

# PIZZERIA SALES REPORT

## TOTAL REVENUE

\$8,17,860

## ORDERS SERVED

21,350

## PIZZAS SERVED

49,574

## AVERAGE ORDER VALUE

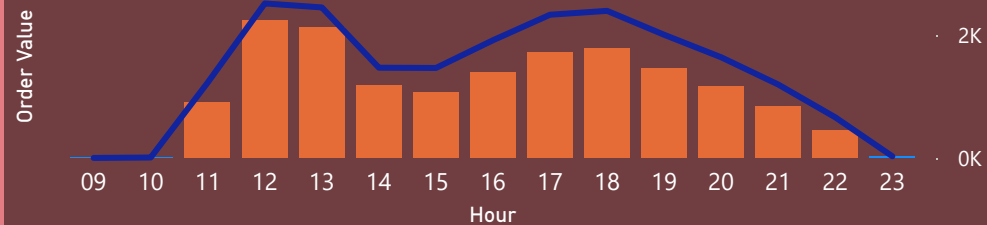
\$38

## ORDERS UNDER AVERAGE VALUE

63%

### Order Value by Hour

Hour (groups) ■ Other Open Hours ■ Very Low Sales Hour ■ Number of Orders



### Order Value by Day of the Week



## INSIGHTS AND RECOMMENDATIONS

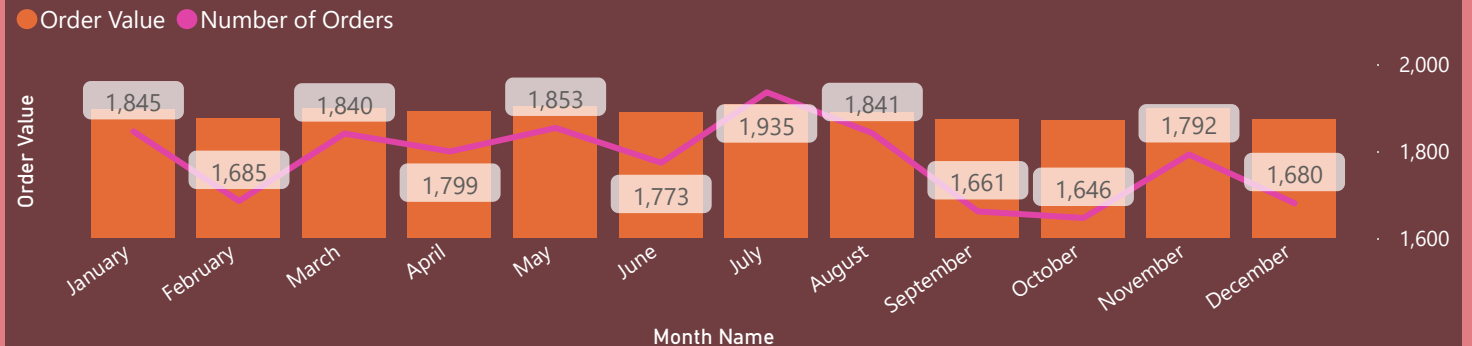
The combined sales during **09:00 - 11:00** and **23:00 - 00:00** amounts to **\$1,508** which is approximately **0.18%** of the total revenue of 2015. It is therefore recommended to reduce operating costs by changing the pizzeria timings to **11:00 - 23:00**.

The average order value is **\$38** but the percentage of orders below this average order value is **63%**. Recommend introduction of items such as beverages, starters and desserts to offer them as **add-ons** at the time of order to increase the average order value.

On an average the hours between **12:00 - 14:00** and **17:00-19:00** represent peaks in number of orders and revenue generated and is recommended to have the more experienced servers available for work during these shifts to provide the best possible experience. **But** the peak hours has a variable curve depending on the day of the week, and if the workers shifts can be arranged per day of the week basis then adjust accordingly to maintain optimal number of working staff based on time of day **and** day of week

The revenue by month **does not** have much in terms of variations **but** the number of orders during the months of **February, September, October** and **December** are **incredibly low** but the revenue remains relatively the same. **ASSUMPTION** it's the holiday season, and the number of customers are less or the customers arrive in large groups and take a single order. It is recommended to have limited time seasonal dishes during these months to increase sales.

