

PLATO PIZZA

VISUALS

INSIGHTS

Revenue
\$818K

Total Orders
21.35K

AVG Order Value
\$38

Quantity Sold
50K

AVG Quantity per Order
1.02

Pizza Category

Chicken

Classic

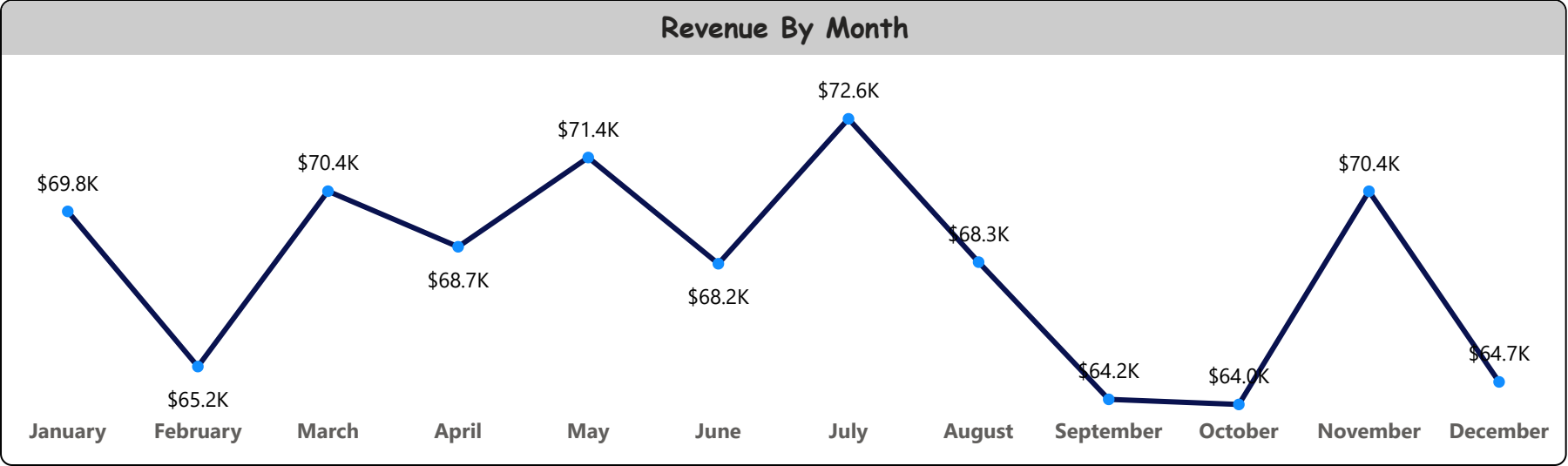
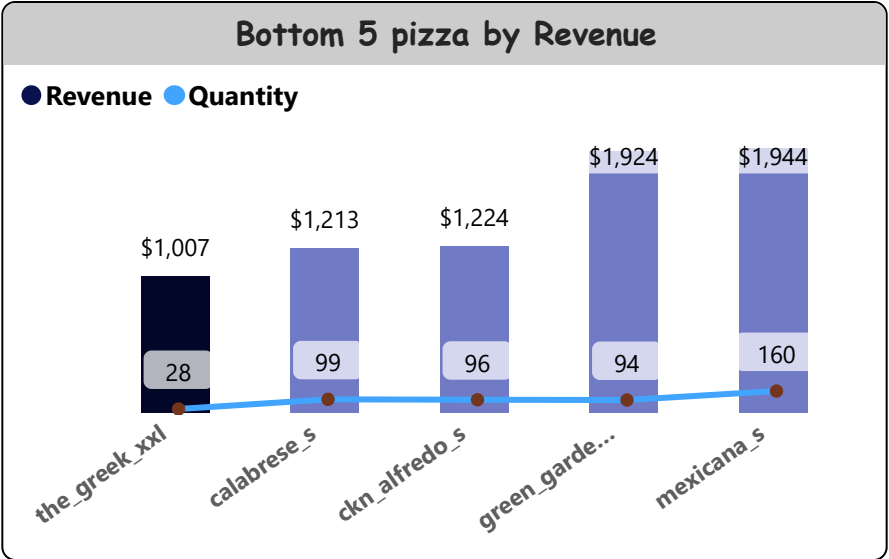
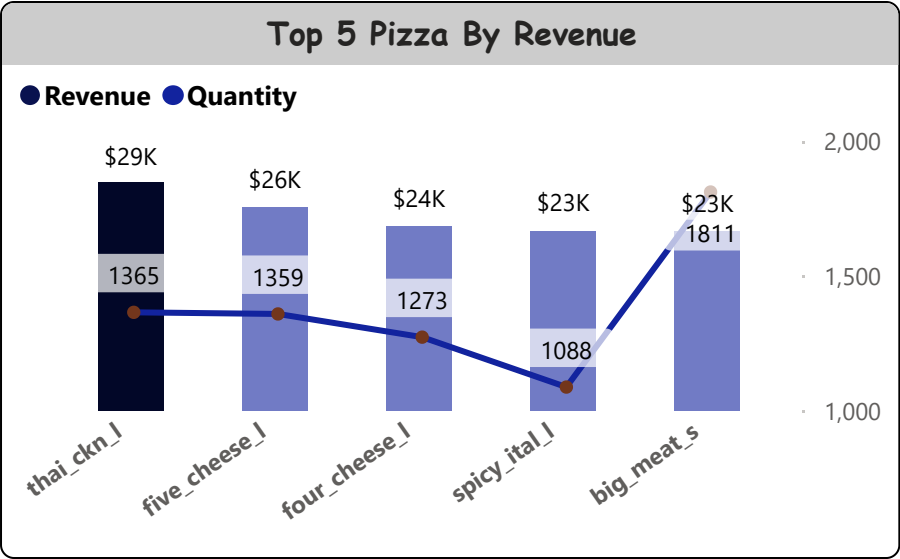
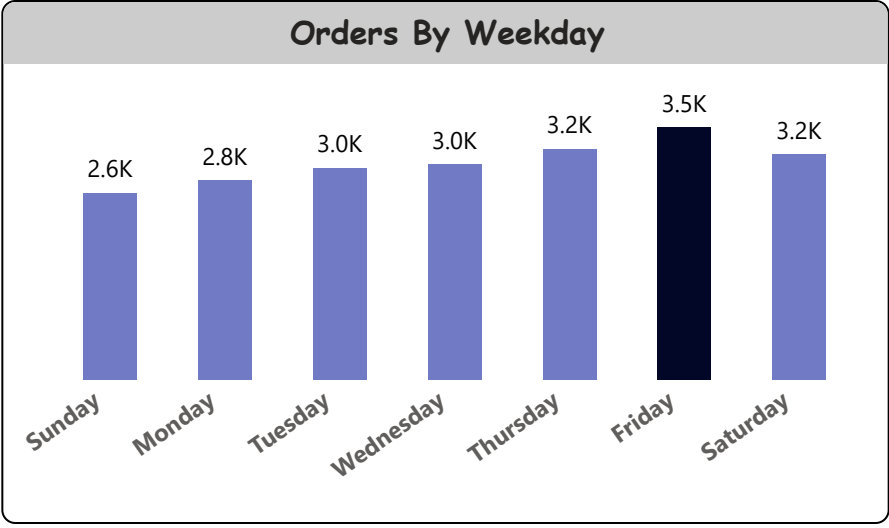
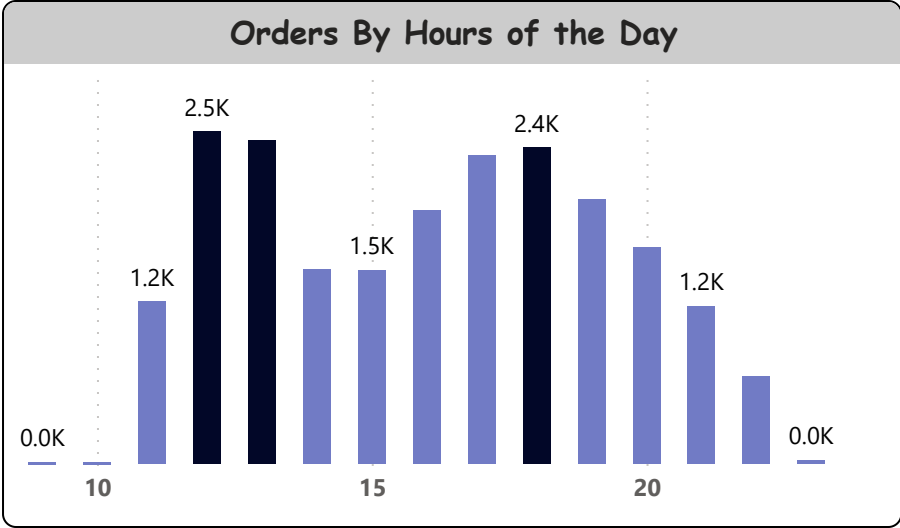
Supreme

