Overview Dashboard

Domino's Pizza

15050	13	16	1.16K	3.15K	47M
Pizza sold	days	types of Pizza	Daily Pizza sold on avg	revenue per pizza	Gross Revenue

Slice For Weekday

Sun	Tue	Thu	Sat
Mon	Wed	Fri	
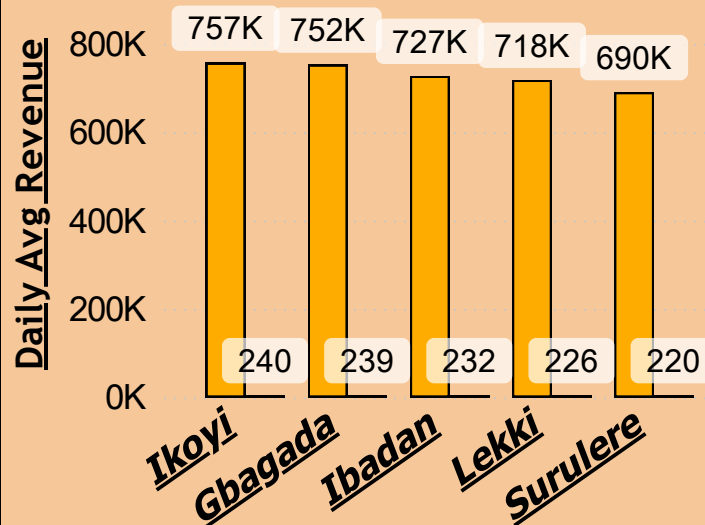
Daily Avg Sales as time goes

Price ● 2000 ● 3000 ● 4000

Daily Pizza sold vs Time (with 5 minutes interval)

Data labels: 19, 12, 9, 13, 10, 29, 18, 14, 29, 21, 15, 15, 26, 36, 25, 17, 19, 24, 8, 14, 10
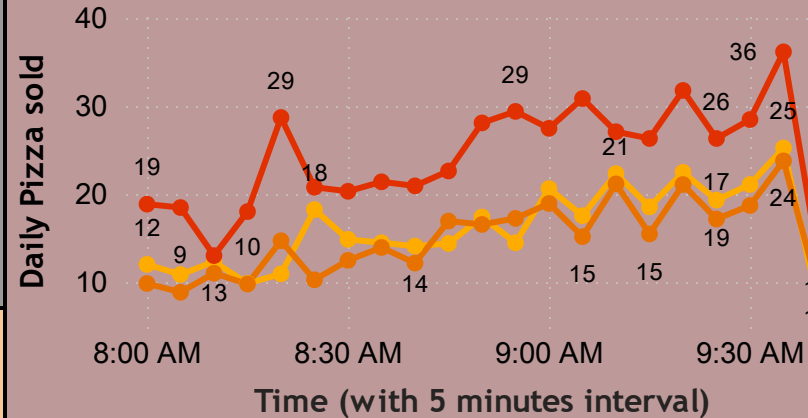
Daily Target and actual revenue comparison

○ Target ○ Actual Revenue ● gap ● 0 % gap line

Revenue vs Day

Gap labels: 0.25, 0.00, -0.09, -0.09, -0.17, -0.17, 0.25, -0.09

Daily Revenue & Sales
(On Average)