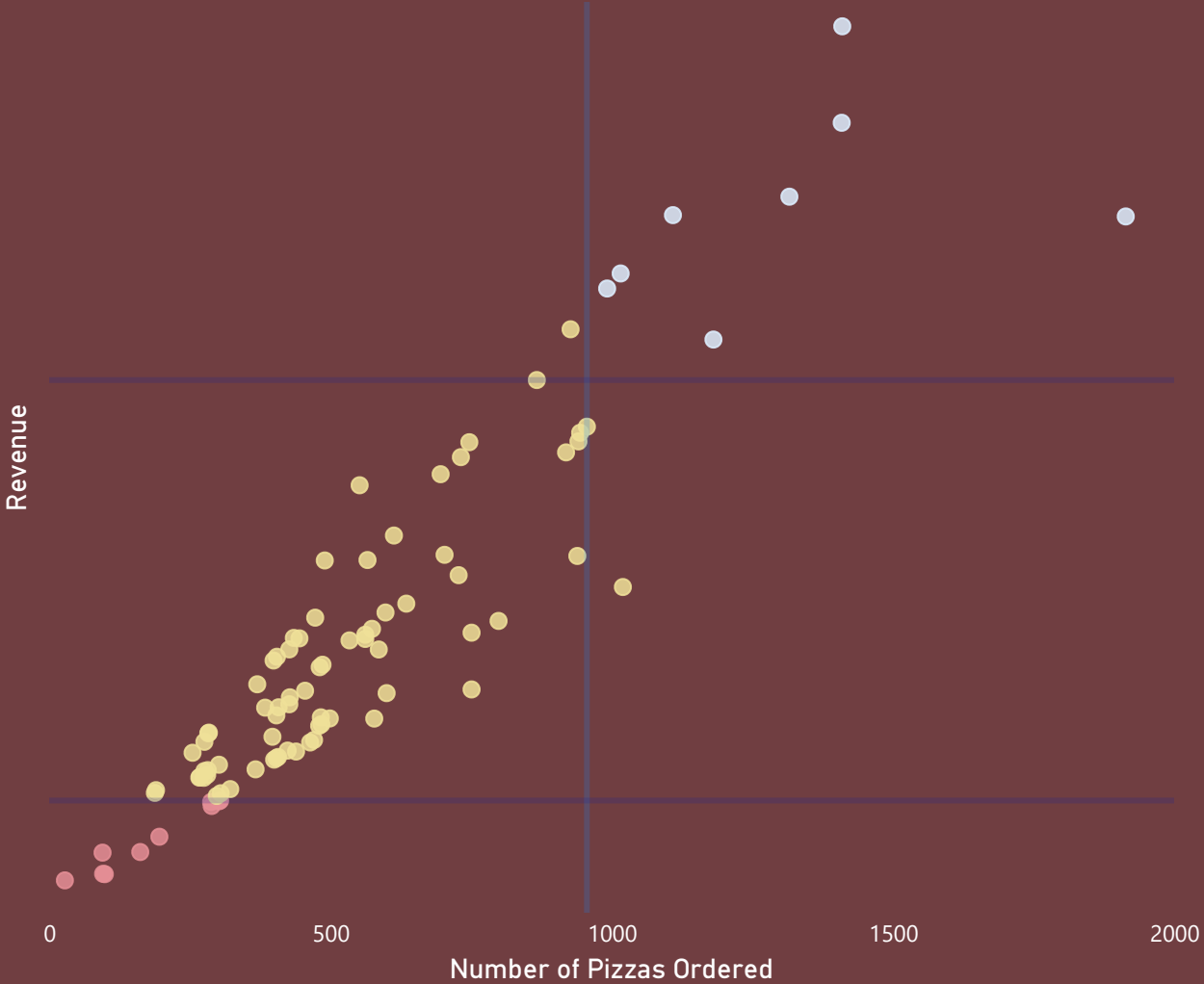
### Order Value and Number of Orders by Month Name



