

Plato's Pizza Performance Dashboard

Total Sales

\$817,860

Average Order Value

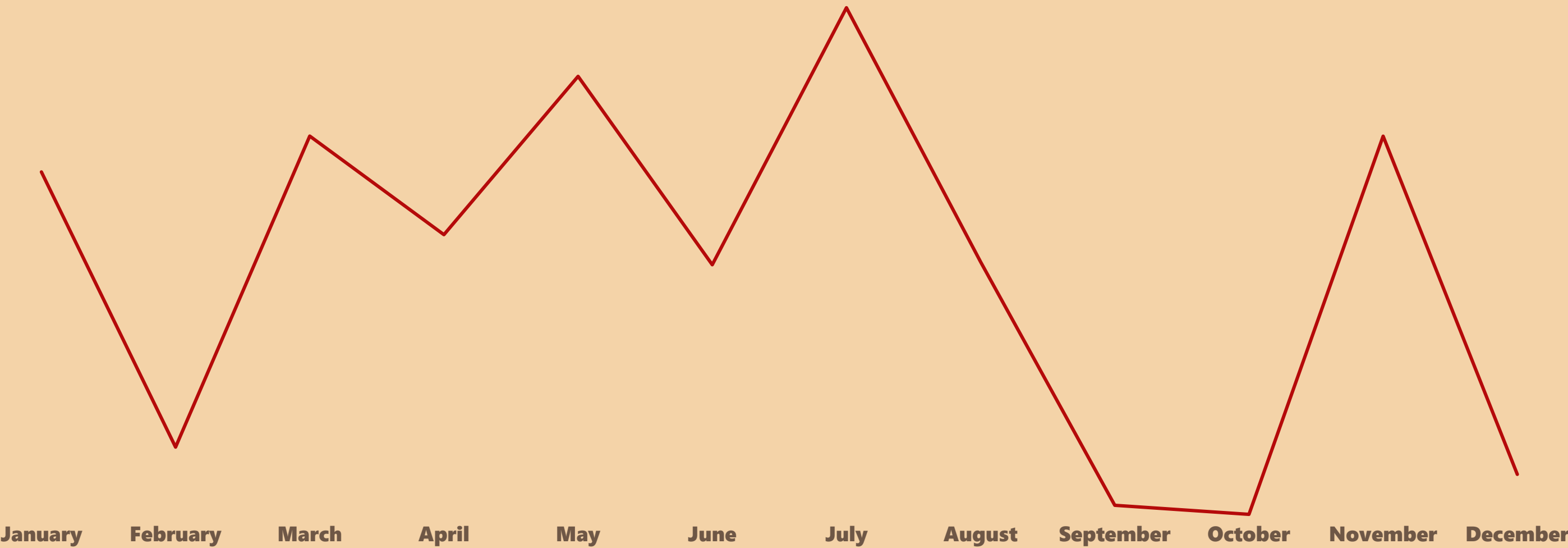
\$38

Total Number of Orders

21,350

Sales by Month

- . This analysis aim to facilitate a deeper understanding of sales trends and empower **Plato's Pizza** to optimize its strategies for improved performance across all months.
- . **Plato's Pizza** experienced varying sales performance across different months, achieving its highest sales in **July** with **\$72,557.9** and the lowest in **October** with **\$64,027.6**
- . Positive factors contributing to high sales in **July** need further investigation and potential replication in other months.



