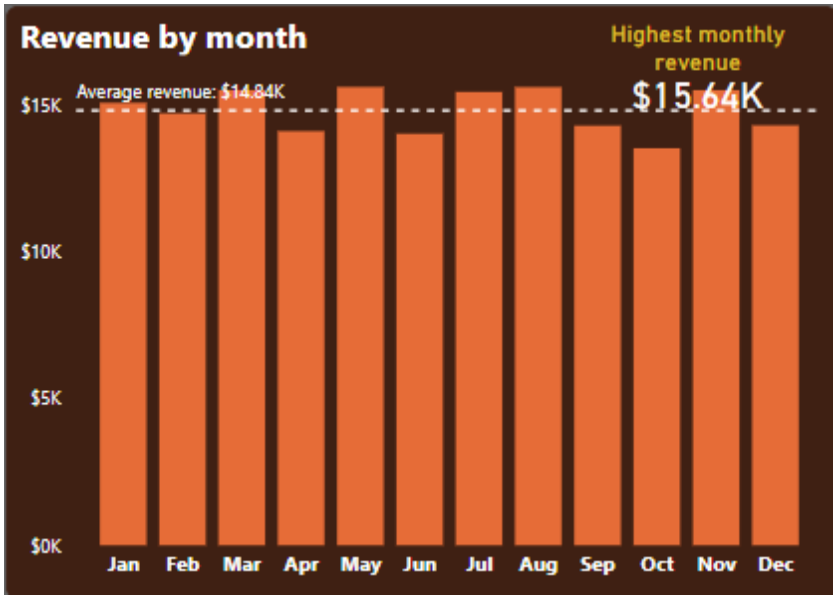
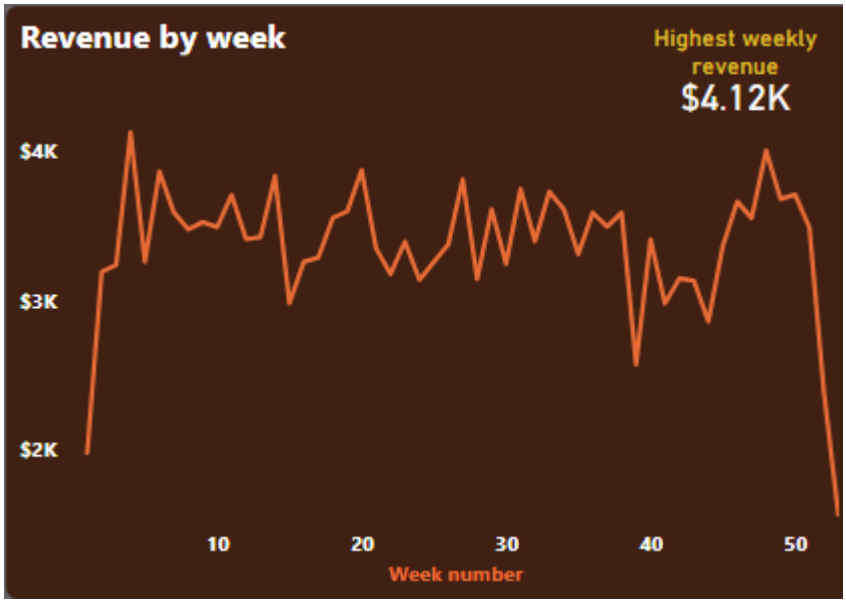
REVENUE DASHBOARD

Below Revenue by month bar chart demonstrates total revenue generated every month in 2015. The highest revenue is at $72.56k in July. The lowest revenue is at $64k in both September and October. The average revenue is around $68k. It can be concluded that the total revenue is quite consistent.