# Sales Analysis

Order Volume vs Revenue

Pizza ID (groups) ● Low Performing Pizzas ● Others ● Top Performing Pizzas



Name	Size	Revenue
The Thai Chicken Pizza	L	\$29,257.50
The Five Cheese Pizza	L	\$26,066.50
The Four Cheese Pizza	L	\$23,622.20
The Spicy Italian Pizza	L	\$23,011.75
The Big Meat Pizza	S	\$22,968.00
The Southwest Chicken Pizza	L	\$21,082.00
The Barbecue Chicken Pizza	L	\$20,584.00
The Classic Deluxe Pizza	M	\$18,896.00
The Greek Pizza	S	\$3,648.00
The Italian Capocollo Pizza	S	\$3,624.00
The Soppressata Pizza	S	\$3,600.00
The Mediterranean Pizza	S	\$3,468.00
The Italian Supreme Pizza	S	\$2,450.00
The Mexicana Pizza	S	\$1,944.00
The Green Garden Pizza	L	\$1,923.75
The Chicken Alfredo Pizza	S	\$1,224.00
The Calabrese Pizza	S	\$1,212.75
The Greek Pizza	XXL	\$1,006.60

## APPROACH

The **Top Performing Pizzas** are grouped by top 90% percentile volume of pizzas ordered and top 90% percentile of revenue

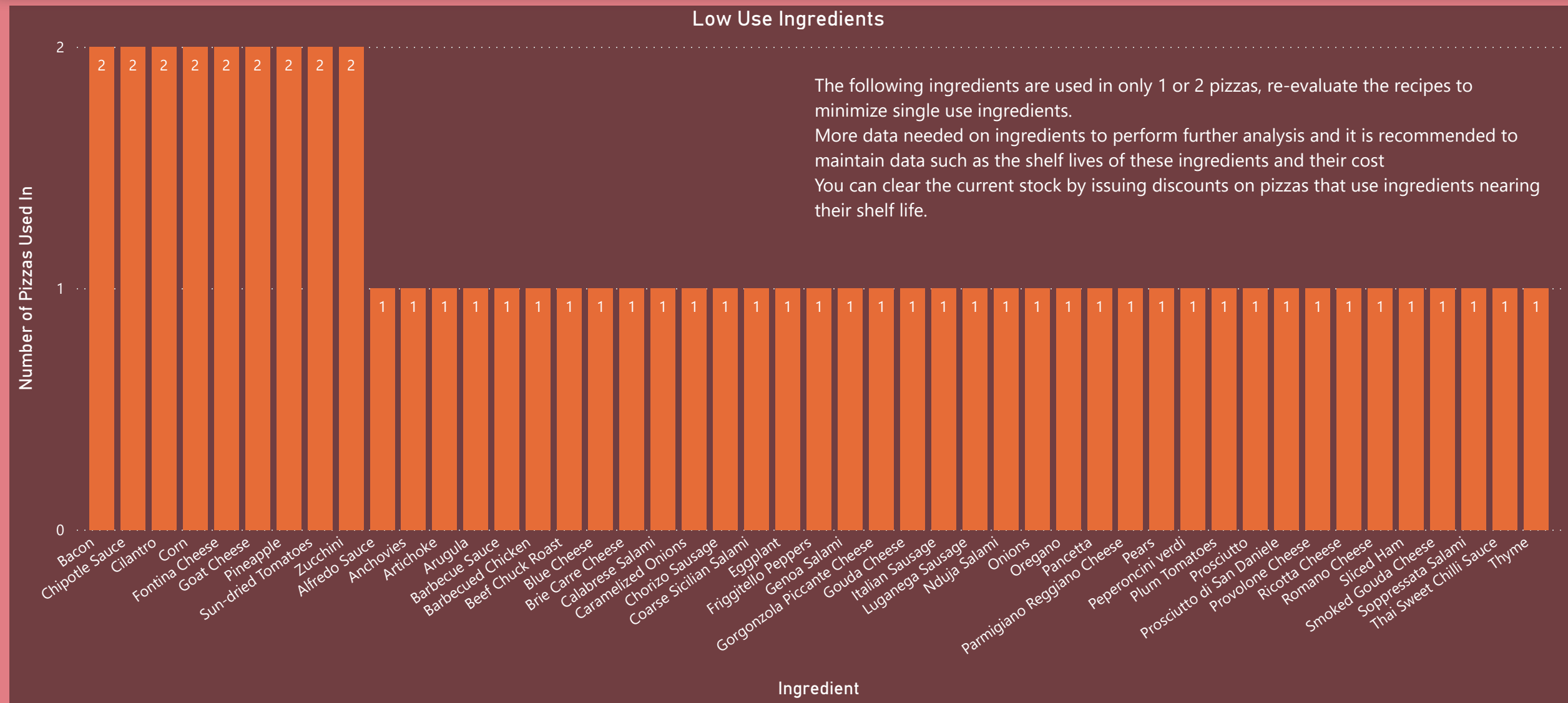
The **Low Performing Pizzas** are grouped by bottom 10% percentile of revenue

