



BlackTech Pizza Annual Report 2015

by Priscilla Aihoon

Agenda

Objective

Business Questions

Executive Summary

Sales Analysis

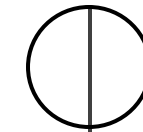
Product Analysis

Key Insights

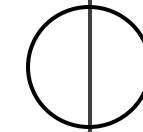
Recommendations



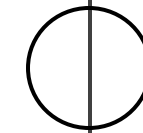
Report Objective



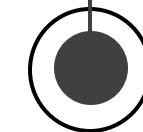
Improve Operations



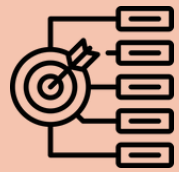
Boost Sales



Optimize Products



Increase Revenue



Questions

- Which pizza categories, products, and sizes contribute most to overall sales and revenue?
- What are the peak times, and how can operations adjust to meet it?
- Which pizzas are underperforming, and should they be rebranded, promoted, or removed?
- What opportunities exist to increase revenue?



Hypothesis

- Large pizza categories generate the majority revenue.
- Sales peak on weekends and evenings.
- Some pizzas underperform and may need streamlining.
- Bundling and weekend promotions could boost revenue.



Executive Summary



EXECUTIVE SUMMARY

of Pizza Type

32



of Pizza Types & Sizes

96



Total Pizzas Sold

50K



Total Revenue

\$818K



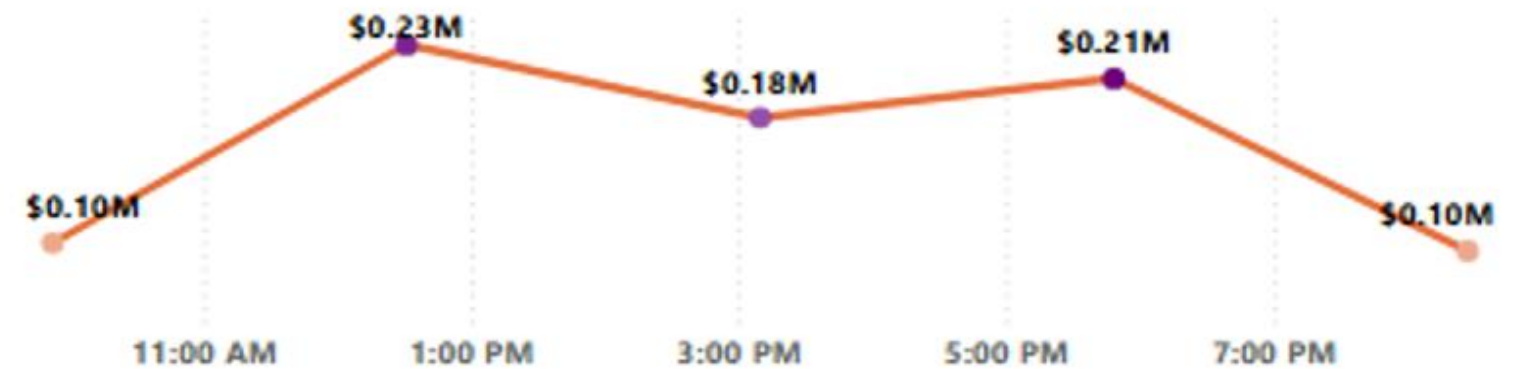
Total Orders

21.35K

Average Order Value

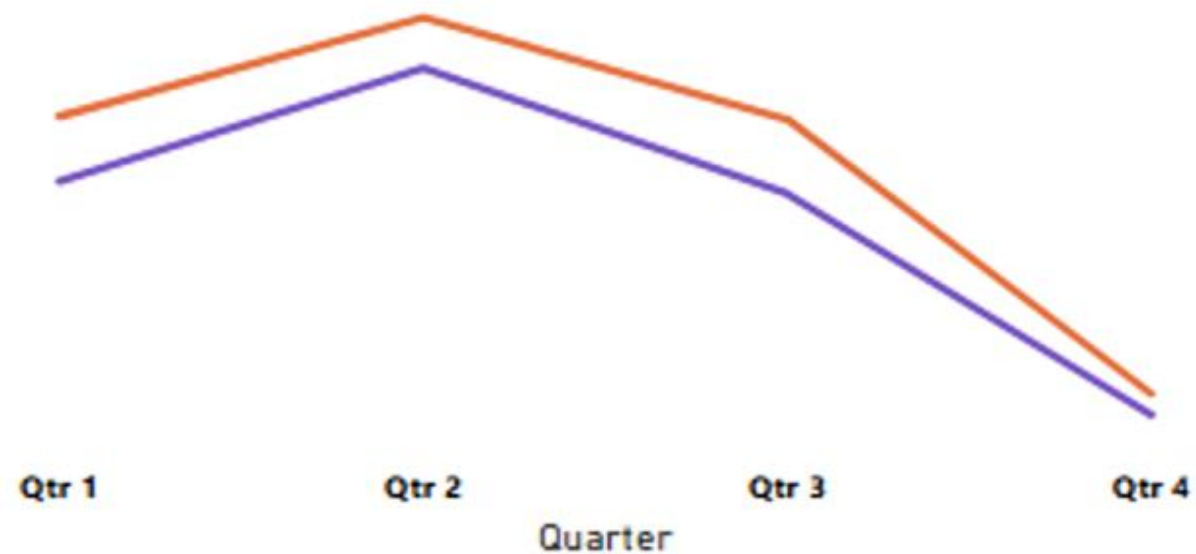
\$38.31

Daily Revenue Trend



Quarterly Trend of Revenue vs Quantity Sold

● Sum of Revenue ● Sum of quantity



Monthly Revenue Trend

