BRIEF

You've been hired as a BI consultant by Plato's Pizza to help the restaurant use data to improve operations, and just received the following brief:

Welcome aboard, we're glad you're here to help!

Things are going OK here at Plato's, but there's room for improvement. We've been collecting transactional data for the past year, but really haven't been able to put it to good use. Hoping you can analyze the data and put together a report to help us find opportunities to **drive more sales** and **work more efficiently.**

Here are some questions that we'd like to be able to answer:

 • What days and times do we tend to be busiest?

 • What are our best and worst selling pizzas?

 • What's our average order value?

 • How much money did we make this year? Can we identify any seasonality in the sales?

Mario Maven (Manager, Plato's Pizza)

About the dataset

 • This dataset contains **4 tables** in CSV format.

 • The **Orders** table contains the date & time that all table orders were placed.

 • The **Order Details** table contains the different pizzas served with each order in the Orders table, and their quantities.

 • The **Pizzas** table contains the size and price for each distinct pizza in the Order Details table, as well as its broader pizza type.

 • The **Pizza Types** table contains details on the pizza types in the Pizzas table, including their name as it appears on the menu, the category it falls under, and its list of ingredients.