



The Pizza Company

2015 Operations Report

\$818K
Revenue

50K
Pizzas Sold

138
Pizzas Baked Daily

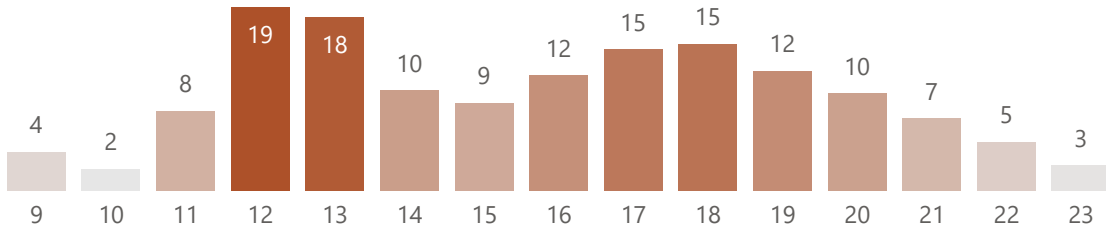
60
Orders Daily

Order Volume Analysis

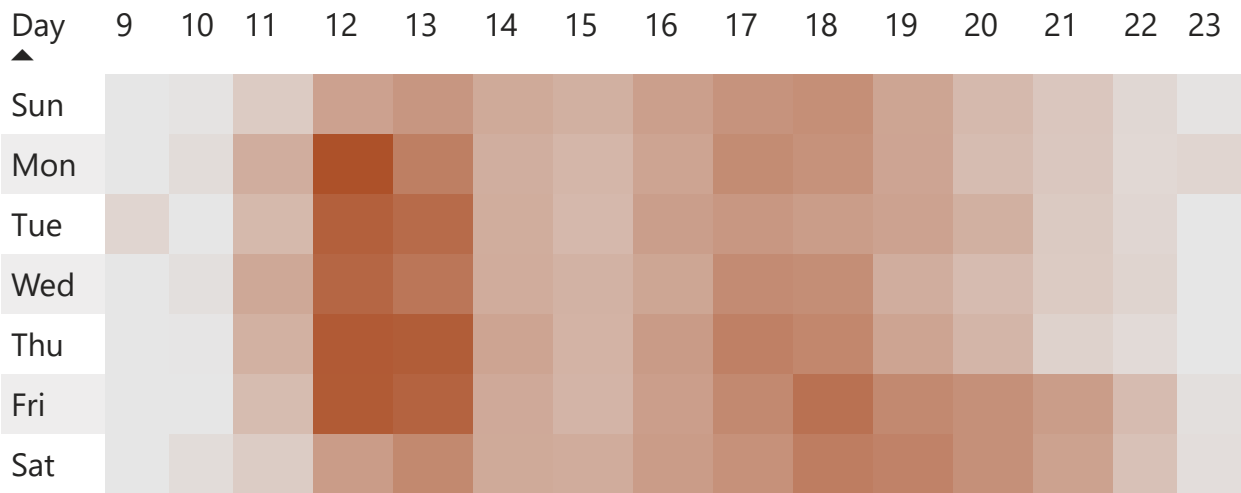
The busiest hours are on **weekdays at 12-2 PM, and evenings at 6 PM**, accounting for **37.5%** of all pizzas sold. The least busy hours are at **9-11 AM, and at 11 PM**, accounting for only **0.2%** of pizzas sold.

Recommendations: Increase staff during peak hours and consider shortening store hours to 11AM - 11PM to reduce operational costs.