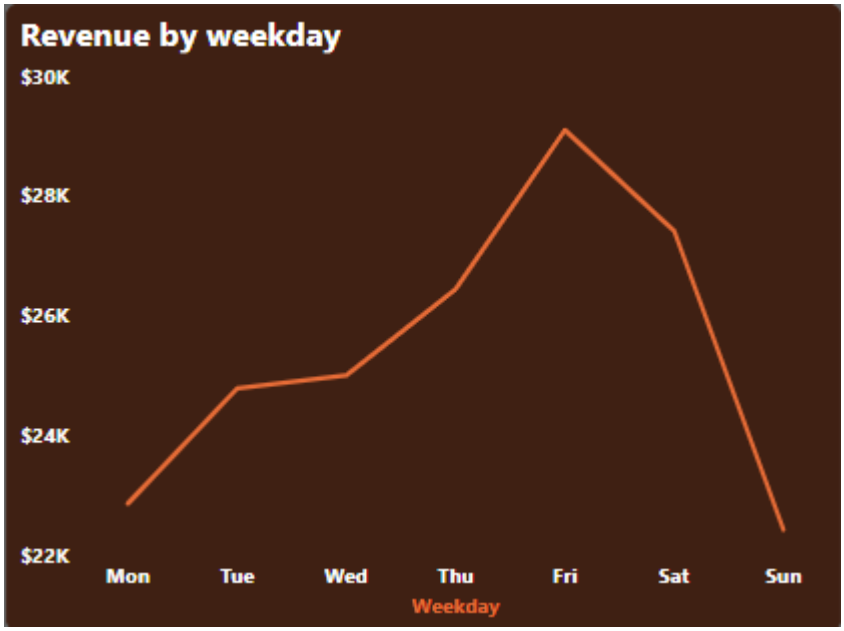
Below Revenue by week line chart demonstrates total revenue generated in 52 weeks in 2015. The lowest revenue is generated at $9.8k in week 1 and then got consistent over the year from week 2. It is a result of cutting off services and lower demands during and after New Year event. On the other hand, the peak revenue is at $19.75k on the week 48, which is early December. It explains the higher demand due to close to Christmas time. Regular events like company Christmas party or end of study semester party can be a major contribution. Family often prefers to eat out in this period due to busy Christmas preparation. However, after this period, the sale starts dropping down quickly because it was time for family gathering and events. I would suggest the company shall prepare staffing before Christmas and design special family pack promotions for the period from week 49 to week 1.



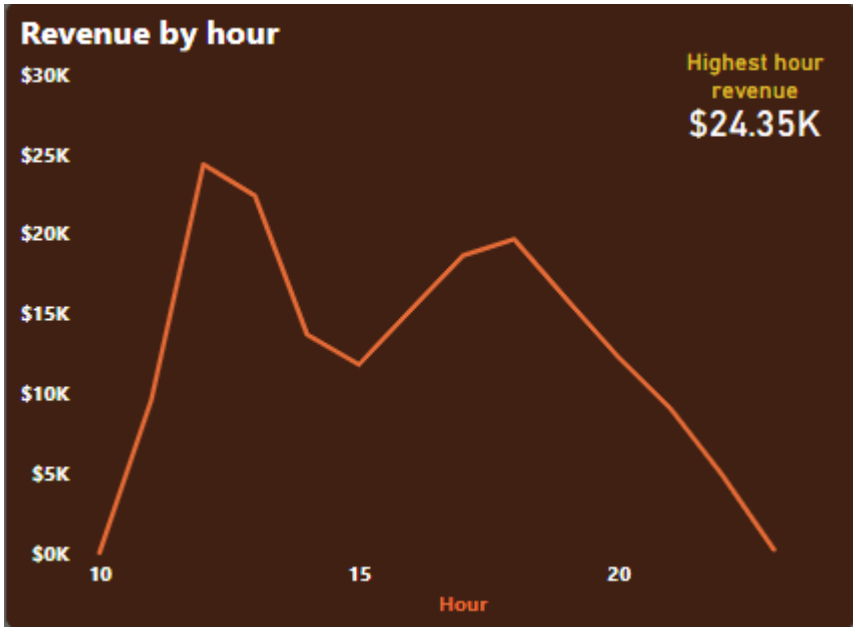
From below Revenue by day matrix and Revenue by weekdays donut chart, it shows that the generated income is consistent throughout days which weekend or weekday has not different.