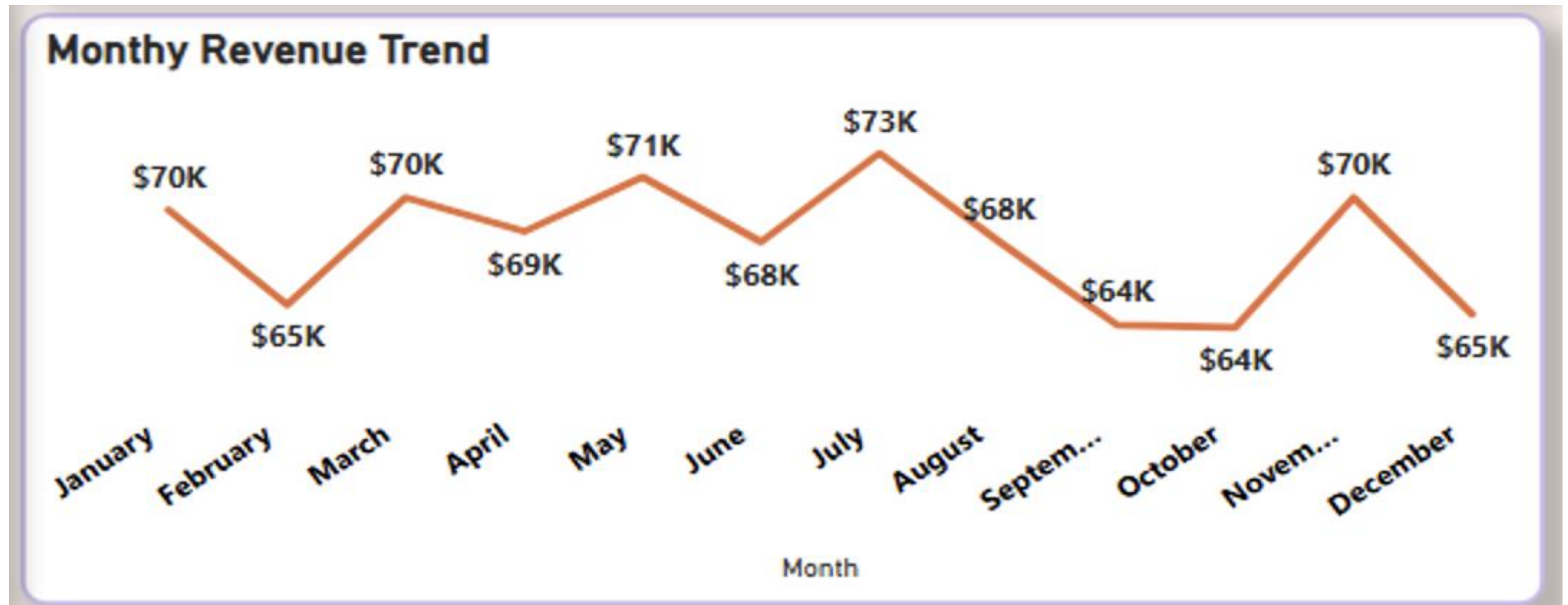


Sales Analysis



Revenue

Annual sales



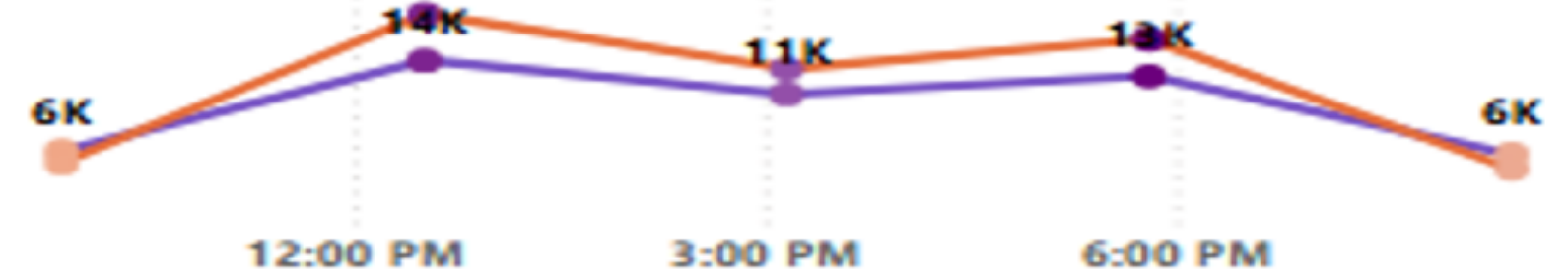
Revenue Trend

Revenue per Day of the Week



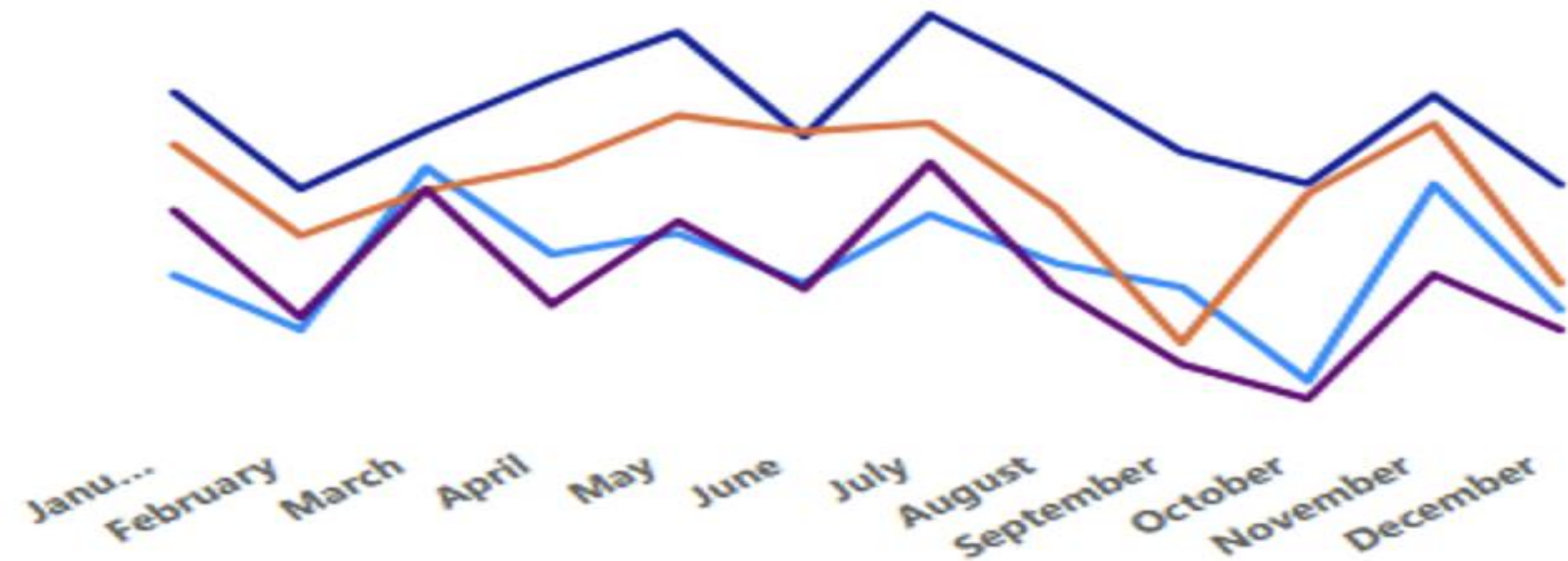
Daily Order & Revenue Trend

● Sum of quantity ● Sum of Revenue



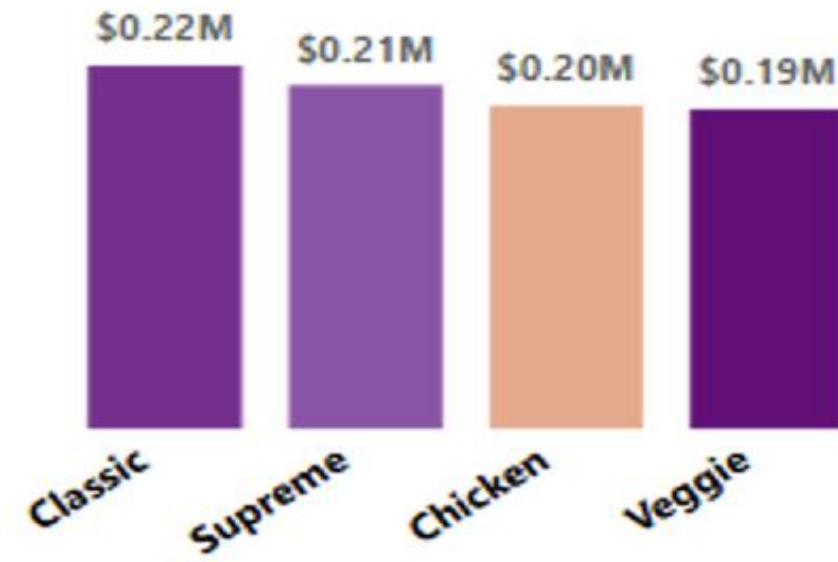
Monthly Revenue Trend per Category

