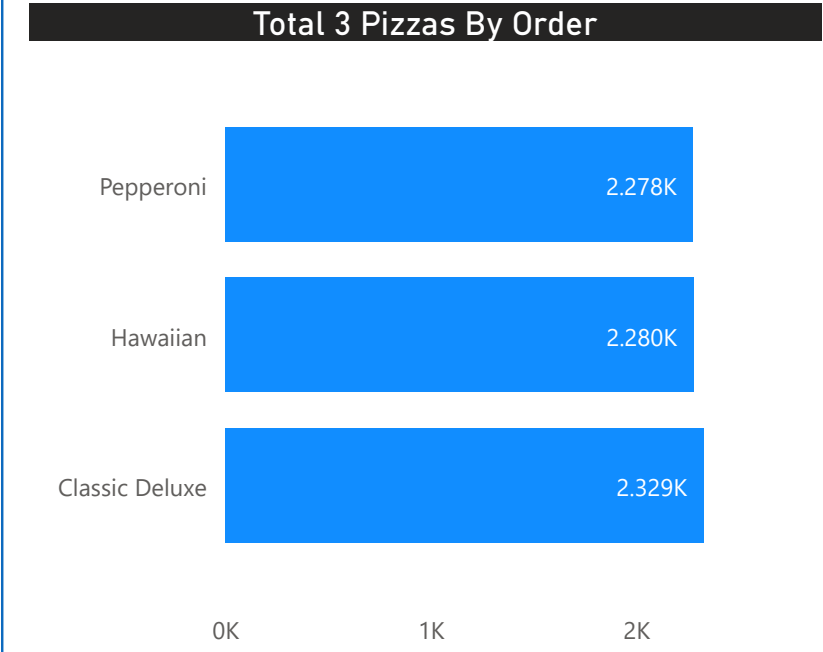
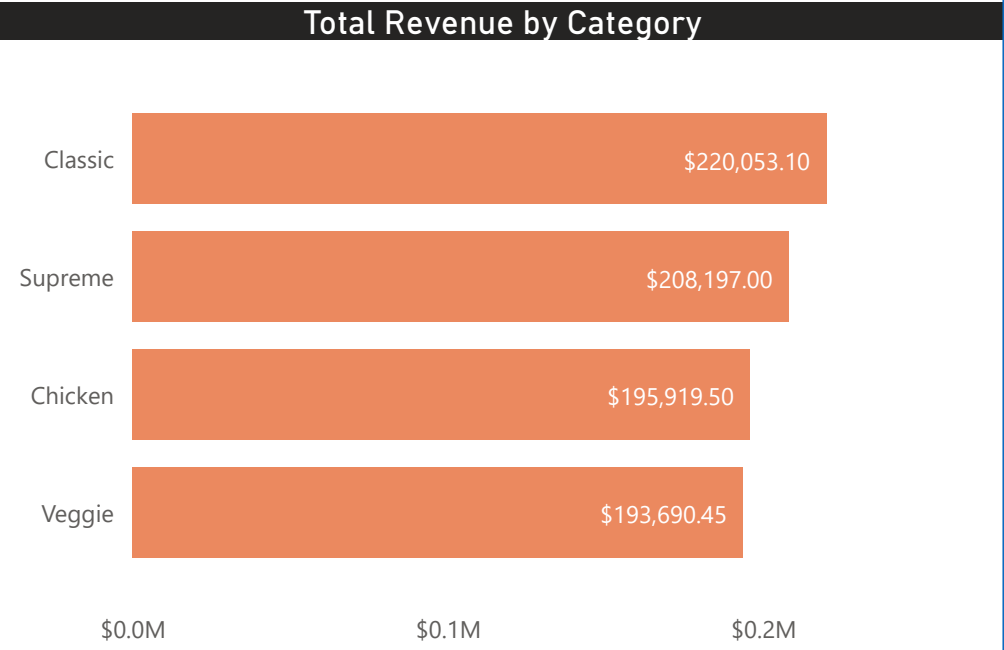
August did not record high revenue as expected; it has high orders. November recorded a relatively high revenue (70 K) yet it ranks 7th in terms of orders. There could be other factors other than orders which affect revenue.