Below Revenue by weekday line chart illustratesthe total revenue generated from Monday to Sunday. The shop experienced the highest income at $29,099 on Friday. It may be caused by hang-out and dining-out culture on Friday night. People tend to award themselves after finishing a work week or attend company party like drinking night. Therefore, the shop needs to ensure that staff and inventory are well managed on to meet customers' satisfaction and generate maximum revenue. On the other hand, the line is dropping quickly after Friday to the lowest income at $22,437 on Sunday and $22,871 on Monday. It is expected that sales are normally doing down

after a busy period. I consider it is normal and the shop should focus on cleanning and training on these days.

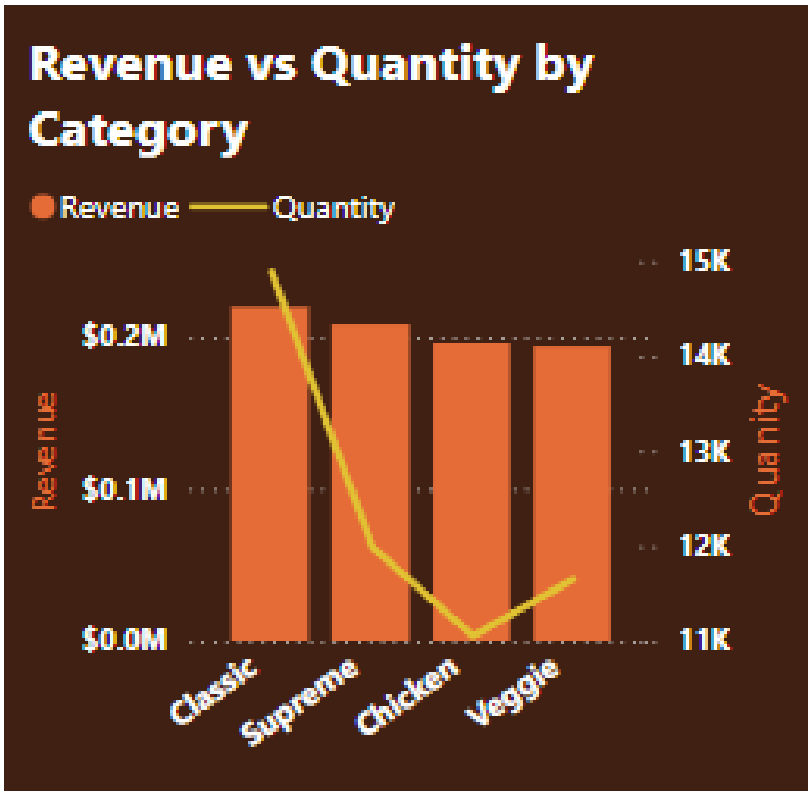


Below Revenue by hour line chart shows the total revenue generated by hour in a day and the trading hour is from 9am to 11pm. It is understandable that the peak sale, well over $100k per hour, is at lunch time 12pm-1pm when the lunch break usually is. Following by dinner time 6pm at nearly 90k. However, the opening time 9am-10am is the worst performing time because it generates very low revenue from $83 to $300. This can be come from the culture which people do not have pizza for breakfast. Therefore, I would suggest considering in cutting off the trading time 9am-10am to maximise the profit and lower operating cost.