○ Revenue ○ Pizza sold

Daily Avg Revenue by Branch

Branch	Ikoyi	Gbagada	Ibadan	Lekki	Surulere
Revenue	757K	752K	727K	718K	690K
Pizza sold	240	239	232	226	220
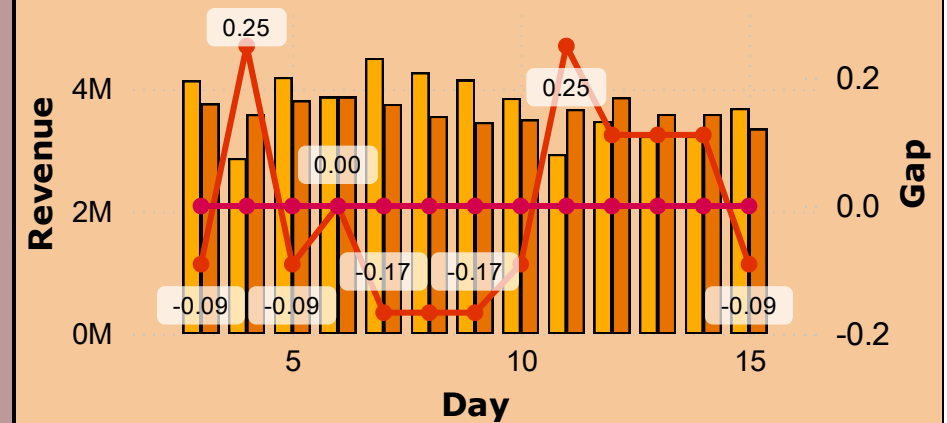
Different Pizzas, daily demand & revenue
(On Average)

Price ● 2000 ● 3000 ● 4000 ● Daily Pizza sold

Daily revenue and Quantity by Pizza

Pizza	Quantity
Hot Pepper...	83
Chicken Su...	74
BBQ Philly ...	73
Hot Veggie	73
Pepperoni ...	70
BBQ Chicken	69
Margarita	67
Pepperoni ...	83
Veggie Sup...	78
Italiano	76
Beef Suya	75
Extravagan...	70
Chicken Bali	68
Chicken Le...	68
Chicken Fe...	67
Meatzaa	64
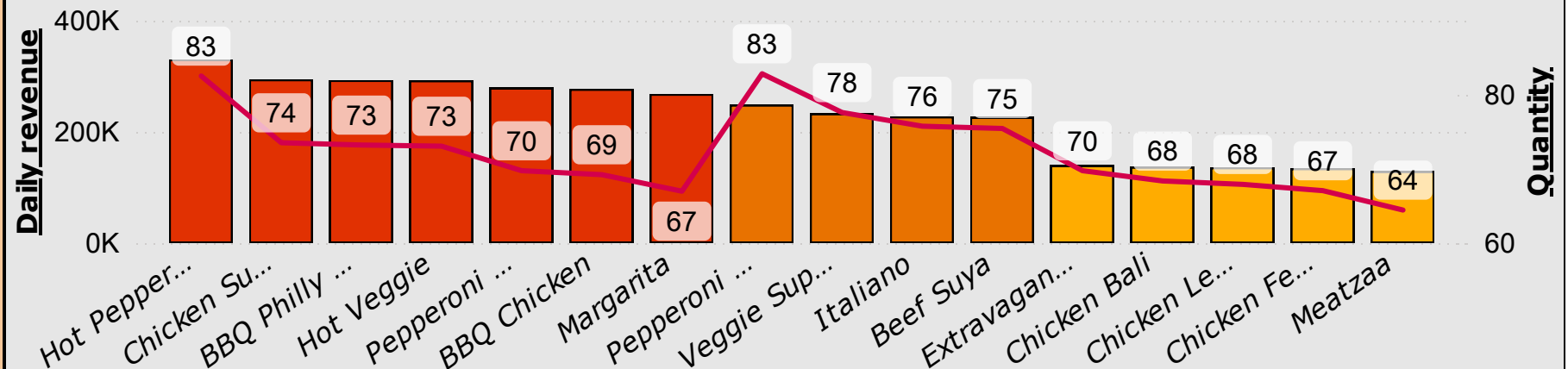
Descriptive Dashboard-2

Revenue & Quantity sold by date

○ Revenue ● Quantity Sold

Values shown on chart:
- 3.76M, 1165, 1155
- 3.87M, 1239
- 3.46M, 1104
- 3.86M, 1205, 1121
- 3.35M, 1140, 1070