Category ● Chicken ● Classic ● Supreme ● Veggie

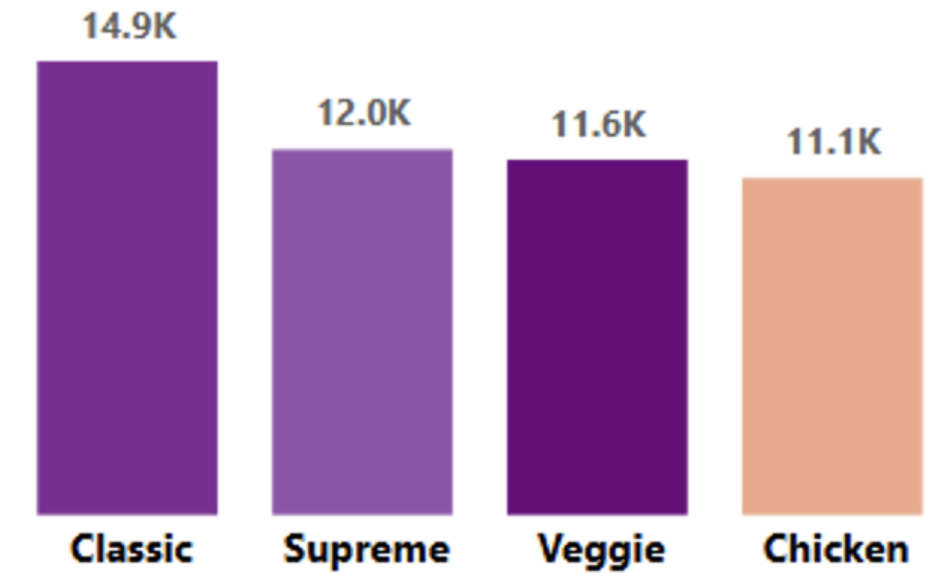


Revenue By Category

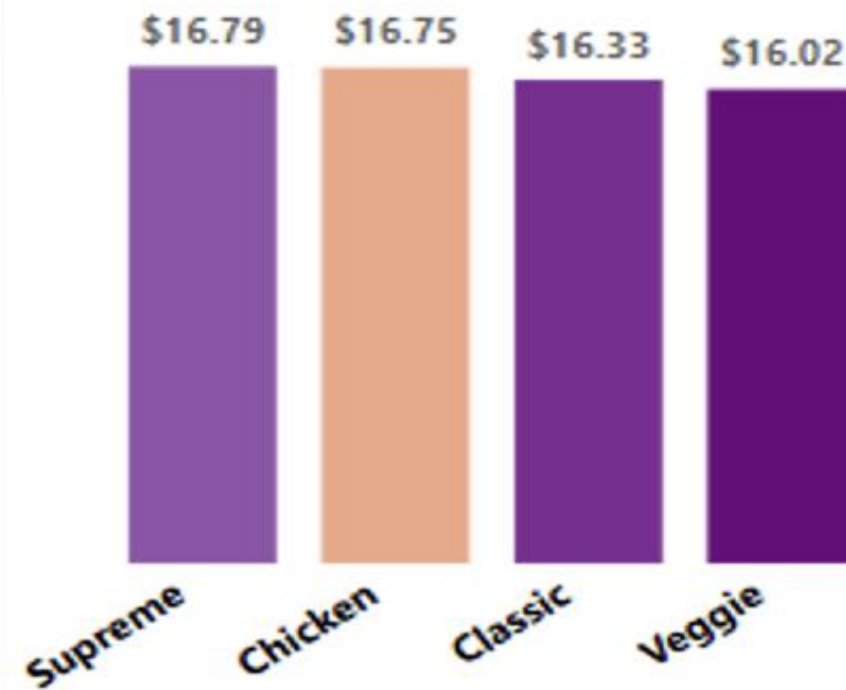
Revenue per Category



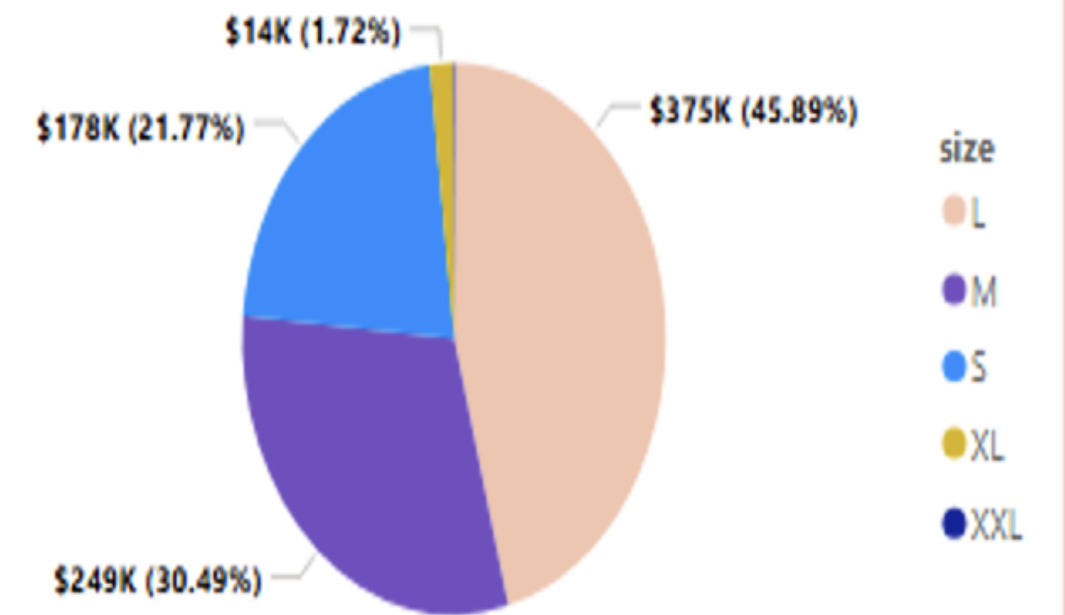
Pizza Sold per Category



Average Price per Category



Revenue Distribution by Size

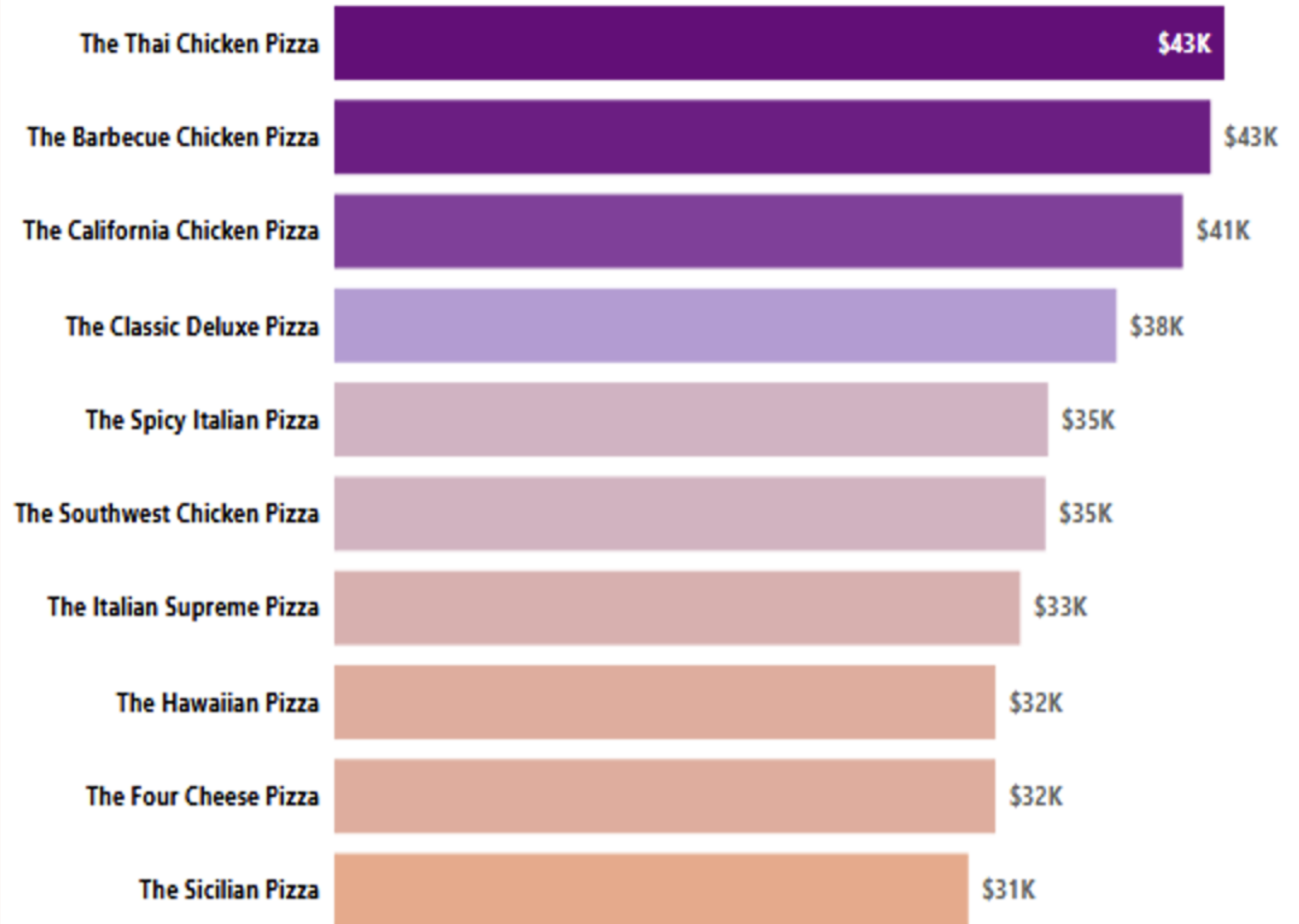