CATEGORY ANALYSIS

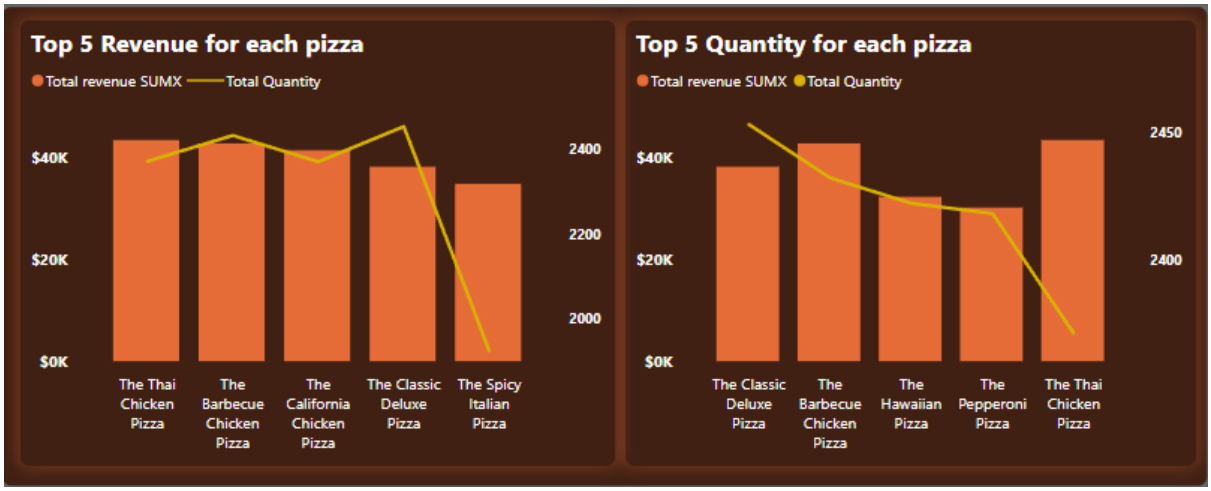
Below Revenue and quantity by Category clustered chart identities the outperforming of classic category. It is the top 1 in both quantity and revenue. Despite being the least selling in term of quantity, chicken still has higher ranking than veggie in revenue. Through it, veggie category is getting more popular and trendier today, but still offer reasonable prices.



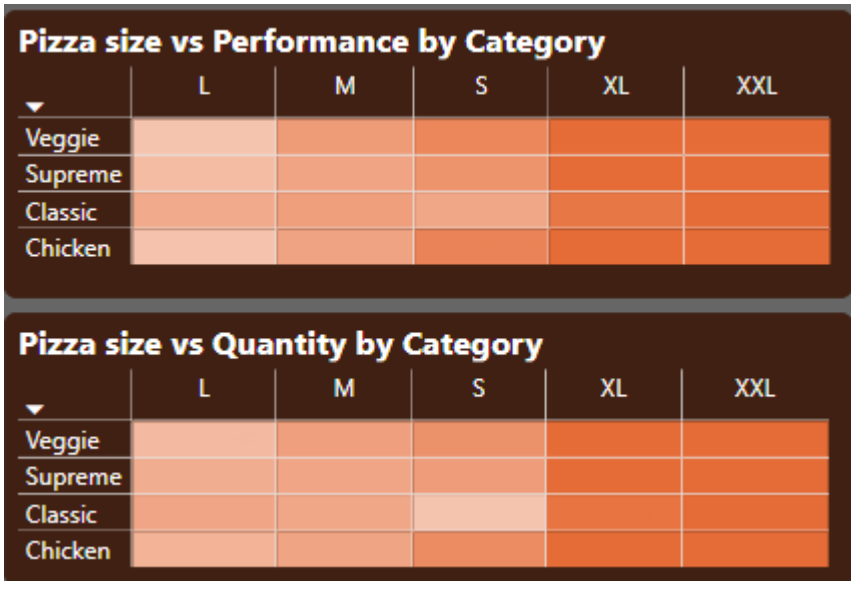
According to below top 5 Revenue vs Quantity for each pizza chart, we can find

	Top 5 pizza by revenue	Top 5 pizza by quantity sold
1	Thai chicken	Classic deluxe
2	Barbecue chicken	Barbecue chicken
3	California	Hawaiian
4	Classic deluxe	Pepperoni
5	Spicy Italian	Thai chicken

Thai chicken, barbecue chicken and classic deluxe are the most popular and generated revenue. It reflects customer telling in the area. It is suggested that the company needs to pay more attention on ingredient inventory for these pizza types.