X-axis: Day (5, 10, 15)
Left Y-axis: Revenue (0M, 1M, 2M, 3M, 4M)
Right Y-axis: Quantity Sold (1050, 1100, 1150, 1200, 1250)
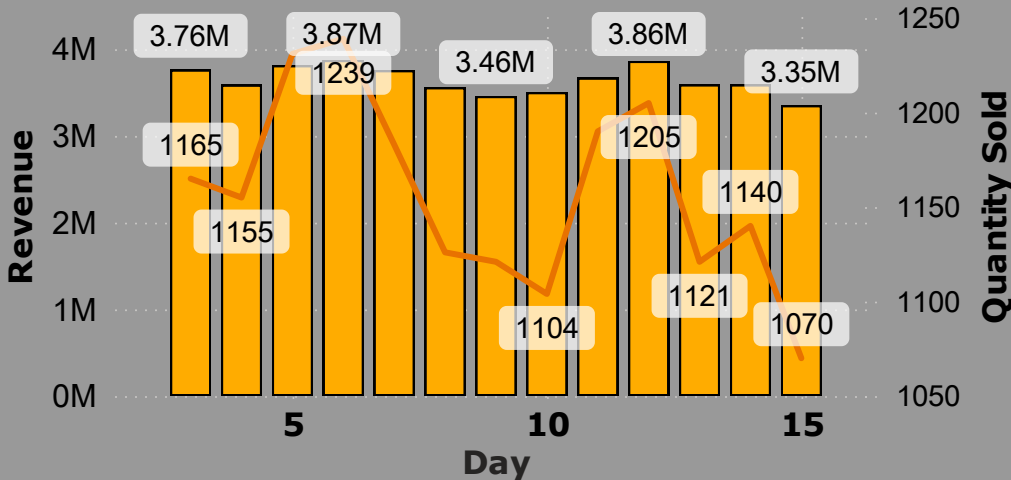
Avg Revenue & Quantity sold per weekday

○ daily_average_revenue ● dail_average_piza_sold

weekday	Revenue	Quantity Sold
Sun	3.7M	1180.0
Mon	3.7M	1161.5
Tue	3.5M	1098.0
Wed	3.5M	1121.0
Thu	3.6M	1134.5
Fri	3.6M	1172.5
Sat	3.8M	—
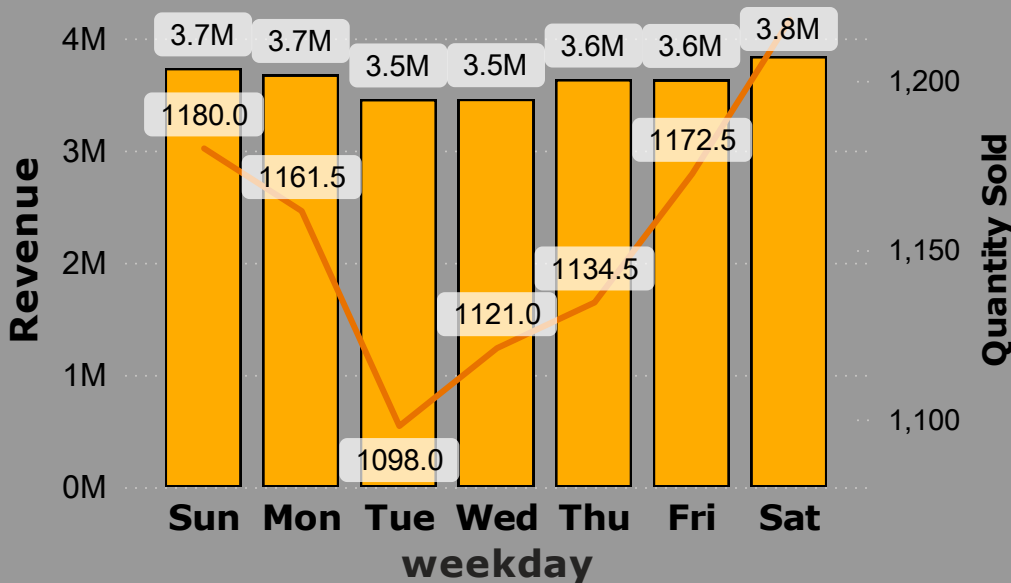
Pizza