Product Analysis



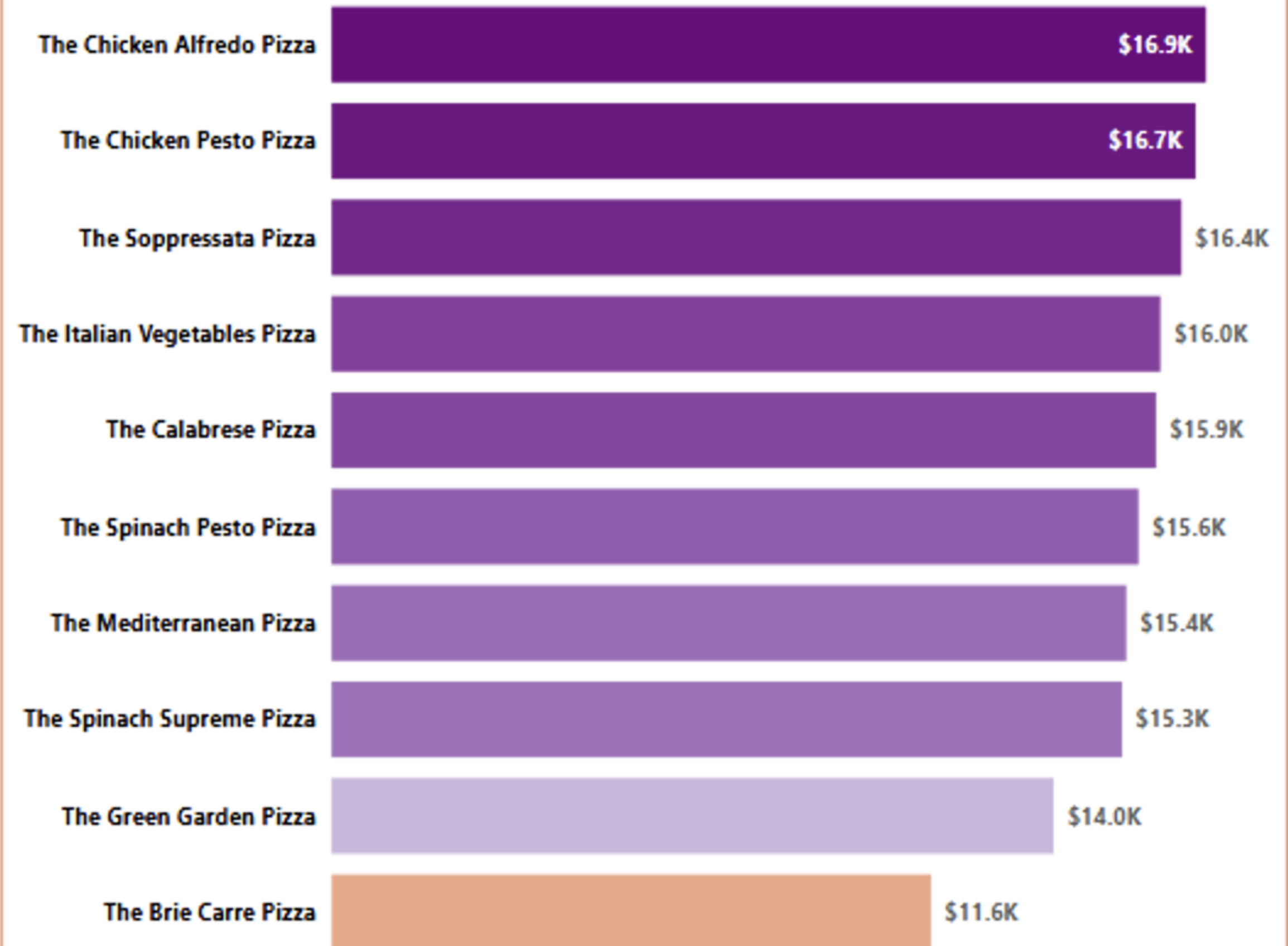
Best Selling

Best Selling Pizzas



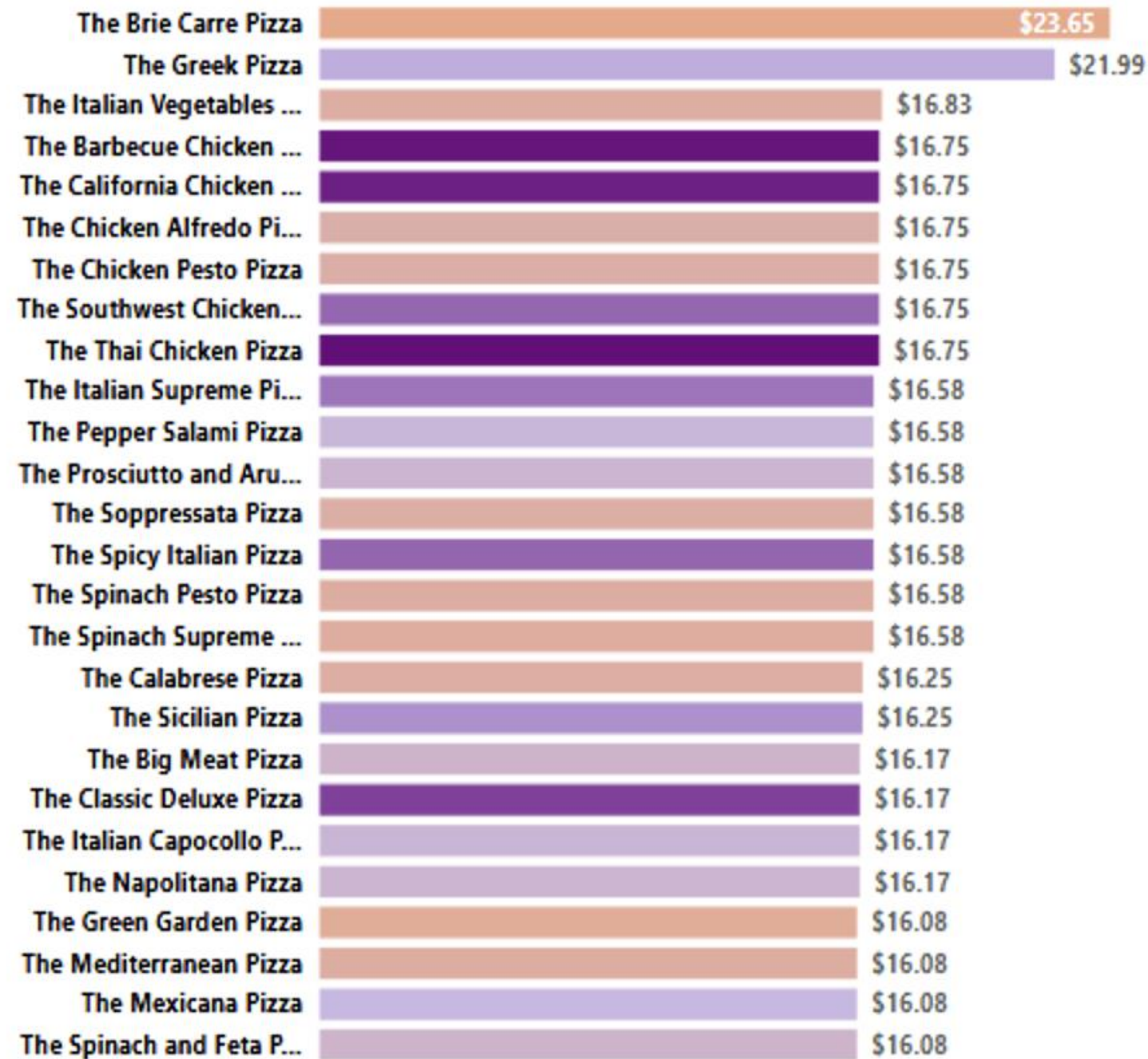
Least Selling

Least Selling Pizzas

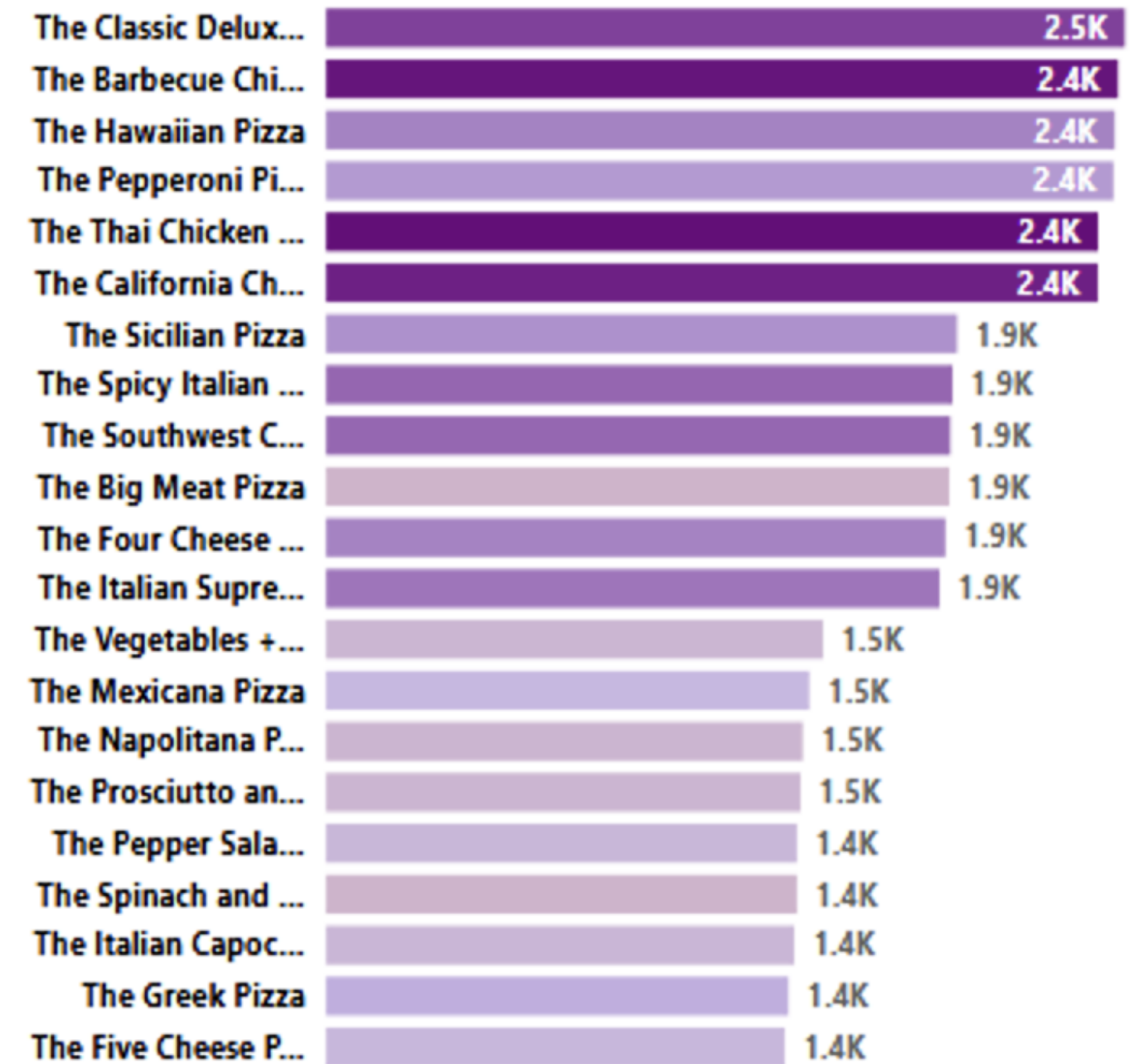


Pizza types

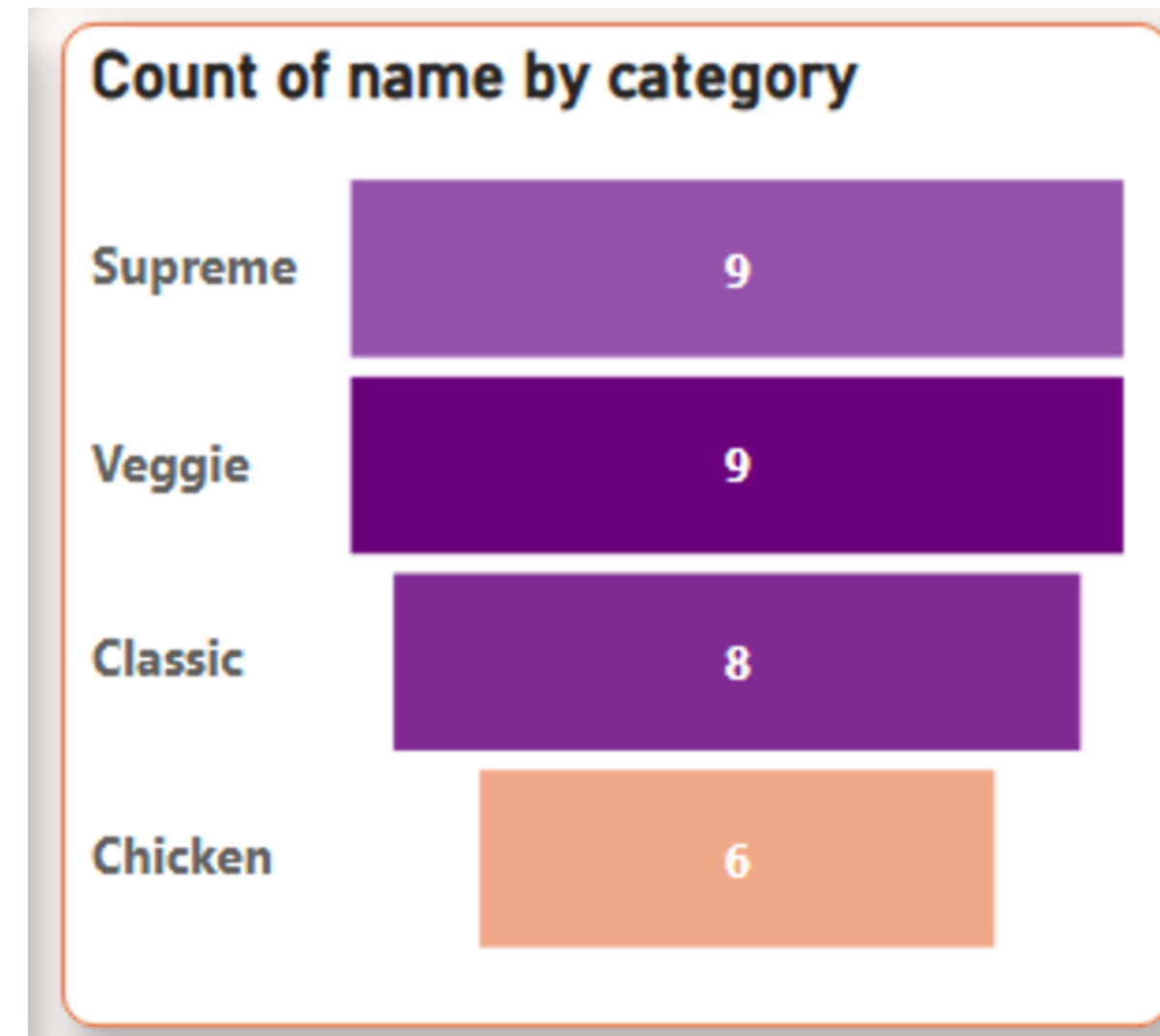
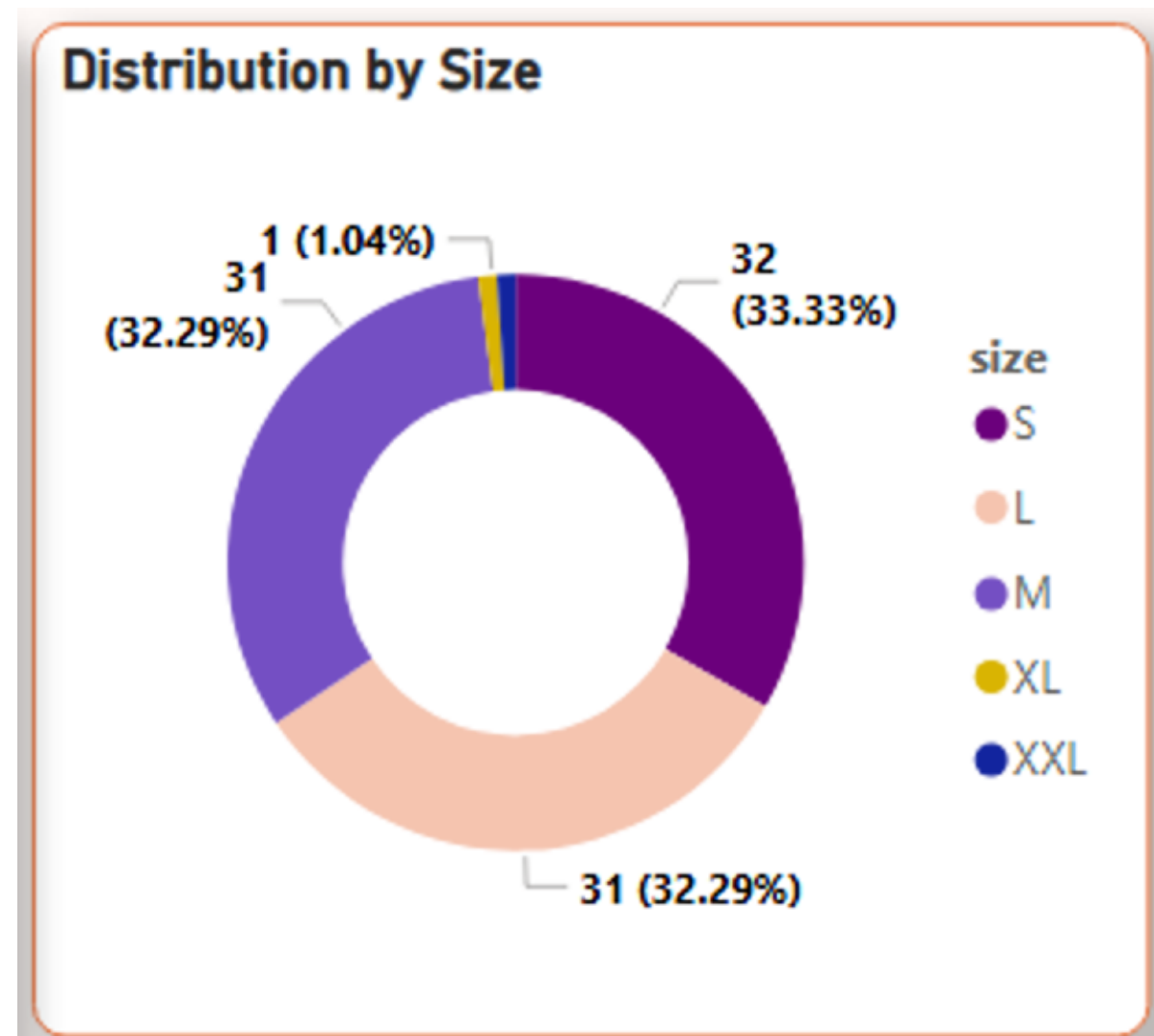
Average Price per Pizza



