



Pizza Sales Report

Report Period: Jan 01, 2015 - Dec 31, 2015

Owner: Julie Nguyen



Revenue

\$818K



Orders

21K



Products Sold

50K



Avg. Order Value

\$38

1/1/2015



12/31/2015



Chicken

Classic

Supreme

Veggie

Sales Trend

Product Performance

Purchase Pattern

Other Analysis

Recommendation

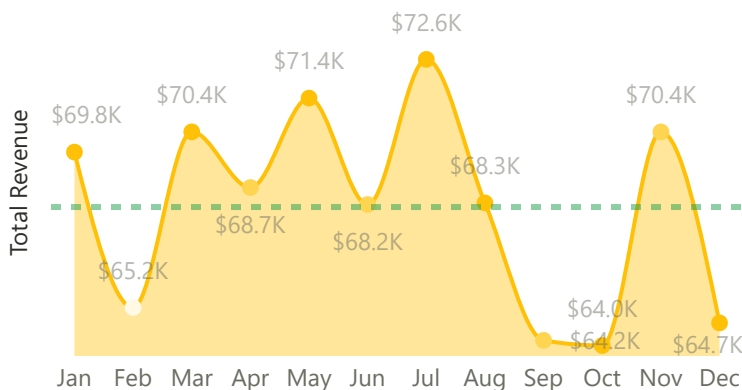
Seasonality

- The period from **March to July** has the highest revenue, with the peak in July (summer).
- Other peaks are in **January (New Year)** and **November (Thanksgiving)**.
- September and October (Autumn season) show a significant dip. October has no sales on Monday.

Hourly & Weekly Pattern

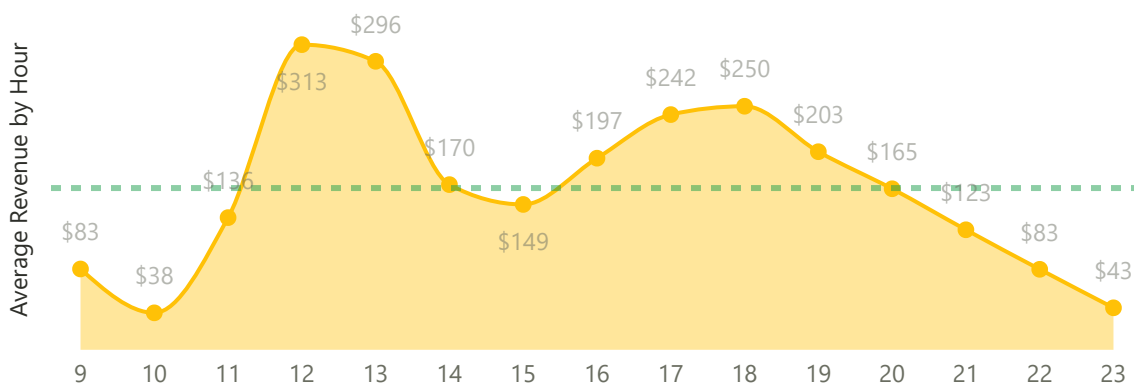
- Peak hours: **12-1PM (main - lunch time)** and **6-8PM (dinner time)**.
- Sales are highest on **Friday and Saturday (weekend)**, with the longer dinner time until 11PM.
- Lunch time is busier on week days (Mon - Fri)
- Sundays have lowest sales -> Home cooking or preparing for work week

Monthly Sales Trend



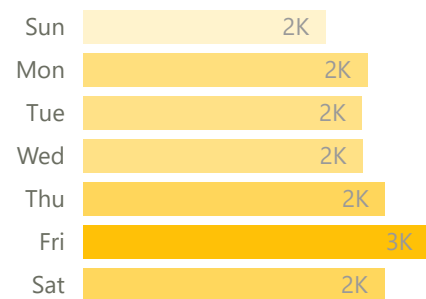
Day	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Sun	1.8K	2.2K	1.9K	1.8K	2.0K	1.8K	1.9K	1.8K	1.9K
Mon	2.1K	2.2K	2.3K	2.4K	2.2K	2.4K	2.2K	2.1K	2.2K
Tue	2.4K	2.2K	2.5K	2.2K	2.0K	2.2K	2.1K	2.1K	2.4K
Wed	2.2K	2.4K	2.2K	2.2K	2.3K	2.1K	2.3K	2.3K	2.2K
Thu	2.4K	2.2K	2.2K	2.3K	2.3K	2.3K	2.3K	2.0K	2.3K
Fri	2.4K	2.8K	2.6K	2.7K	2.9K	2.6K	2.9K	2.7K	2.8K
Sat	2.4K	2.3K	2.2K	2.4K	2.4K	2.4K	2.6K	2.4K	2.4K