Average Pizzas Sold by Hour



Hourly Average Pizzas Sold by Day of Week



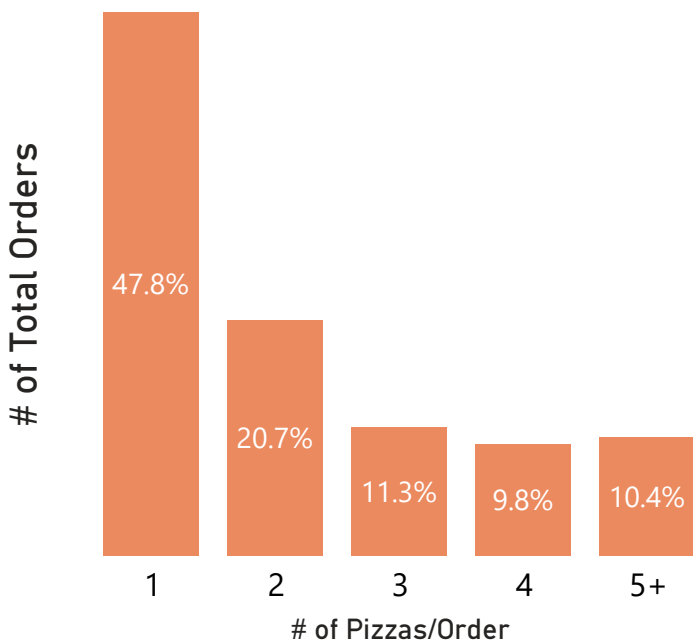
Seating Capacity Analysis

68.5% of orders have only 1-2 guests. The average pizzas ordered per table during hours where number or orders reached or exceeded maximum capacity is less than 3, suggesting majority of tables are only occupied by at most two customers.

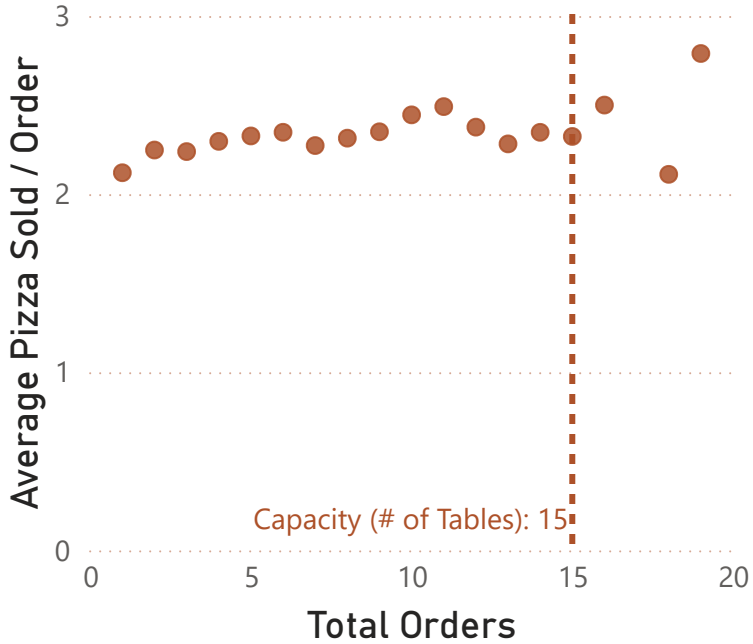
Recommendations: Reduce 4-seater tables and add 2-seater tables to maximize seating capacity. Consider discount promos on bundle of pizzas for even-numbered guests to better maximize seating capacity.

***Analysis assumes:** , 1 pizza per customer; 15 tables and 60 seats; 4 seats per table; each order is assigned to 1 table

Pizzas Sold During Peak Hours Histogram



Hourly Pizzas Sold per Order by Total Orders



Pizza and Ingredients Analysis

The **Barbecue Chicken pizza** is the best selling pizza while **The Thai Chicken Pizza** has the highest revenue. **The Brie Carre Pizza** is the worst selling pizza.

Best Selling Pizzas	Pizzas Sold	Revenue
The Barbecue Chicken Pizza	2432	\$42,768
The Thai Chicken Pizza	2371	\$43,434.25
The California Chicken Pizza	2370	\$41,409.5

Worst Selling Pizzas	Pizzas Sold	Revenue
The Brie Carre Pizza	490	\$11,588.5

The **Chicken Alfredo**, **The Chicken Pesto**, and **The Spinach Supreme** all have at least 3 unique ingredients - ingredients only used for that pizza type, but are some of the least popular pizzas.

Pizzas With The Most Unique Ingredients	# of Unique Ingredients	Popularity (out of 31)
The Chicken Alfredo Pizza	5	23
The Hawaiian Pizza	4	3
The Chicken Pesto Pizza	3	25
The Italian Capocollo Pizza	3	18
The Spinach Supreme Pizza	3	28

Recommendations: Consider removing The Brie Carre Pizza and the least popular pizzas with the most unique ingredients to reduce inventory. Also consider leveraging the most popular pizzas to pair with less popular entries ias discount promos.