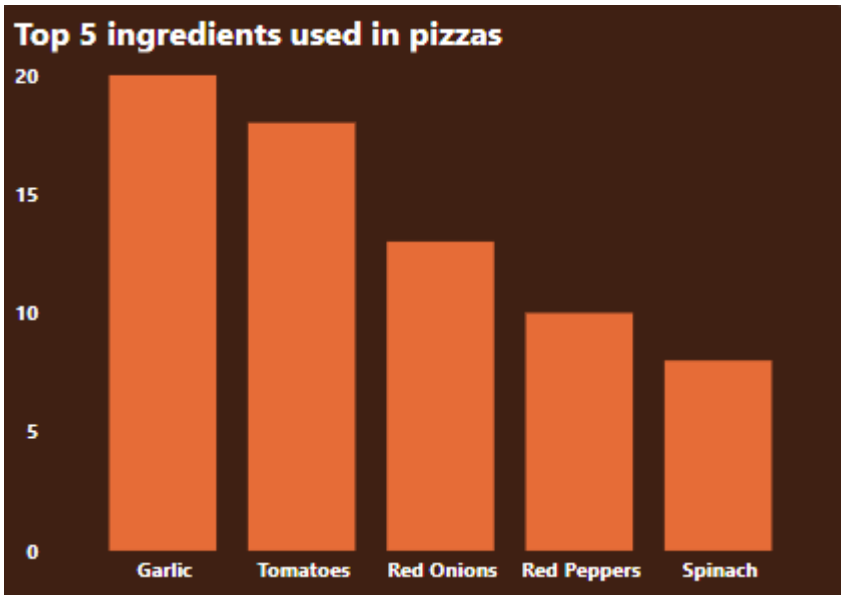
Below Pizza size by category shows the popular of size L in contributing to overall performance, following by size M. On the other hand, size XXL is the least popular size based on category. This size may be too big and more suitable for family and party.



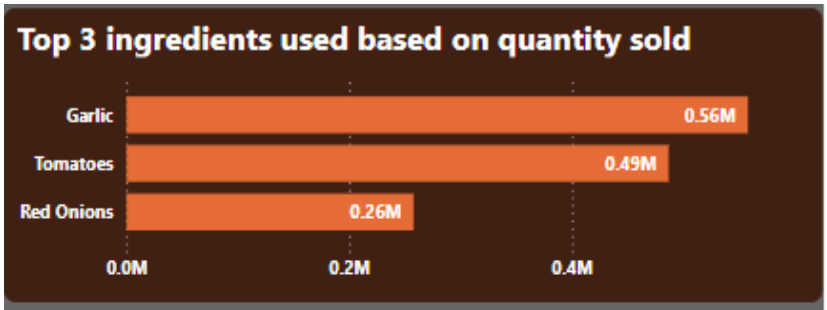
Single-item order is around 8.2k while multi-item accounts 13.2k. we can conclude that people usually buy more than 1 pizza per time.