Hourly Sales Trend

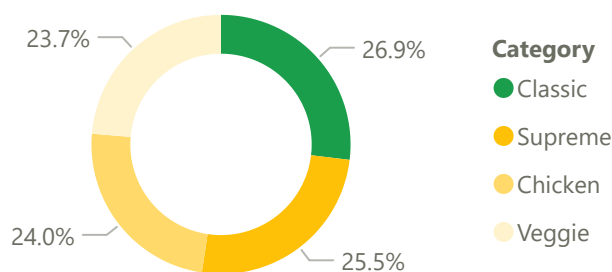


Day	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Sun		38	91	192	220	169	158	194	226	235	181	133	102	63	35
Mon		50	162	387	277	162	143	186	248	230	184	125	101	60	67
Tue	83		137	353	325	165	136	201	215	200	192	159	93	62	
Wed		38	174	334	298	164	151	184	246	241	163	128	91	68	
Thu		29	155	366	362	185	146	208	270	256	185	145	74	54	22
Fri			129	365	343	172	144	201	252	309	251	233	203	128	43
Sat		53	86	202	250	170	167	204	233	281	268	231	192	114	46

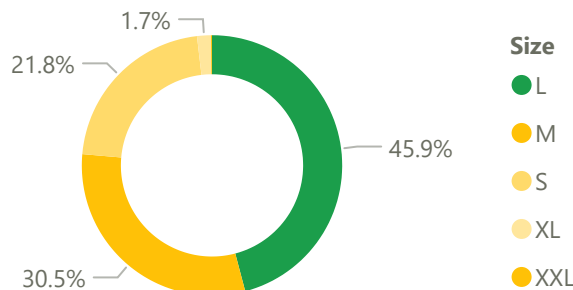
Weekly Sales Trend



Total Revenue by Category



Total Revenue by Size





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Category & Pizza

- **Classic cate lead in both revenue and quantity sold**, followed by Supreme.
- Chicken cate has limited product offers resulting in low total performance. However, **3 chicken pizzas rank in top 5**.
- Veggie pizzas seem not attractive despite wide range choices. 2 in bottom 5 belong to this cate.

Size

- **Large size** accounts for **46% total revenue**.
- Medium and Large have relatively equal quantity sold, but Medium only accounts for 30% revenue.
- Classic has the highest Small size's quantity sold, double other cate.
- XL-XXL show relatively low demand.

Total Revenue by Category

Classic	\$220K
Supreme	\$208K
Chicken	\$196K
Veggie	\$194K

Total Products Sold by Category

Classic	15K
Supreme	12K
Veggie	12K
Chicken	11K

Category Overview

Category	No. of Products	Avg. Price
Supreme	25	\$16.79
Classic	24	\$16.18
Veggie	24	\$16.36
Chicken	18	\$16.75
Total	91	\$16.51

Top 5 Pizzas by Revenue

The Thai Chicken Pizza	\$43K
The Barbecue Chicken...	\$43K
The California Chicken...	\$41K
The Classic Deluxe Pizza	\$38K
The Spicy Italian Pizza	\$35K

Top 5 Pizzas by Quantity

The Classic Deluxe Pi...	2.5K
The Barbecue Chicke...	2.4K
The Hawaiian Pizza	2.4K
The Pepperoni Pizza	2.4K
The Thai Chicken Pizza	2.4K

Total Revenue by Category and Size

Size ● L ● M ● S ● XL ● XXL

Classic	\$75K	\$61K	\$70K
Supreme	\$94K	\$66K	\$47K
Chicken	\$102K	\$65K	
Veggie	\$104K	\$57K	

Bottom 5 Pizzas by Revenue

The Greek Pizza	\$1.0K
The Calabrese Pizza	\$1.2K
The Chicken Alfredo P...	\$1.2K
The Green Garden Pizza	\$1.9K
The Mexicana Pizza	\$1.9K

Bottom 5 Pizzas by Quantity

The Greek Pizza	28
The Green Garden Pizza	95
The Chicken Alfredo P...	96
The Calabrese Pizza	99
The Mexicana Pizza	162