Quantity Sold



Product Category



Key Insights & Recommendations

Key Insights

Pizza categories and sizes driving sales

- Classic pizzas lead with \$220K revenue and 14.9K units sold, confirming they are core products.
- Large pizzas dominate (46% of revenue), confirming that size drives revenue

Peak demand periods

- Sales peak on Fridays, Thursdays and Saturdays and during lunch and evenings

Underperforming pizzas

- Products like Brie Carre, Spinach Supreme, and Calabrese contribute less than \$16K each

Revenue optimization opportunities

- A few bestsellers (Thai Chicken, Barbecue Chicken, California Chicken) generate \$40K+ each, while most others lag far behind

Others

- Customers pay more for premium categories, Supreme & Chicken (\$16.8) vs Classic & Veggie (\$16.2)
- 32 pizza types, but uneven sales suggests risks of menu bloat.
- Sales are seasonal especially during Q3 & Q4
- XL and XXL pizzas contribute very little to sales (<2% combined), raising questions on whether they're worth keeping

Recommendations

Operations

- Increase staffing and inventory from **Thursdays to Saturdays, and during lunch and evenings**, where demand peaks.
- Reduce focus on rarely ordered sizes (XL/XXL) to save on production and supply chain complexity.
- Cost for each pizza type should be captured for better analysis

Sales

- Run **weekend promotions or offers** to maximize peak demand.
- Bundling top sellers with underperformers
- Push upselling at checkout to raise **Average Order Value** above \$40.

Products

- **Streamline underperformers** (Brie Carre, Spinach Supreme, etc.) to simplify operations and reduce waste.
- Promote bestsellers (Thai Chicken, Barbecue Chicken, California Chicken) more prominently in-store and online.
- Explore **new recipes** based on popular ingredients (chicken, BBQ, Thai flavors).

Revenue Growth

- Focus marketing on **Classic and Supreme categories** which already account for most revenue.
- Consider **price adjustments** on high-demand items to capture more margin.
- Develop **seasonal specials** on top selling pizzas to increase revenue across slower months

New Sales Goals

01

Focus promotions on premium categories (Supreme & Chicken)

02

Streamline menu by reducing low-performing pizzas

03

Plan seasonal campaigns to capture Q3/Q4 demand shifts

04

Increase bundling & upselling to lift average order value above \$40

05

Remove or rebrand XL/XXL sizes to simplify operations

Q & A





Thank you!