



# Tasty Pizza Data Analysis Report - January 2015 to December 2015

---

## Executive Summary:

The following report presents a comprehensive analysis of Tasty Pizza's performance for the time period from January 2015 to December 2015. Through data visualization and deriving key performance indicators (KPIs), we have gained valuable insights into the company's revenue, customer behaviour, and pizza sales trends. The findings below aim to provide actionable recommendations for Tasty Pizza to enhance its business and make informed decisions.

### 1. Key Performance Indicators (KPIs):

- a) Total Revenue during this period: \$817,860.05
- b) Average Order Value of customers: \$38.31
- c) Total Pizzas Sold by the company: 49,574
- d) Total Orders Received from customers: 21,350
- e) Average Number of Pizzas Ordered per Order: 2.32

### 2. Daily and Monthly Trends:

#### a) Daily Trend of Total Orders Received:

- The busiest day for orders was Friday (3,538 orders), followed by Thursday (3,239 orders) and Saturday (3,158 orders).

#### b) Monthly Trends of Total Orders Received:

- July had the highest number of orders (1,935 orders), followed by May (1,853 orders) and August (1,841 orders).

### 3. Sales Figure by Pizza Category and Size:

#### a) Sales by Pizza Category:

- The "Classic" category of pizza generated the highest revenue and also had the most units sold.

**b) Sales by Pizza Size:**

- Large-sized pizzas contributed the most to the overall revenue.

**4. Top and Worst Performing Pizzas:**

**a) Top 5 Pizzas Contributing Most to Revenue:**

1. Thai Chicken Pizza
2. Barbeque Chicken Pizza
3. California Chicken Pizza
4. Classic Deluxe Pizza
5. Spicy Italian Pizza

**b) Worst 5 Pizzas Contributing Least to Revenue:**

1. Brie Carre Pizza
2. Green Salad Pizza
3. Spinach Supreme Pizza
4. Mediterranean Pizza
5. Spinach Pesto Pizza

**c) Top 5 Pizzas Contributing Most to Units Sold:**

1. Classic Deluxe Pizza
2. Barbeque Chicken Pizza
3. Hawaiian Pizza
4. Pepperoni Pizza
5. Thai Chicken Pizza

**d) Worst 5 Pizzas Contributing Least to Units Sold:**

1. Brie Carre Pizza
2. Mediterranean Pizza
3. Calabrese Pizza
4. Spinach Supreme Pizza
5. Soppressata Pizza

**e) Top 5 Pizzas by Total Orders:**

1. Classic Deluxe Pizza
2. Hawaiian Pizza
3. Pepperoni Pizza
4. Barbeque Chicken Pizza
5. Thai Chicken Pizza

**f) Worst 5 Pizzas by Total Orders:**

1. Brie Carre Pizza
2. Mediterranean Pizza
3. Spinach Supreme Pizza
4. Calabrese Pizza
5. Chicken Pesto Pizza

# **Recommendations for Tasty Pizza**

## **to Enhance Business and Customer Satisfaction**

### **1. Menu Optimization:**

Retain top-performing pizzas like:

- Thai Chicken Pizza
- Barbeque Chicken Pizza
- Classic Deluxe Pizza

Consider discontinuing or revamping pizzas that performed poorly, such as:

- Brie Carre Pizza
- Green Salad Pizza
- Spinach Supreme Pizza

Introduce innovative and seasonal pizza options to cater to diverse customer preferences and attract new customers.

### **2. Marketing and Promotions:**

- Implement targeted marketing campaigns during peak months like July and May to leverage the higher order volumes.
- Offer day-specific promotions and discounts on Fridays and weekends to boost sales during busy periods.
- Use social media platforms to engage with customers, run contests, and share exclusive deals to increase brand visibility and customer loyalty.

### **3. Customer Loyalty Program:**

- Introduce a customer loyalty program to reward frequent buyers and incentivize repeat purchases.
- Offer special discounts or freebies to customers who reach a certain order value or order frequency.

### **4. Online Ordering and Delivery:**

- Enhance the online ordering platform to ensure a seamless and user-friendly experience for customers.
- Invest in a reliable and efficient delivery system to ensure timely deliveries and customer satisfaction.

### **5. Quality and Consistency:**

- Maintain consistent quality across all pizzas to meet customer expectations and build brand trust.
- Conduct regular quality checks and seek customer feedback to identify areas for improvement.

## **6. Upselling and Cross-selling:**

- Train staff to upsell larger pizza sizes or suggest add-ons like sides, beverages, or desserts to increase the average order value.
- Offer combo deals or meal packages to encourage customers to try new items on the menu.

## **7. Market Research:**

- Conduct periodic market research to understand changing customer preferences and stay ahead of competitors.
- Analyse customer feedback and reviews to identify areas of improvement and address any negative experiences promptly.

## **8. Employee Training:**

- Provide comprehensive training to staff members in customer service, order handling, and food preparation.
- Foster a customer-centric culture among employees, emphasizing the importance of customer satisfaction.

## **9. Community Involvement:**

- Engage in community events and sponsor local activities to enhance brand visibility and foster a positive brand image.
- Partner with local schools or charities to organize fundraising events or donate to social causes, demonstrating corporate social responsibility.

## **10. Feedback Mechanism:**

- Implement an easy-to-access feedback system, such as feedback cards or an online survey, to gather customer opinions and suggestions.
- Use customer feedback to identify areas for improvement and address any recurring issues.

## **11. Data-Driven Decision Making:**

- Continue analysing sales data, customer behaviour, and trends to make informed decisions about promotions, menu changes, and business strategies.
- Leverage data insights to adapt to market changes and customer preferences proactively.

## **12. Environmental Initiatives:**

- Emphasize sustainability by using eco-friendly packaging and exploring energy-efficient practices.
- Promote eco-consciousness to appeal to environmentally conscious customers.

## **13. Partnerships and Collaborations:**

- Explore partnerships with local businesses or food delivery platforms to expand reach and customer base.
- Collaborate with popular influencers or food bloggers to increase brand awareness.

## **14. Employee Incentives:**

- Implement an employee incentive program based on performance to motivate staff and improve overall service quality.

**15. Continuous Innovation:**

- Regularly introduce new pizza flavours, limited-edition offerings, or seasonal specials to create excitement and attract customer curiosity.

**16. Customer Surveys and Testimonials:**

- Encourage customers to leave positive reviews and testimonials to enhance the brand's online reputation.
- Utilize positive customer feedback in marketing campaigns to build trust and credibility.

By implementing these recommendations, Tasty Pizza can position itself as a customer-centric brand, boost customer satisfaction, drive higher revenue, and become a market leader in the pizza business. Continuous monitoring of performance metrics and customer feedback will be crucial in fine-tuning strategies and maintaining long-term success.