## RECOMMENDATIONS

The volume of orders in **Top Performing Pizzas** is high and increasing the price of these pizzas by small amount will have a multiplicative increase in revenue if the number of orders don't stop dropping

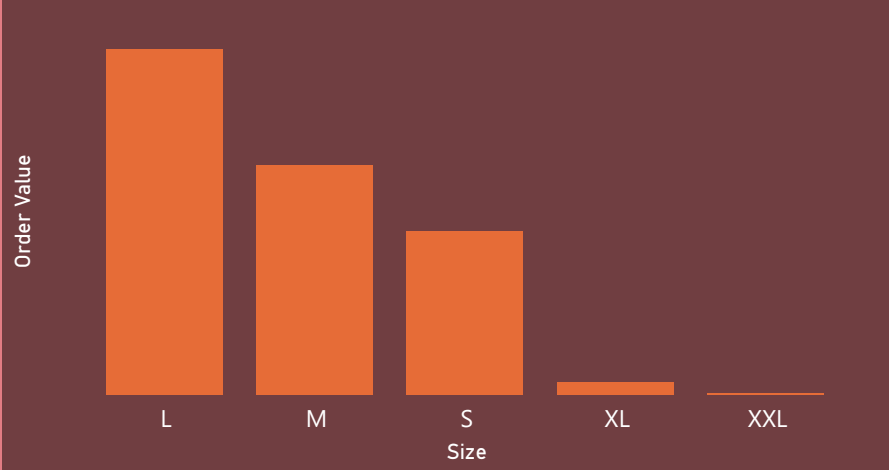
The **Low Performing Pizzas** can be considered for removal from menus and removal from any on going advertisements

# Ingredient Analysis

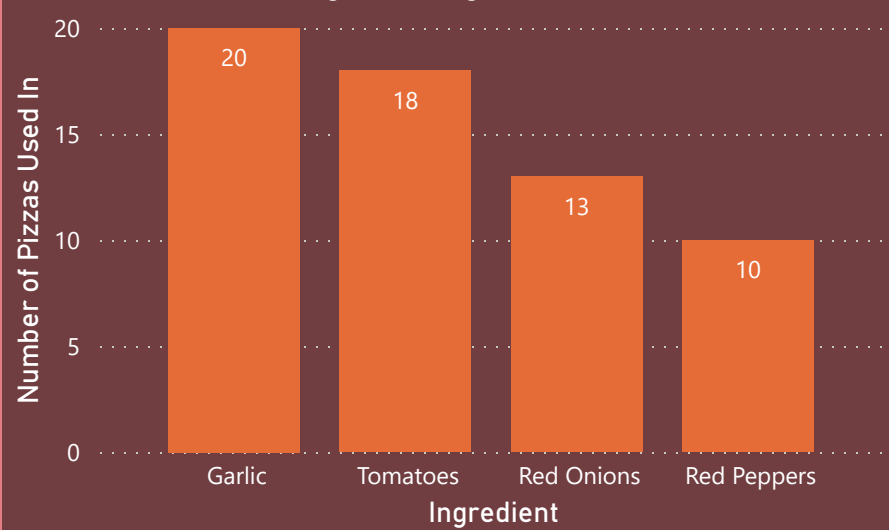


# Pizza Analysis

Order Value by Size



High Use Ingredients



## Analysis and Recommendations

**XL** and **XXL** pizzas contribute to **\$15,082** which is approximately **1.8%** of the total revenue of 2015. It is recommended to remove these items from the menu if they need specialized care, have longer time to cook, etc.

**Garlic, Tomatoes, Red Onions** and **Red Peppers** are used in more than 10 different pizzas. It is recommended to evaluate the shelf life of these items and negotiate whole sale prices in buying these ingredients.