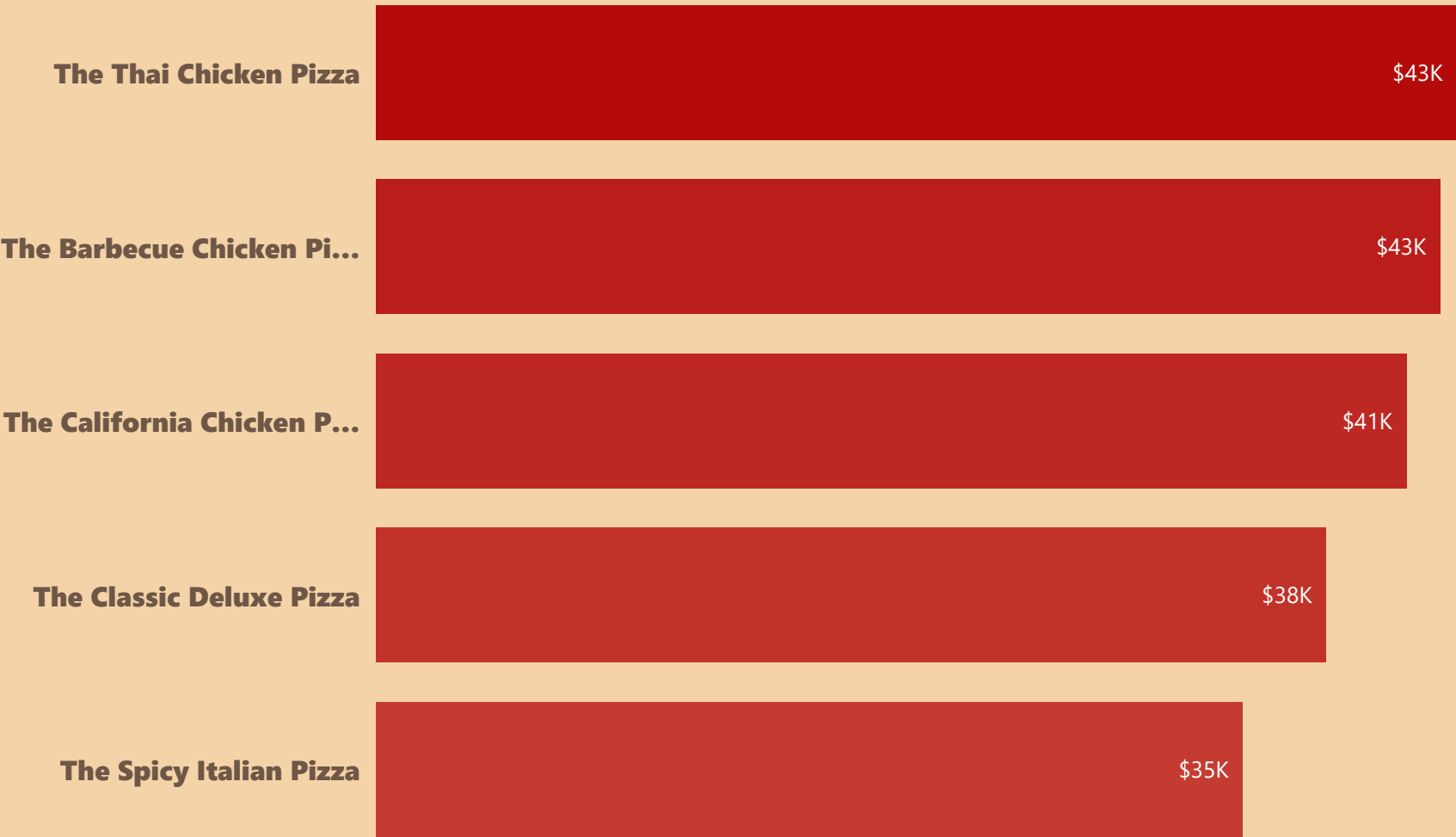
- . This analysis aims to guide **Plato's Pizza** toward enhancing its pizza offerings, marketing strategies, and overall customer satisfaction to drive sales and maintain a competitive edge in the market.

- . **Plato's Pizza** observed significant variations in sales performance among different pizza types.