| BBQ Chicken | BBQ Philly Steak | Beef Suya | Chicken Bali | ➤ |

Branch location with revenue

Branch ● Gbagada ● Ibadan ● Ikoyi ● Lekki ● Surulere

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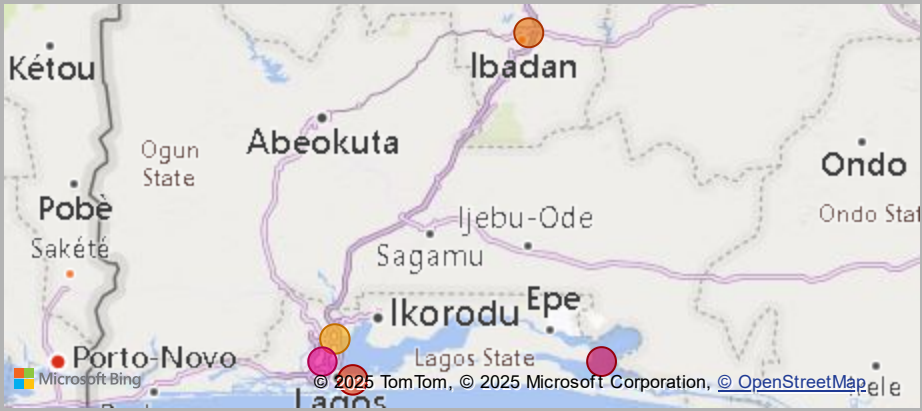
Time Range ⌄

☐ After 9:00am

☐ Before 9:00am

Revenue & Target comparison for Pizza

45M

0M   47M   95M
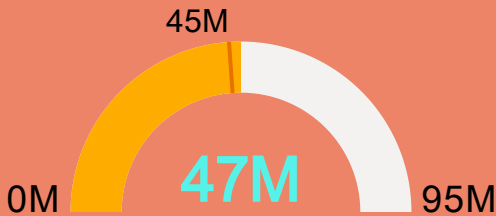
Pizza Category Wise %Revenue with Price segment

Price ○ 2000 ● 3000 ● 4000
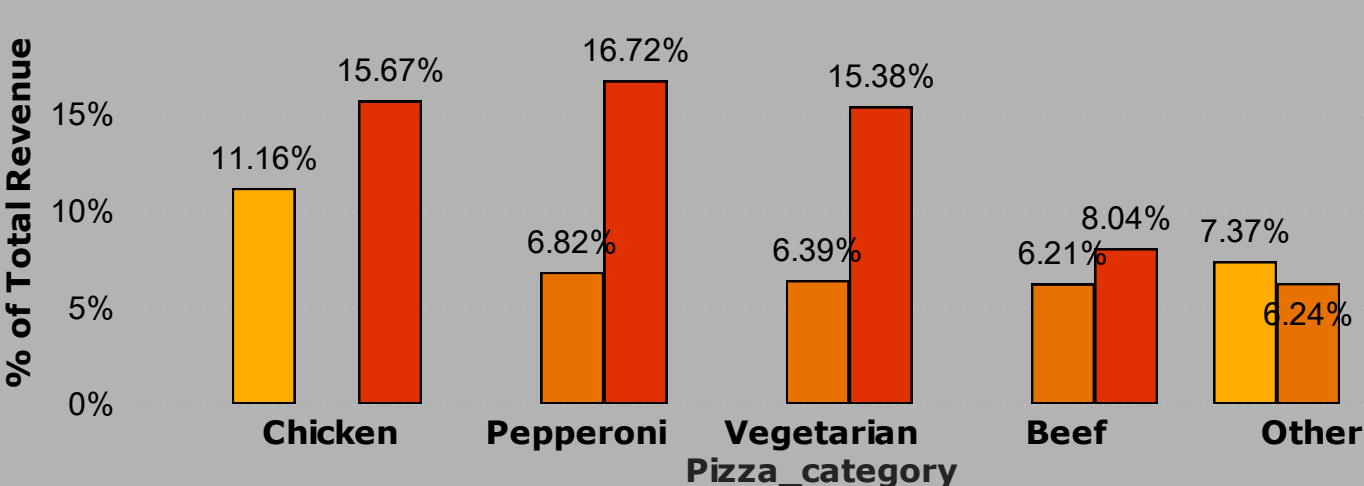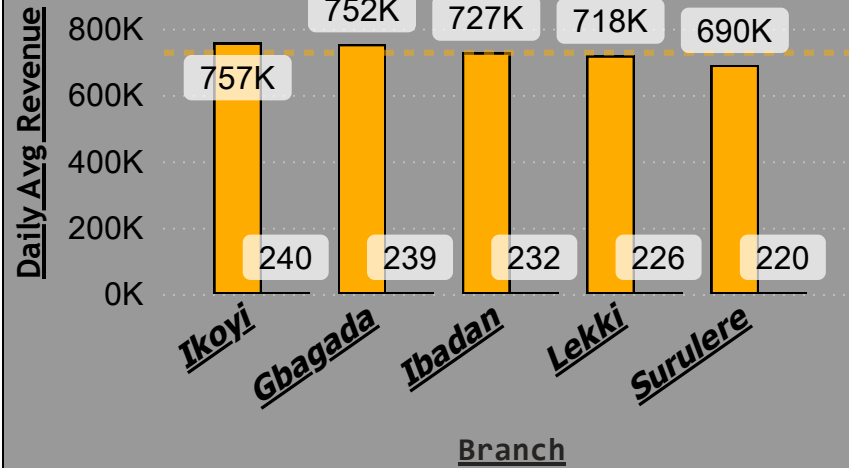
Pizza_category	Values
Chicken	11.16%, 15.67%
Pepperoni	6.82%, 16.72%
Vegetarian	6.39%, 15.38%
Beef	6.21%, 8.04%
Other	7.37%, 6.24%