Total Products Sold by Category and Size

Size ● L ● M ● S ● XL ● XXL

Classic	4K	4K	6K
Supreme	5K	4K	3K
Veggie	5K	4K	3K
Chicken	5K	4K	2K



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Single/Multi-Item

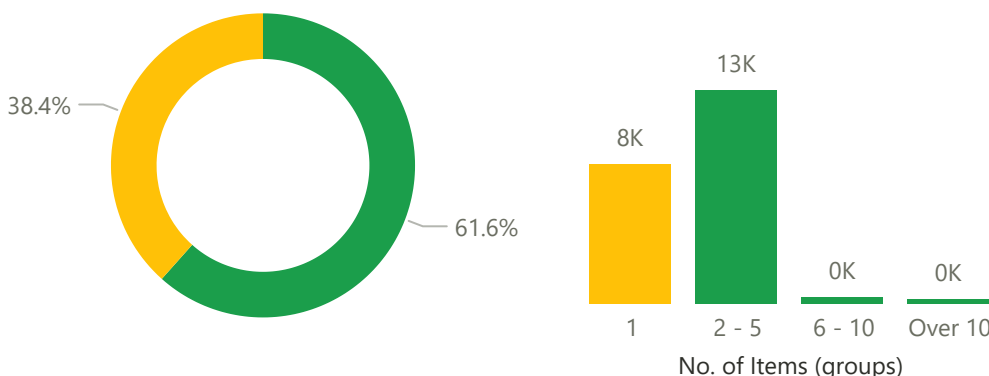
- 61.6% of orders contain multiple items, mostly 2-5 items -> Group setting, family dining
- Single-item orders are rare but with constant trend along the week -> Stable demand for individual quick meal

Product Sales by Size

- Classic Deluxe has the highest quantity sold with majority in M size
- Other popular pizzas within each cate are mostly ordered in L size
- Only Classic Greek has XL-XXL pizzas sold
- Some pizzas are only offered in specific size (Classic Big Meat - S, Veggie Five Cheese - L)

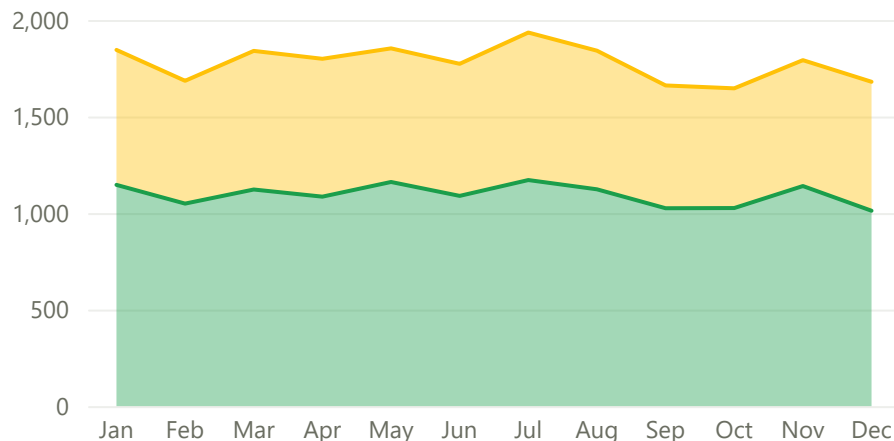
Single vs. Multi-Item Analysis

No. of It... Multi-Item Single-Item

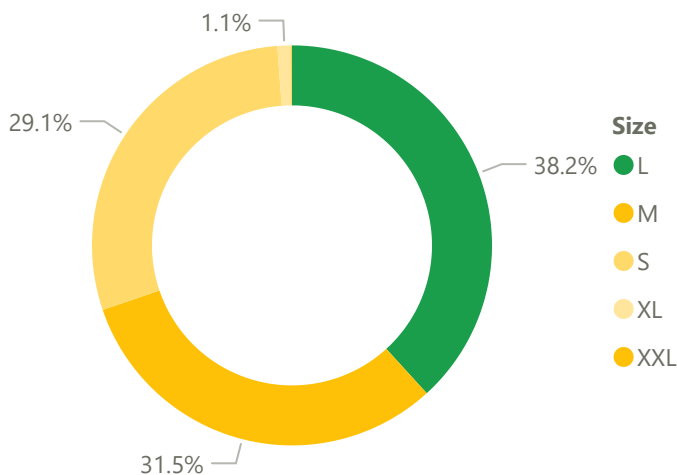


Single vs. Multi-Item Orders by Month

Single/Multi It... Multi-Item Single-Item



Total Products Sold by Size



Category

Classic

	L	M	S	XL	XXL	Total
The Classic Deluxe Pizza	473	1,181	799			2,453
The Hawaiian Pizza	919	483	1,020			2,422
The Pepperoni Pizza	728	939	751			2,418
The Big Meat Pizza			1,914			1,914
The Napolitana Pizza	566	427	471			1,464
The Italian Capocollo Pizza	732	404	302			1,438
The Greek Pizza	255	281	304	552	28	1,420
The Pepperoni, Mushroom, and Peppers Pizza	384	397	578			1,359

Supreme

The Sicilian Pizza	613	574	751			1,938
The Spicy Italian Pizza	1,109	408	407			1,924



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Ingredient

- Top frequently used ingredients are mostly basic spices and vegetables.
- The least used ingredients show significant higher avg. revenue and quantity sold -> Signature/Premium taste (Chorizo, Blue Cheese,...).
- Revenue and quantity by ingredient show strong positive correlation (Revenue is high when selling more products).