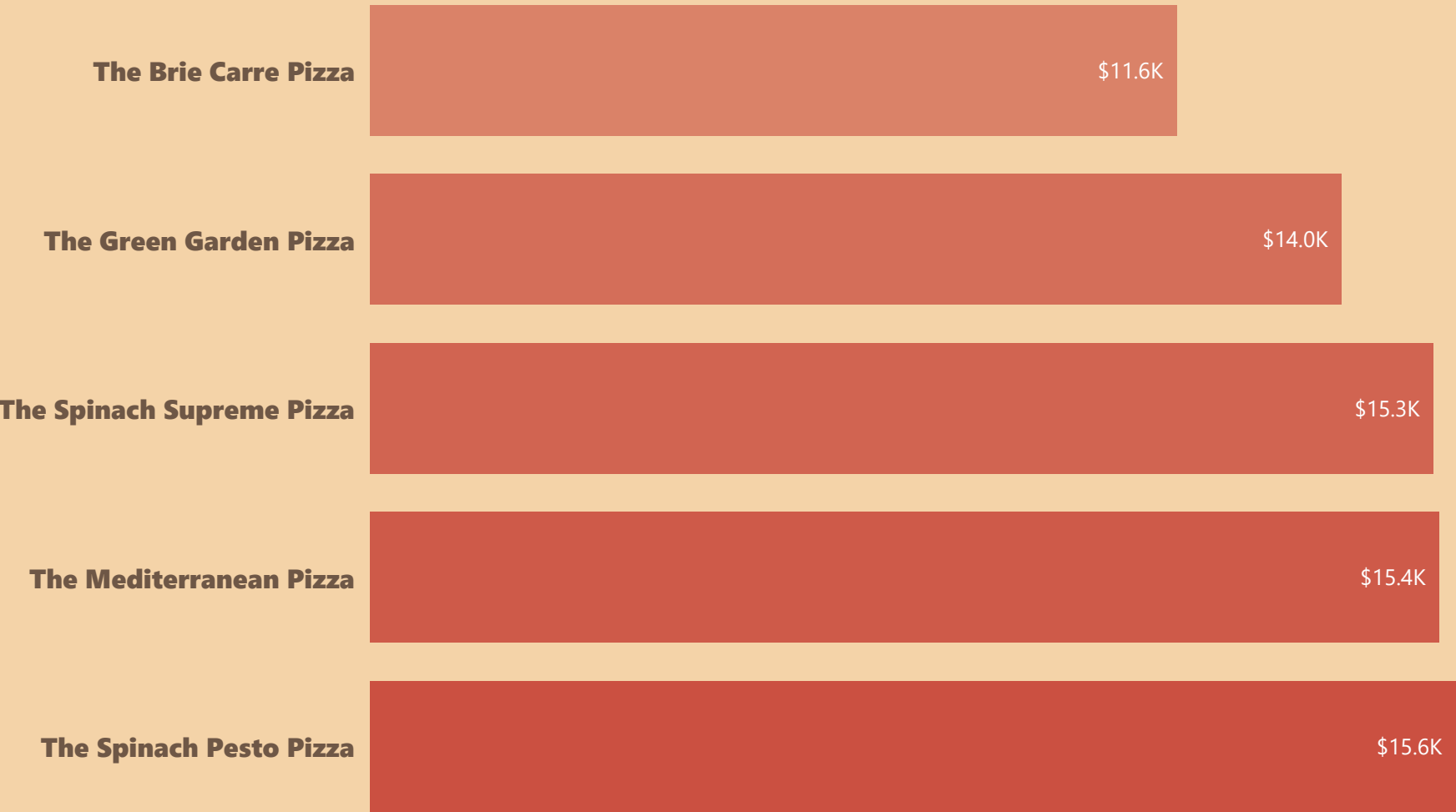
- . The **Thai Chicken Pizza** emerged as the best-selling pizza with total sales reaching **\$43,000**. In contrast, the **Brie Carre Pizza** demonstrated the lowest sales, amounting to **\$11,600**

- . 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)