Y-axis: % of Total Revenue (0%, 5%, 10%, 15%)

Daily Revenue & Sales
(On Average)

○ *Revenue* ● *Pizza sold*

Daily Avg Revenue — Branch

Branch	Revenue	Pizza sold
Ikoyi	757K	240
Gbagada	752K	239
Ibadan	727K	232
Lekki	718K	226
Surulere	690K	220

Revenue & Quantity sold by date

○ Revenue ● Quantity Sold

weekday	Revenue	Quantity Sold
Thu 3	3.76M	1165
Fri 4		1155
Sat 5	3.87M	1231
Sun 6		1183
Mon 7	3.46M	1126
Tue 8		1104
Wed 9		1121
Thu …	3.86M	1190
Fri …		1205
Sat …		1121
Sun …	3.35M	1140
Mon …		1070
Tue …		

Branch location with revenue

Branch ● Gbagada ● Ibadan ● Ikoyi ● Lekki ● Surulere

Microsoft Bing — © 2025 TomTom, © 2025 Microsoft Corporation, © OpenStreetMap
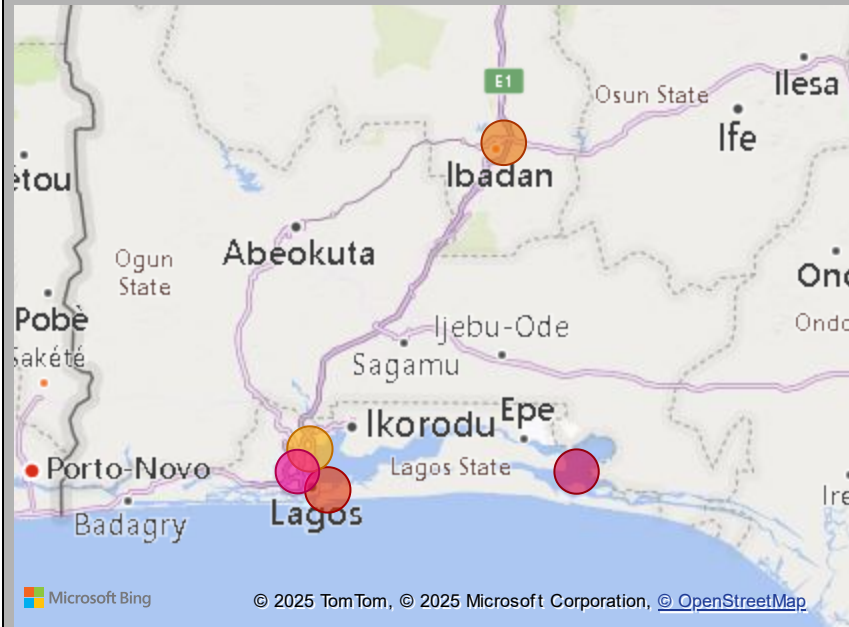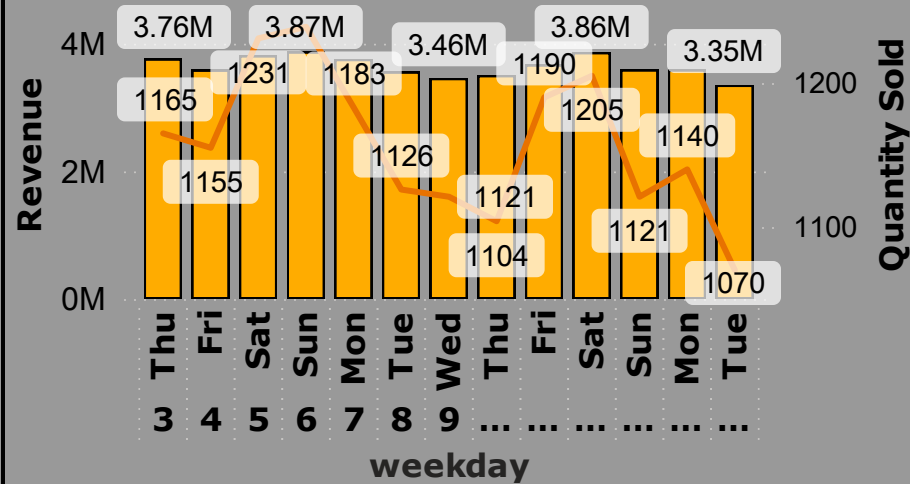
Impact of area location