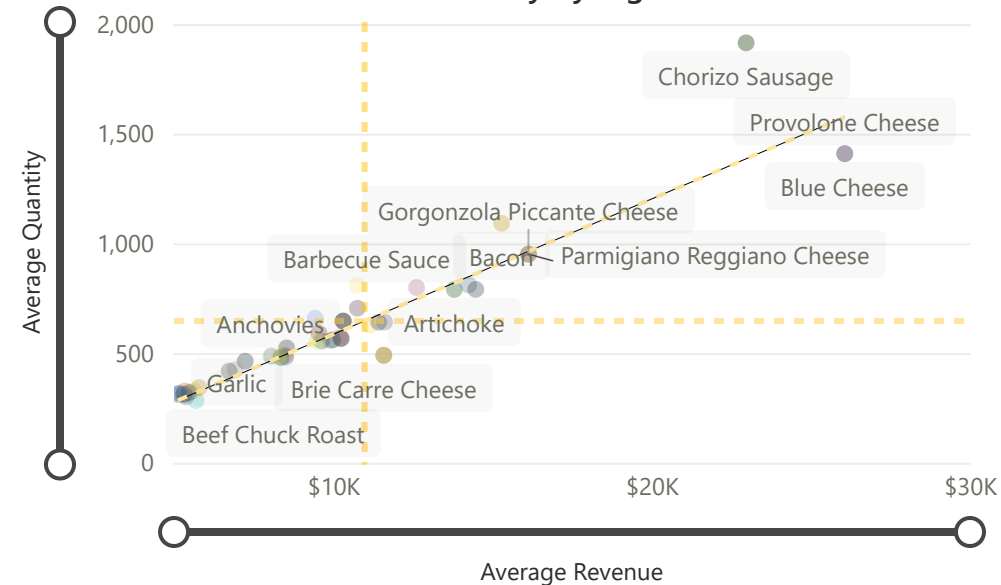
Price

- There is no clear correlation between price and revenue of product across all cates, except for Chicken cate.
- In Chicken cate, higher price products have higher revenue

Ingredient Analysis

Freq. Rank	Ingredients	Frequency	Avg. Quantity	Avg. Revenue
★ 1	Garlic	27422	490	\$8,493
★ 2	Tomatoes	26601	483	\$8,356
★ 3	Red Onions	19547	484	\$8,282
★ 4	Red Peppers	16284	552	\$9,499
★ 5	Mozzarella Cheese	10333	705	\$10,759
6	Pepperoni	10300	659	\$9,434
7	Spinach	10012	424	\$6,914
8	Mushrooms	9624	463	\$7,235
9	Chicken	8443	575	\$10,210
10	Capocollo	6572	558	\$9,911
11	Green Olives	6174	524	\$8,538
12	Artichokes	5682	384	\$6,472
13	Jalapeno Peppers	5643	641	\$11,433
14	Green Peppers	5224	591	\$9,553
15	Feta Cheese	4748	343	\$5,789

Correlation of Revenue and Quantity by Ingredient



Correlation of Revenue and Price by Product





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Seasonal Promotions

- **Summer Specials:** Since sales peak in summer months, introduce seasonal promotions with limited-time flavors or bundled deals to maximize revenue.
- **Fall Campaigns:** For slower months like September and October, consider fall-themed promotions or “Back-to-School” deals to attract more customers during these quieter periods.

Multi-Item and Group Orders

- **Combo Deals and Bundles:** With a high proportion of multi-item orders, introduce attractive combo deals, including popular pizzas, sides, and drinks, to encourage larger purchases.
- **Family and Group Meal Options:** Cater to the social dining trend by offering bundles designed for families or groups, especially on weekends, to increase average order values.

Targeted Day and Time-Based Offers

- **Lunch Hour Deals:** With high demand during weekday lunch hours, offer lunch specials or combo meals to drive more traffic during this period.
- **Weekend Dinner Promotions:** Given the peak sales on Friday and Saturday evenings, introduce bundles or group meal deals to cater to larger dining groups and maximize order values.
- **Sunday Family Bundles:** Address the low sales on Sundays by offering family meal deals to attract families looking for convenient dining options.

Product and Menu Optimization

- **Focus on Core Menu Items:** Highlight popular pizzas (top 5) in marketing campaigns, as they are consistent drivers of volume and revenue.
- **Reevaluate Low-Performing Pizzas:** Consider reducing or reworking pizzas that consistently perform poorly in both sales volume and revenue (bottom 5), focusing resources on more popular options.
- **Large Size Emphasis:** Since Large pizzas are the most popular, promote them as the go-to option for value and sharing. Consider up-size promotions or bundling them with sides or drinks to enhance appeal.
- **Premium Ingredient Promotion:** For premium pizzas with higher price points, emphasize the quality of ingredients to justify the premium pricing. Consider offer limited-time promotions for promoting trials.