

# PLATO'S PIZZA ANALYSIS

Total Revenue

\$817.86K

Total Pizzas Sold

49574

Total Orders Placed

21350

AVG Daily Orders

60

AVG Order Value

\$38.31

## WHEN ARE WE BUSIEST?

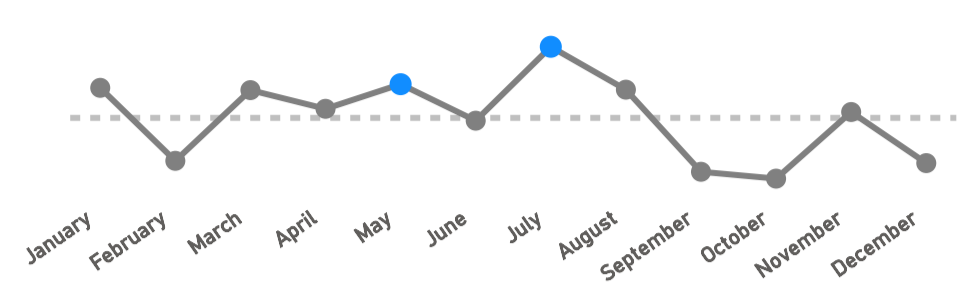
Quarter Two and Three are our most busiest quarters with a difference of 12 orders between them. Quarter Three being the peak.

Our busiest month is July, followed by May, which are in Q3 and Q2 respectively.

### Orders per Quarter

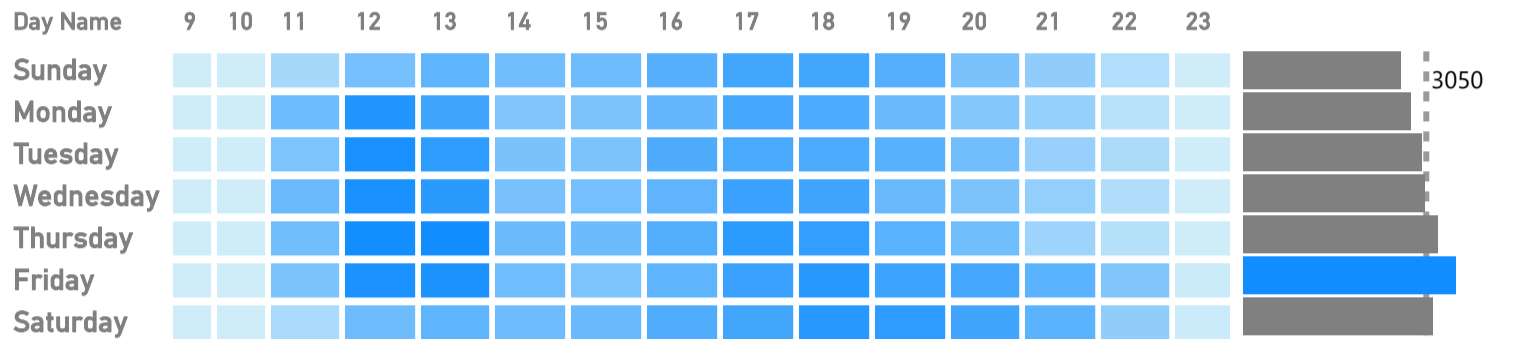


### Orders Monthly



During Weekdays, our busiest time slot is 12 to 13 hours (Lunch time), with 18 to 19 hours being the busiest slot over the Weekend.

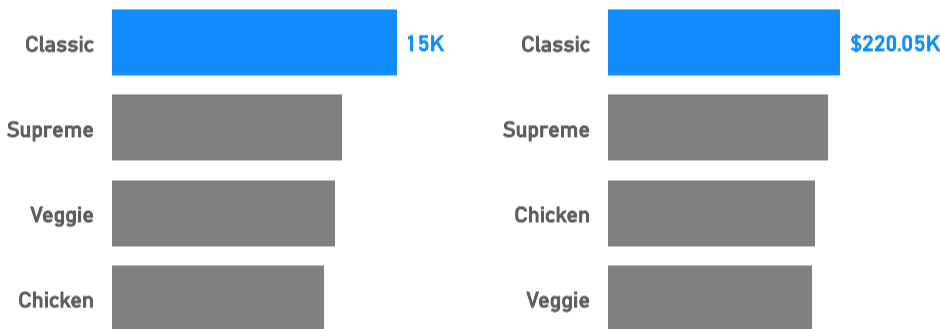
Friday is our peak day, followed by Thursday and Saturday, both with orders above the average of 3050.



## PIZZAS AND CATEGORIES

The Classic category is the most ordered, and generates the most revenue.