The map suggests that top two revenue earning Branch Ikoyi & Gbagada ,both are near sea coast unlike other branches which suggest the possible gain in customers, thanks to tourists.

After Giving the Lattitude & Longitude data, Gemini says Lekki is a currently developing area which has low population density of around 500 people per km sq. Surulere is a high density area but mostly filled with middle class people. The Top two branch Ikoyi & Gbagada are relatively rich economical area whereas Ibadan has a balanced economy with a significantly lower cost of living index. So the area location mostly explains their performance.

Impact of weekday

In Nigeria , Sunday is the official holiday. People are expected to go to restaurants on the weekend. Data also suggests that Saturday through Monday earns better revenue for restaurants.

On 3rd,5th,7th to 10th & 15th December, Domino's Pizza failed to achieve the daily Target. Possible reasons:

1) On Tuesday, Ibadan faces a noticeable revenue & sales drop. There is a single Wednesday record i.e. 9th December on which the best performer branch Ikoyi shows the worst performance. We need more data to verify the existence of any pattern of sales upswing on specific weekdays.

2) On 3rd December, Lekki & Surulere performs par below their usual average. This type of underperformance is again observed on 5th December ,this time for Ibadan and Lekki; on 7th December, for Gbagada, Lekki & Surulere; On 10th December all branches except Lekki underperforms.

Pizza

BBQ Chicken	Beef Suya	Chicken Feast	Chicken Suya	Hot Pepperoni Feast	Italiano	Meatzaa	Pepperoni Suya
BBQ Philly Steak	Chicken Bali	Chicken Legend	Extravaganza	Hot Veggie	Margarita	Pepperoni Feast	Veggie Supreme

Revenue & Target comparison for Pizza

45.24M

0M   **47.37M**   95M
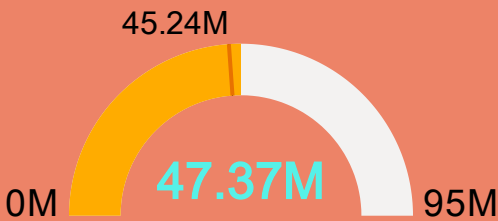
Wee...
- [ ] Sun
- [ ] Mon
- [ ] Tue
- [ ] Wed
- [ ] Thu
- [ ] Fri