Veggie

Quarter, Month

All

▼



INSIGHTS

- With a total revenue of **\$818k**, the revenue figures show monthly fluctuations throughout the year. The highest revenue was recorded in July (**\$72.6k**), followed closely by May (\$71.4k). There was an average order value of \$38. The lowest revenue was in October **\$64.0k**, followed by September \$64.2k. There seems to be a pattern of higher revenue during the summer months (May to July) and lower revenue towards the end of the year (September to December). **This suggests a possible seasonal influence on the business's revenue with a potential correlation between warmer months and increased business activity.** The latter part of the year witnessed a dip in revenue. October marked the lowest point with **\$64.0k**, followed by a marginal increase in November to \$70.4k. December concluded the year with revenue amounting to \$64k. **This downward trend may indicate a seasonal slowdown or external factors impacting consumer behavior and spending habits during the holiday season.** Despite the monthly fluctuations, our revenue remains relatively stable within a specific range between \$64k and \$72.6k.
- The hour of 12 PM (noon) stands out as the peak time for receiving orders, with a substantial volume of 2,520 orders. **This indicates that customers tend to make their purchases during the lunchtime period.** Following closely, the hours of 1 PM and 5 PM show considerable order activity, with 2,455 and 2,366 orders respectively. **These hours likely correspond to the post-lunch and late afternoon periods when customers are still active in making their purchases.**
- There is a consistent pattern of higher pizza orders during the weekends. **On Fridays, the number of orders significantly increases to 3.5k , indicating a strong demand for pizza at the start of the weekend, possibly as a treat or as part of their leisure activities.** The consistent demand throughout the midweek indicates that pizza remains a popular choice for convenient and enjoyable meals, even during busy weekdays. **Sundays show the lowest number of pizza orders compared to other weekdays, with 2,600 recorded. This could be attributed to various factors, such as individuals spending time with family or cooking at home.**
- **THAI CHICKEN PIZZA - large size** emerges as the highest revenue-generating pizza with a revenue of **\$29k** and 1365 pieces been sold. With the lowest revenue of **\$1,000**, The **GREEK PIZZA - XXL** indicates a relatively lower demand for this particular variety.

RECOMMENDATIONS

- Recognizing the higher demand on weekends, we can focus the marketing efforts and promotions during these days to attract more customers and increase sales. Nevertheless, we can also ensure sufficient staffing and resources during peak hours to meet customer demand efficiently and provide excellent service. We can consider offering lunchtime specials or promotions to attract more customers during the peak hours of 12 PM to 1 PM. This can help increase order volume and overall revenue during this period
- Capitalizing on Popular Pizzas; the top-performing pizzas, such as the Thai Chicken L, Five Cheese, and Four Cheese, indicate a strong customer demand. We can consider promoting these pizzas through targeted marketing campaigns and special offers to further boost their popularity and drive additional revenue
- The bottom-performing pizzas, such as The Greek, Calabrese, Chicken Alfredo, Green Garden, and Mexicana, may require some attention. We can further evaluate their recipes, pricing, and marketing efforts to identify potential areas for improvement. Furthermore, we can consider revising the toppings, exploring customer feedback, or repositioning these pizzas to increase their appeal
- To boost overall revenue, implementing an online ordering system can be a highly effective strategy. The convenience and accessibility of online ordering have become increasingly popular among customers, and tapping into this trend can significantly expand your customer base and increase sales.