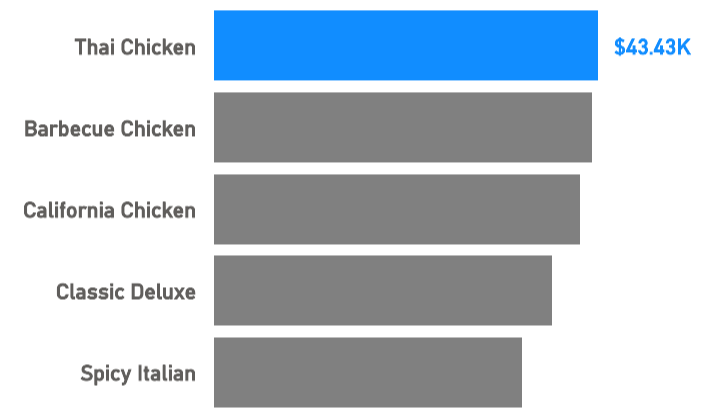
While the Chicken category is the least ordered, it generates more revenue than the Veggie category.



The Thai Chicken generates the most revenue than all pizzas despite being from the Chicken Category that is least ordered.

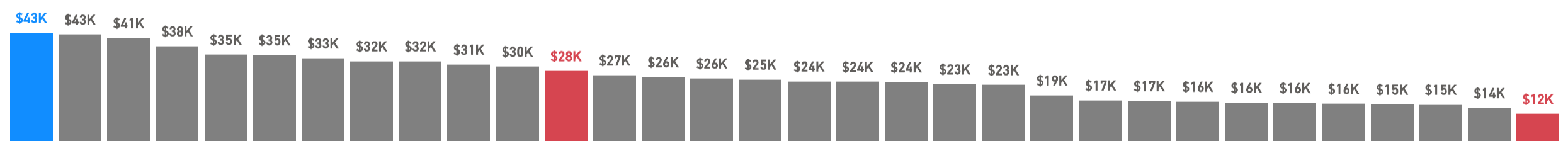
Recommendation: increase the prices of the most ordered pizzas.

### Top 5 Pizza Sales



As a Greek inspired place. The Greek pizza is not performing well in sales. It is ranked 12th compared with the 31 other offered pizzas in the restaurant. There is a huge difference of \$15k between The Thai Chicken pizza (Best Performing) and The Greek Pizza (Inspiration). The worst selling pizza is The Brie Carre pizza with only \$12K in Sales.

Recommendation: Rebrand and focus on the performing pizzas.



## SEATING UTILIZATION AND OPERATIONAL HOURS

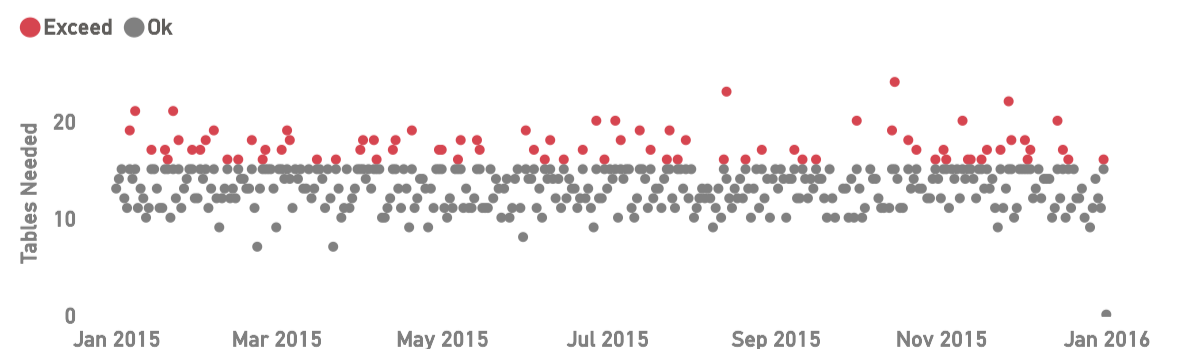
Assuming that:

- In every order, One Pizza equal One Person
- Everyone eats in the restaurant
- 15 tables and 60 chairs equal 15 tables with 4 chairs each
- Tables are not shared between ordering groups
- Everyone spent one hour in the restaurant, from ordering to leaving

There were 80 incidents where customers ordered exceeded the seating capacity in the restaurant, and in 10 out of the 80 incidents, 20 or more tables were needed to accommodate the ordered customers.

This suggest that the seating capacity is significantly insufficient to accommodate the customers.

### When was the seating capacity exceeded?



Orders of Three or more quantity contribute only 0.15% of the Total Revenue, while orders of Two or less contribute 99.85%.

Meaning that with 4-seated tables we are not using the seating capacity sufficiently.

Recommendation: Reduce 4-seated tables with more 2-seated tables.

### Quantity ordered vs Revenue

quantity	Total Revenue
1	\$786,457.10
2	\$30,209.20
3	\$1,014.75
4	\$179.00

The first two hours of the day and the last hour of the day contributes only 0.06% to the Total Revenue.

Recommendation: Adjust operating hours from 9:00 - 23:59 to 11:00 - 22:59. This will not affect the business.

The 3 hours hours generates a revenue of \$508.00 combined. \$817.86K - \$508.00 = \$817.35K (New Revenue)

### Operating Hours