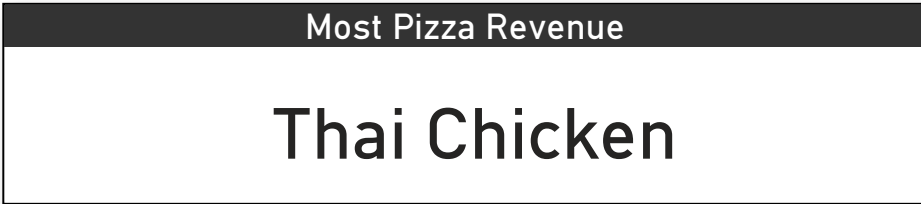
Most revenue is generated on Friday. Revenue steadily increases from Sunday to Friday



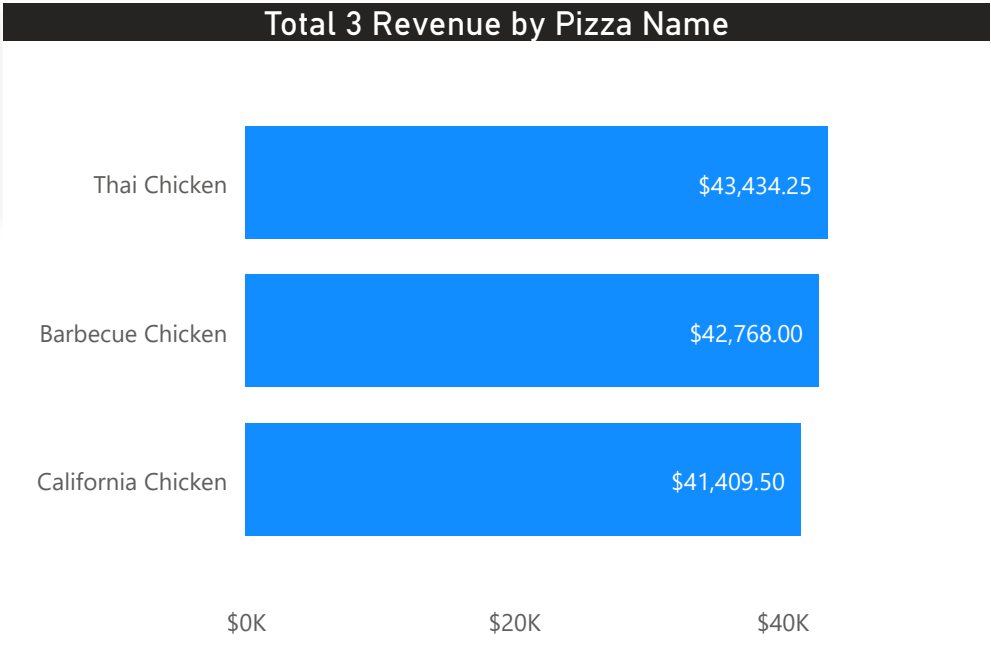
Classic category leads in orders and revenue.



Classic Deluxe Pizza is the most ordered pizza at only \$38K in total revenue behind Thai (top), Barbecue, and California Chicken pizzas.



Thai Chicken is the first in terms of revenue (at \$43k) despite its 5th position in terms of order by customers (2,225). Barbecue chicken is at the 4th position in orders while California Chicken, which is 3rd in revenue, is not among the top 5 most ordered pizzas.



CALL TO ACTION

1. **Peak Days: Prioritize work shifts between 12hrs to 14hrs for maximum efficiency hence more revenue.**
2. Digitize pizza delivery service: Most customers will book orders at the comfort of their homes.
3. Promotions: Increase the average expenditure of customers by offering irresistible offers that will encourage them buy more quantities.