Branch

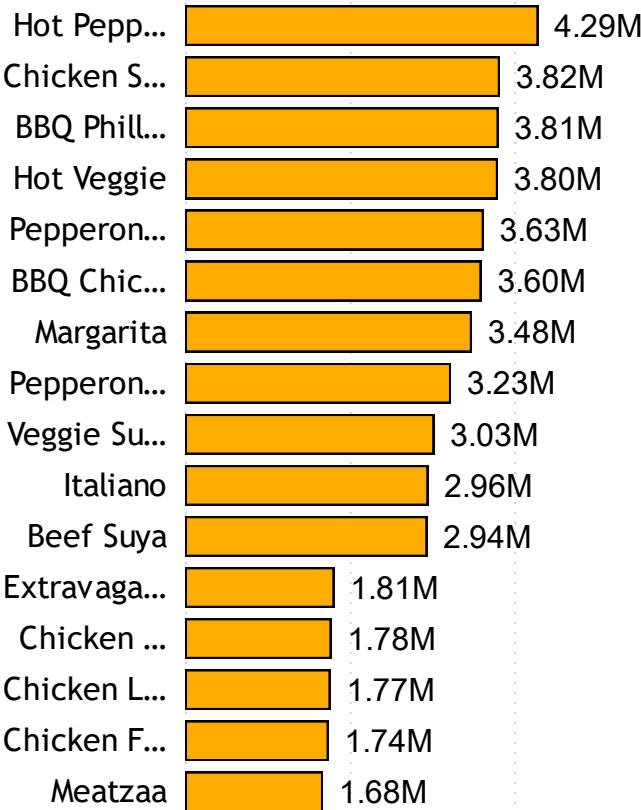| Gbagada	Ibadan	Ikoyi	Lekki	❯

Interestingly on weekends, more specifically on Saturday, BBQ Chicken & on Sunday, Margarita becomes the 2nd highest revenue generating product! Things get more insightful in branch specific context.

Top 3 Pizza by Revenue

Pizza	Revenue
Hot Pepp...	4.29M
Chicken S...	3.82M
BBQ Phill...	3.81M
Hot Veggie	3.80M
Pepperon...	3.63M
BBQ Chic...	3.60M
Margarita	3.48M
Pepperon...	3.23M
Veggie Su...	3.03M
Italiano	2.96M
Beef Suya	2.94M
Extravaga...	1.81M
Chicken ...	1.78M
Chicken L...	1.77M
Chicken F...	1.74M
Meatzaa	1.68M

0M   2M   4M
Revenue

Three Pizza : BBQ Chicken, Margarita & Italiano fail to achieve their specific sales revenue target. The first two are the worst performer in the highest 4k price category; overall as well as for top 2 revenue generating branches.

Italiano is always in the 2nd last revenue generating pizza in 3k price category for every branch whereas the last one in the same category, Beef Suya does achieve the target (exactly equals).So I think the target figure for Italiano was inappropiate and Domino's Pizza should either lower their expectation for this item or adopt any marketing strategy to promote Italiano Pizza.

So this could be a good strategy to promote these two underperforming products specially on weekends. Let's say we could promote BBQ Chicken on Saturday, in Ibadan, Lekki, Gbagada & Surulere and Margarita on Sunday in Lekki, Surulere & Ibadan. We could also promote Margarita on Saturday in Surulere Branch.