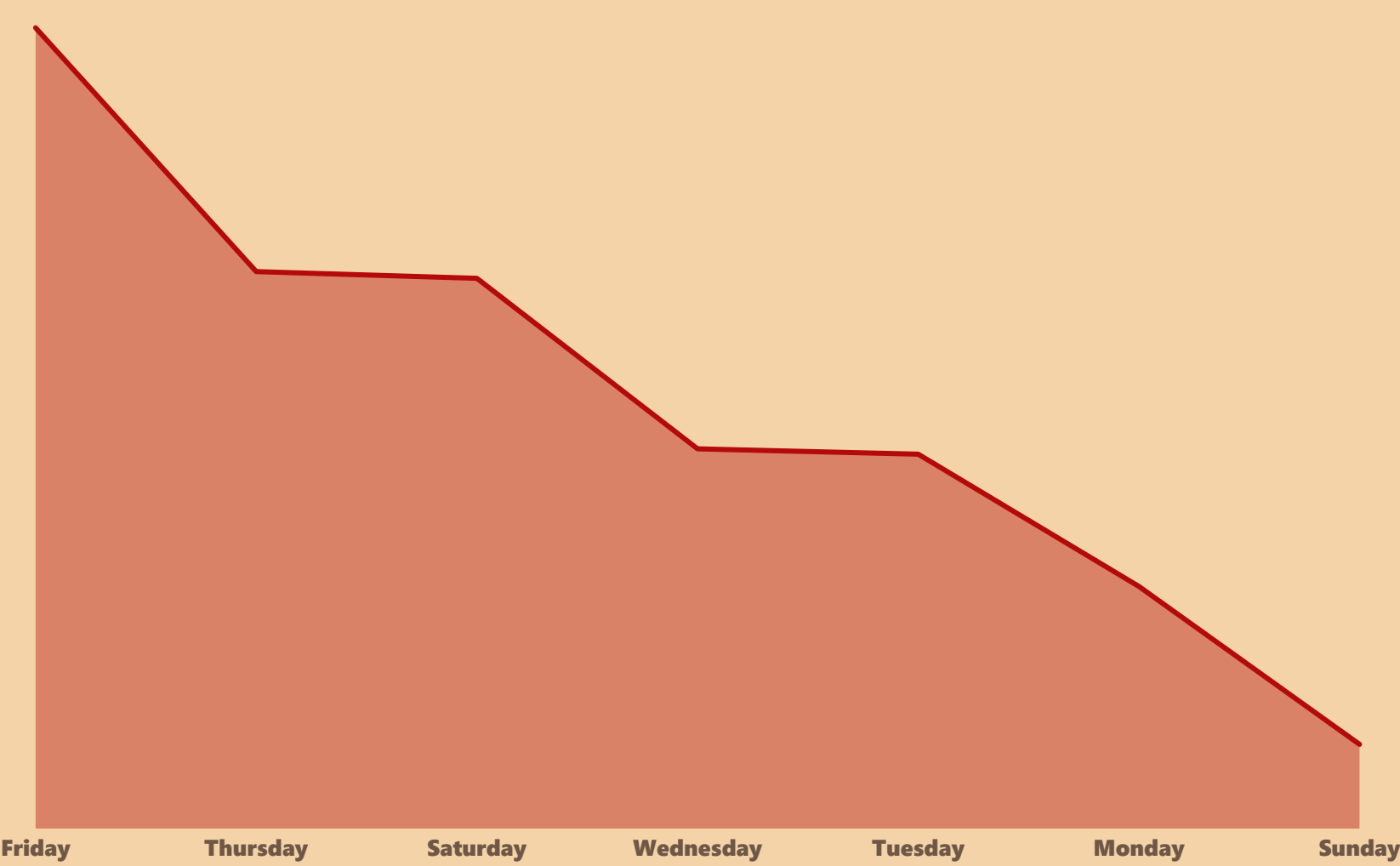


Worst Selling Pizzas (Bottom 5)



Sales by day

- . 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 hour of the day