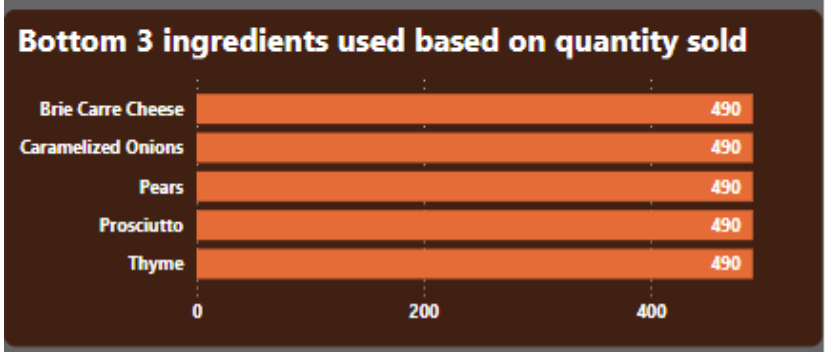
INGREDIENT ANALYSIS

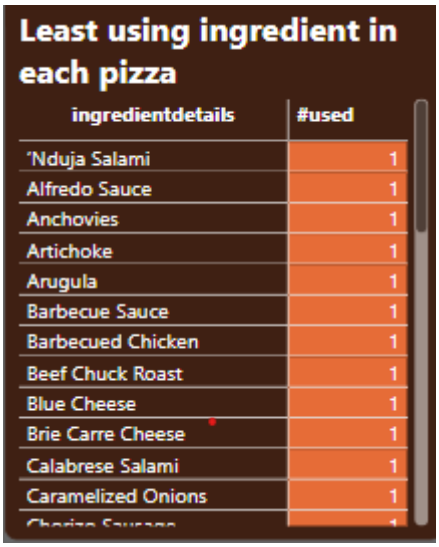
Below Top 5 ingredients used in pizzas bar chart identifies the most used ingredients across all the pizza recipe such as mozzarella cheese, tomato sauce, garlic, tomatoes and red onions. In which, mozzarella cheese is used in all the pizzas. The shop shall pay more attention to the inventory and supply of these ingredients.



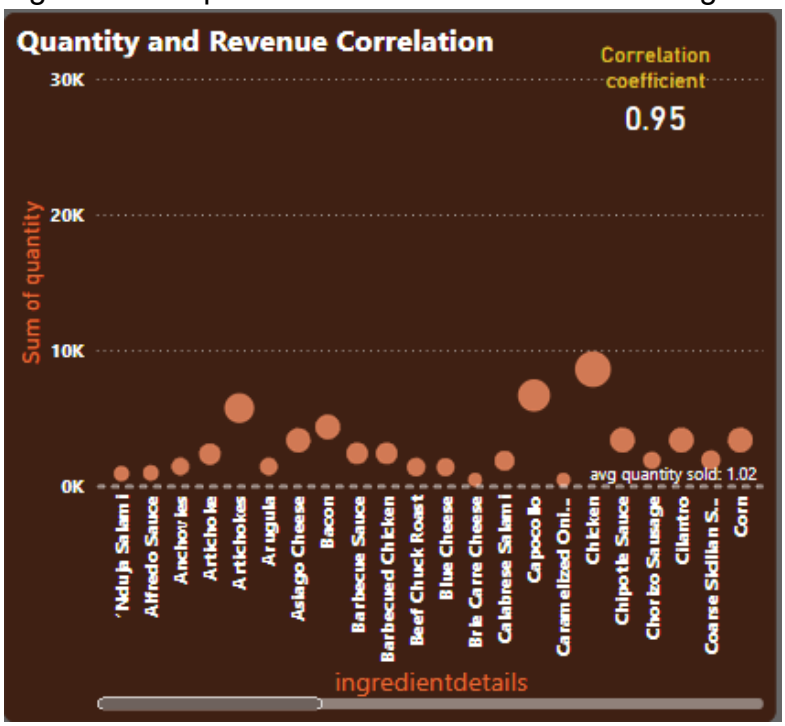
Regarding the below top 3 and bottom 3 ingredients by sold quantity bar chart, it shows that the most popular ingredients are garlic, tomatoes and onions and the least used ones are Brie Carre Cheese, caramelized onions, pears, prosciutto and thyme. On the other hand, the below Least using ingredient in each pizza also presents the bottom 3 ingredients by sold quantity. I would suggest to redesign recipe on the pizzas which contains these ingredients. If it is still not upsale, the company should consider to get rid of the pizza type to save inventory and storage.







The below scatter chart of Quantity and Revenue correlation demonstrates the relationship between number of sold pizza and the total generated revenue. Trend line is very positive and the correlation coefficient is 0.95. It reflects the dependency of revenue on sold quantity. If the company sells more pizza quantity, they make more money. To increase the revenue, company shall invest in advertisement and loyalty programs to boost the number of pizza sold. It also clearly show the ingredients in pizzas that are sold well and making the most money overal.



On the other hand, pizza price and quantity by category correlation show a slightly independence of the 2 values. It means if pizza price is higher, it does not affect much on sold quantity but still make it a bit depreciation. Therefore, pizza price is quite reasonable at the moment, so people order them based on their favour more.