

# Plato's Pizza Performance Dashboard



**Total Sales** 

\$817,860

Average Order Value

\$38

**Total Orders** 

21,350

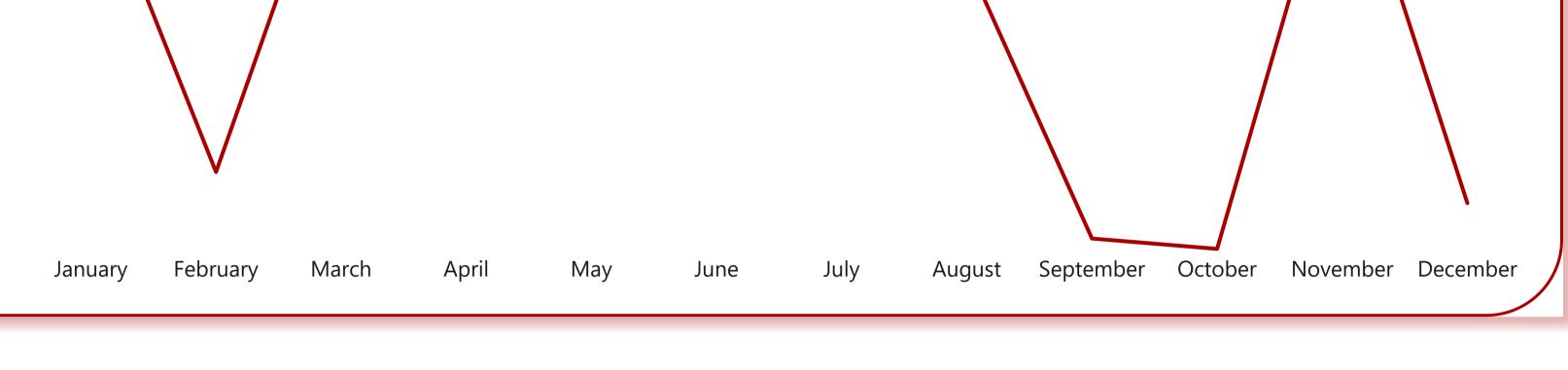


investigation and potential



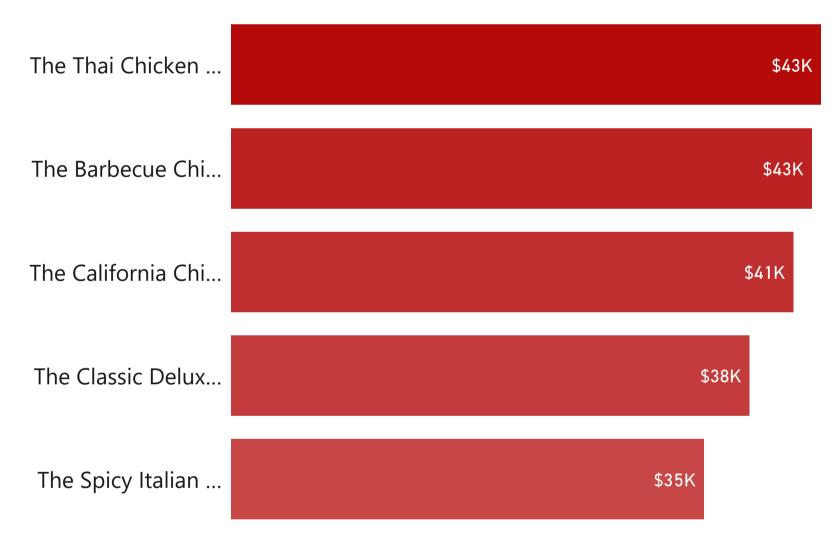
**\$72,557.9** and the lowest in

October with \$64,027.6

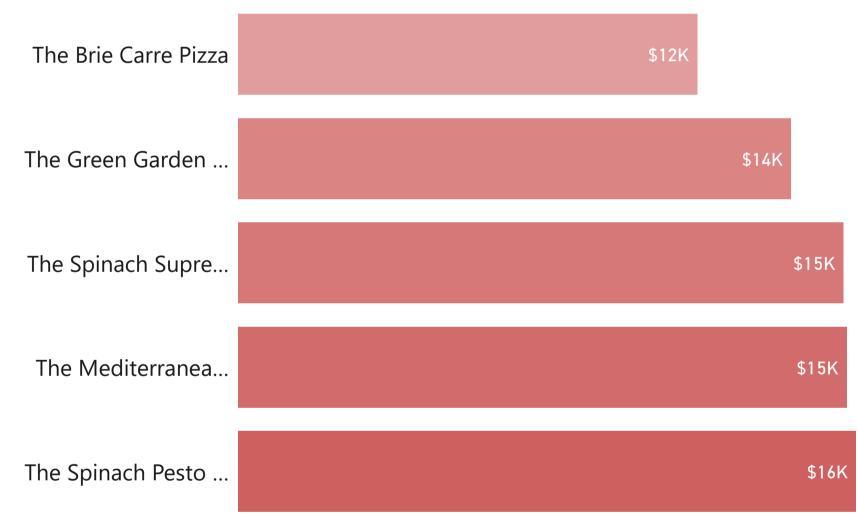


- This analysis aims to guide Plato's Pizza toward enhancing its pizza offerings, marketing strategies, and overall customer satisfaction to drive sales and maintain a competitive edge in the market.
- Plato's Pizza observed significant variations in sales performance among different pizza types.
- . The **Thai Chicken Pizza** emerged as the best-selling pizza with total sales reaching \$43,000. In contrast, the Brie Carre Pizza demonstrated the lowest sales, amounting to \$11,600
- Leveraging the success of the top 5 best selling pizzas and addressing the challenges faced by the bottom 5 selling pizzas presents an opportunity to optimize sales and cater to diverse customer preferences.

### **Best Selling Pizzas (Top 5)**



#### **Worst Selling Pizzas (Bottom 5)**



- This analysis aims to guide **Plato's Pizza** in leveraging high-traffic periods for increased sales and customer engagement.
- Plato's Pizza experiences peak business hours on Fridays and notably at 12:00 PM, indicating high sales and customer activity during these times.
- Designate **Fridays** for special deals, promotions, or exclusive offers to incentivize customers and maximize sales potential.
- Implement strategies for faster service without compromising quality during the busy 12:00 PM period.

## Sales by day