15 Day Forecast on Pizza Quantity Sales
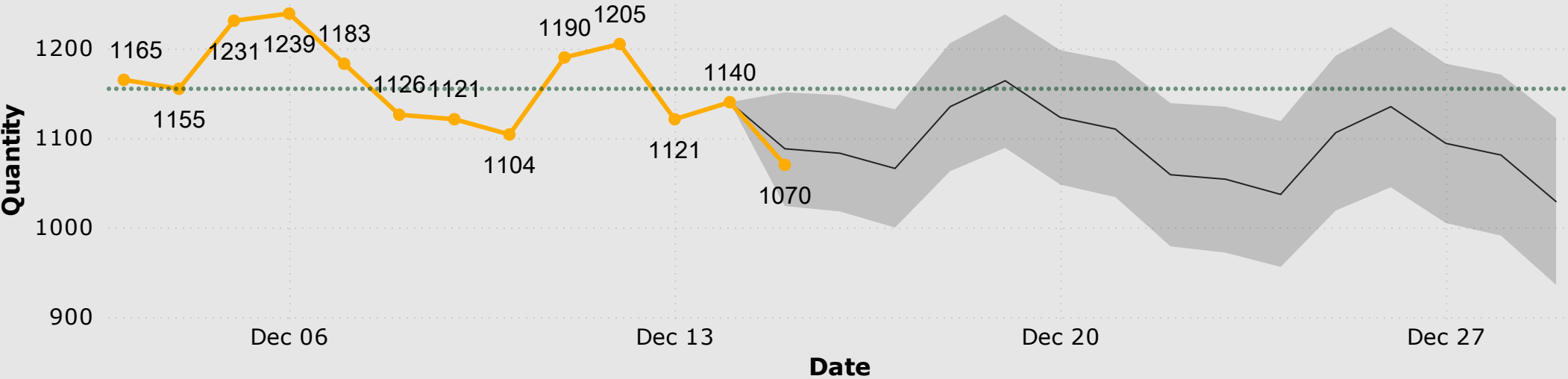
Quantity

- 1165
- 1155
- 1231
- 1239
- 1183
- 1126
- 1121
- 1104
- 1190
- 1205
- 1121
- 1140
- 1070

1200
1100
1000
900

Dec 06   Dec 13   Dec 20   Dec 27

Date

15 Day Forecast on Daily Revenue

Revenue

- 3.76M
- 3.59M
- 3.81M
- 3.87M
- 3.76M
- 3.56M
- 3.46M
- 3.50M
- 3.67M
- 3.86M
- 3.59M
- 3.59M
- 3.59M
- 3.35M

4.5M
4.0M
3.5M
3.0M
2.5M

Dec 06   Dec 13   Dec 20   Dec 27

Date

Predictive Dashboard

Time Range ⌄
- ☐ After 9:00am
- ☐ Before 9:00am

Branch ⌄
- ☐ Gbagada
- ☐ Ibadan
- ☐ Ikoyi
- ☐ Lekki
- ☐ Surulere
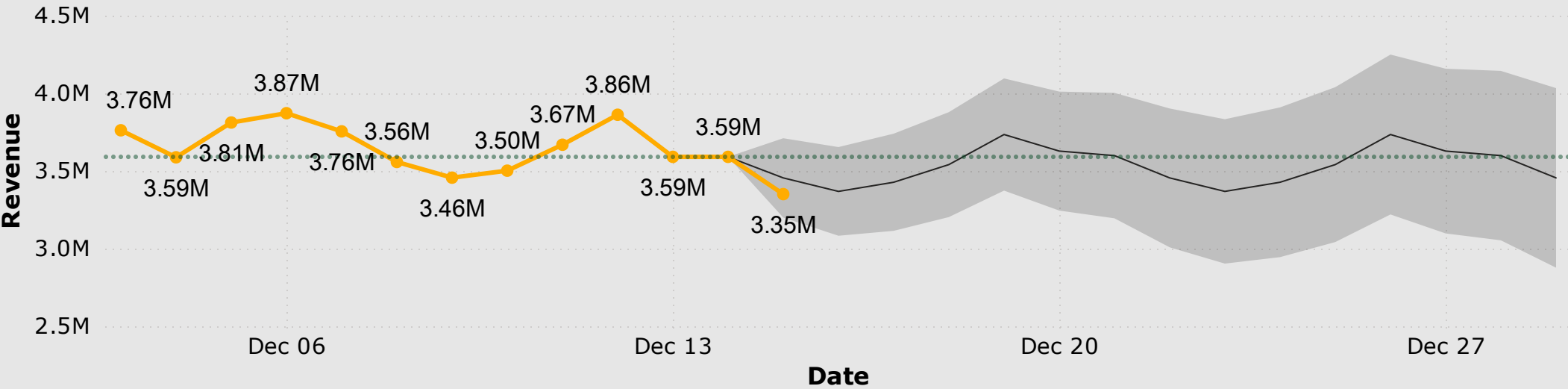
Pizza ⌄

| BBQ Chicken | BBQ Philly Steak | Beef Suya | Chicken Bali | Chicken Feast | Chicken Legend | Chicken Suya | Extravaganza |