



Pizzaiolo's Delight Sales Analysis Insights and Strategies for Growth

• Insights

1- Total Revenue: The restaurant made **\$817,860** in total sales in year 2015.

2- Seasonality in Sales:

- **High sales** in **March** and **July**.
- **Low sales** in **April, September,** and **December**.

3- Pizza Menu Performance:

- Most **Popular** Pizzas: **Veggie (30%),**
- **Moderate** Demand: **Classic (24%)** pizzas and **Chicken (24%).**
- **Less** Demand: **Supreme (22%)** pizzas.

4- Time-Based Sales Patterns:

- **Peak Hours:** **12 PM - 2 PM** (lunch) and **5 PM - 7 PM**
- **Slower Hours:** **9 AM - 12 PM** and **9 PM onwards** show lower sales activity.

5- Sales by Size:

- **XXL size Classic** pizzas have **high** average prices but may have limited sales volume.
- **M size** pizzas for all types show **consistent** performance.
- **S size** pizzas generally have **lower** average prices and sales.



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● Strategies for Growth

1- Promote During Slower Periods:

- Run **special promotions** in **April, September, and December** to attract more customers.
- Offer **discounts or combo** deals during **9 AM - 12 PM** and **after 9 PM** to boost sales during off-peak hours.

2- Menu Optimization:

- Consider **removing smaller sizes (S)** or offering them at a premium to improve profitability.
- Focus on **promoting Veggie and Classic pizzas**, which have the highest demand, with new flavors or limited-time offers.

3- Promotions for Specific Items:

- Create **offers** around **M size** pizzas, which have stable performance, to encourage upselling.
- Highlight **XXL size Classic pizzas** with **combo deals** to maximize their high price point and attract larger groups or families.

4- Optimize Staffing:

- **Increase staff during peak sales hours** (12 PM - 2 PM and 5 PM - 7 PM) to enhance service and reduce wait times.
- **Reduce staff during slow hours** (9 AM - 12 PM and after 9 PM) to save on labor costs.