

Project Insights

Key Performance Metrics (Jan 15 - Dec 15)

- Total Revenue: \$817.86K
- Average Order Value: \$38.31
- Total Pizzas Sold: 49,574 units
- Total Orders: 21,350
- Average Pizzas Per Order: 2.32

Sales Performance Analysis

Daily Trends

- Peak Days: Friday and Saturday show highest order volumes (3.2K-3.5K orders)
- Lowest Day: Sunday (2.6K orders)
- Mid-week Performance: Monday-Thursday relatively consistent (2.8K-3.2K orders)

Monthly Trends

- Peak Months: July and January show maximum orders
- Seasonal Pattern: February shows a dip in orders (1,605 vs 1,845 in January)

Key Insights

Revenue Drivers

- Chicken-based pizzas dominate revenue (Thai Chicken, Barbecue Chicken, California Chicken)
- Classic varieties perform consistently across all metrics

- Premium specialty pizzas underperform despite potentially higher margins

Customer Behaviour Patterns

- Weekend ordering peaks suggest leisure/family dining focus
- Low average pizzas per order (2.32) indicates room for upselling
- Consistent mid-week performance shows reliable weekday customer base

Improvement Strategies

1. Revenue Enhancement

- Focus on chicken varieties: Expand chicken-based pizza options and promotions
- Optimize pricing: Review pricing strategy for underperforming premium pizzas
- Bundle deals: Create combo offers to increase average order value from \$38.31

2. Marketing & Sales Tactics

- Weekend promotions: Capitalize on Friday-Saturday peak with special offers
- Sunday revival: Implement Sunday-specific promotions to boost lowest-performing day
- Upselling training: Focus on increasing pizzas per order through staff training and combo suggestions
- Seasonal campaigns: Target July peaks and address February dips with seasonal offerings

3. Customer Experience

- **Menu simplification:** Reduce complexity by focusing on proven performers
- **Online ordering:** Enhance digital platforms to capture more weekend orders
- **Loyalty programs:** Encourage repeat orders and increase order frequency
- **Family deals:** Target weekend family dining with value propositions

4. Financial Targets

- **Increase AOV to \$45+** through upselling and combo offers
- **Boost pizzas per order to 3.0+** through portion size optimization and add-ons
- **Target 15% revenue growth** by focusing on high-performing categories
- **Improve Sunday sales by 20%** through targeted promotions

Priority Actions

1. **Immediate:** Launch chicken pizza promotions and weekend family deals
2. **Short-term:** Redesign menu to highlight top performers and reduce poor performers
3. **Medium-term:** Implement comprehensive upselling strategy and loyalty program
4. **Long-term:** Expand successful pizza categories and optimize overall product portfolio