

# Pizza Sales Analysis-2015

**Total Order** 21,350 Total Revenue \$818K

Order / Quarter 5,338

Revenue / Quarter \$204K

Order / Month 1,779

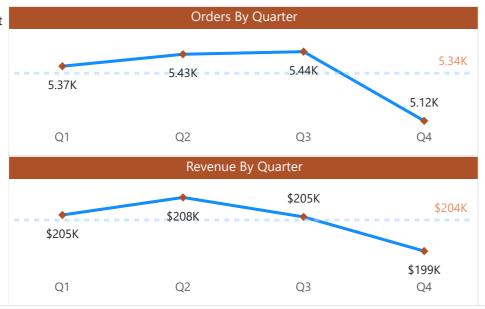
Revenue / Month \$68K

Order / Day **60** 

Revenue / Day **\$2K** 

The **4th** quarter recorded the lowest number of orders at **5.12K.** which is **220** orders below the average per quarter. This decrease may be due to the end of summer. Also, 5 days without orders were in Q4 ( Oct 5, 12, 19,26 and Dec-25).

The revenue trend is similar to the orders trend except for Q3 **5.44K** which is surprisingly recorded lower revenue **\$205K** as compared to Q2 **5.43K** with **\$208K** revenue.



In Q4 only November 1.79K cross the average order/month(1.78K). Thanks giving day and Black Friday contributed to this rise as both exceeded the November average order/day59.73.

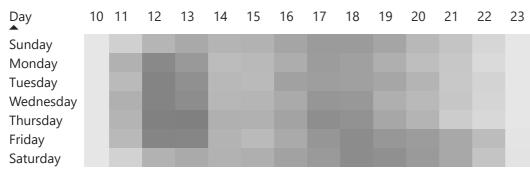
August didn't record as high revenue when related to with the orders. And also September holiday(24-25). This is affected the O3 revenue, its interesting to see November recorded relatively higher revenue.



### **Peak Hour Orders**

The busiest hours are on weekdays at 12-1 PM, and **5-6 PM.** 48.55% of total day business will happen only in peak hours. The least busy hours are at 10-11 AM, and 11 PM. And it takes only 6.55% of total day.

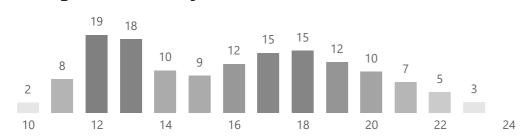
### **Peak Hour Orders**



#### **Average Pizzas Sold By Hour**

Total Pizza Sold **50K** Pizza Baked / Day

138



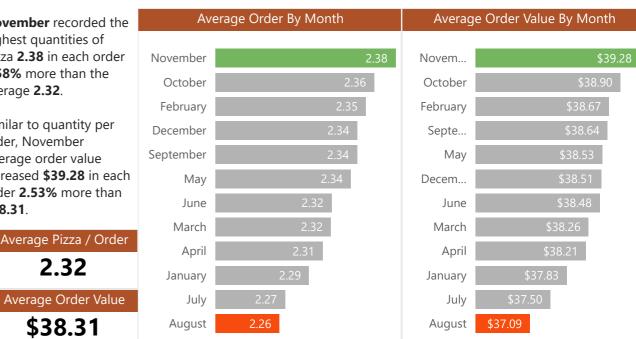
## **Order Vs Revenue**

**November** recorded the highest quantities of pizza 2.38 in each order 2.58% more than the average 2.32.

Similar to quantity per order, November Average order value increased \$39.28 in each order 2.53% more than \$38.31.

> Average Pizza / Order 2.32

\$38.31



## **Top And Bottom Performing Pizzas**

The Classic Deluxe Pizza is the most ordered with average price of \$16.17 across all sizes with revenue of \$38.18K and average order value of \$16.39. The second most ordered is Hawaiian with revenue of \$32.27K and Pepperoni is the third most ordered pizza with revenue of \$30.16K. Out of the three non of the pizza falls under the most revenue category.

The Thai Chicken is the highest revenue(\$43.43K) generated with average order value of \$19.5. And it is the 5t most ordered pizza. Barbecue Chicken generated the second most revenue(\$42.76). And California Chicken generated the third most revenue(\$41.41)





The Brie Carre Pizza is the least ordered 480 time. 180 less than the average orders per pizza type(667.14). The average order value is \$23.65 across all sizes making it the most expensive pizza type.

The Brie Carre Pizza generated the least revenue due to the less number of orders. The average order value is more than the other pizza type. it can produce more revenue if we give offers to customers.

