



# PLATO'S PIZZA

## SUMMARY OF OPERATIONAL PERFORMANCE | 2015

**\$817,860.05**

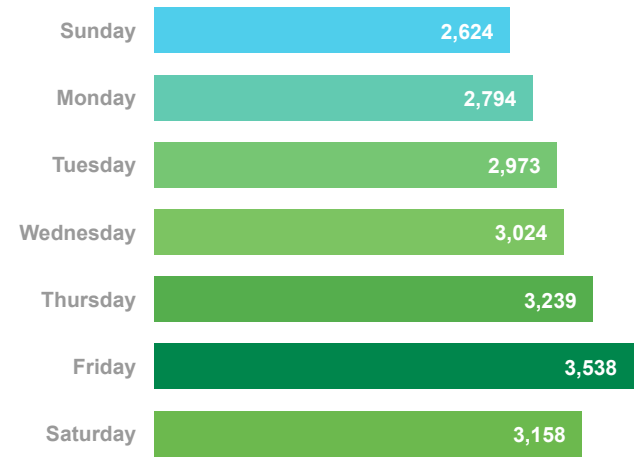
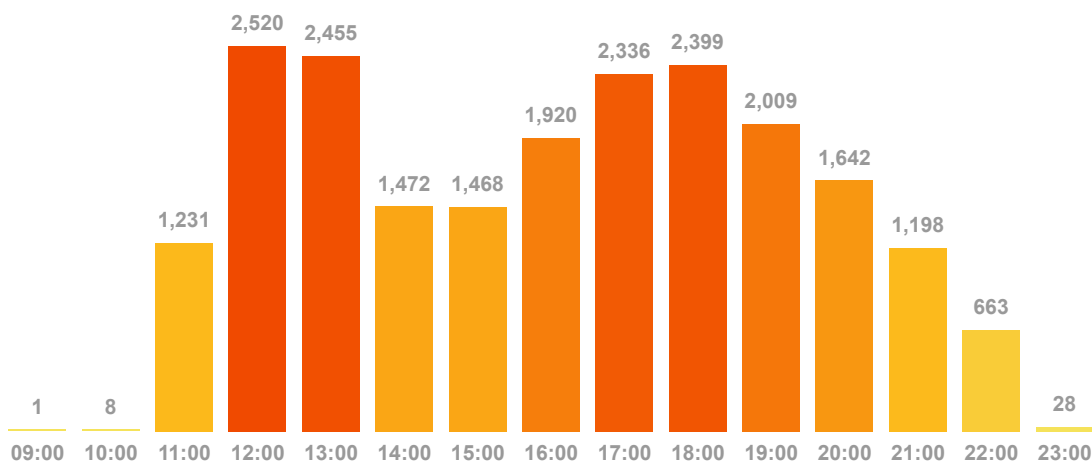
Annual Revenue

**21,350**

Total Orders

**49,574**

Total Pizza Sold



The restaurant is busiest from **Thursday to Saturday** at **12:00 to 13:00** and **17:00 to 18:00** hours. However, **Friday** is the busiest day.

**\$2.28K**

Avg Daily Revenue

**60**

Avg Daily Orders

**138**

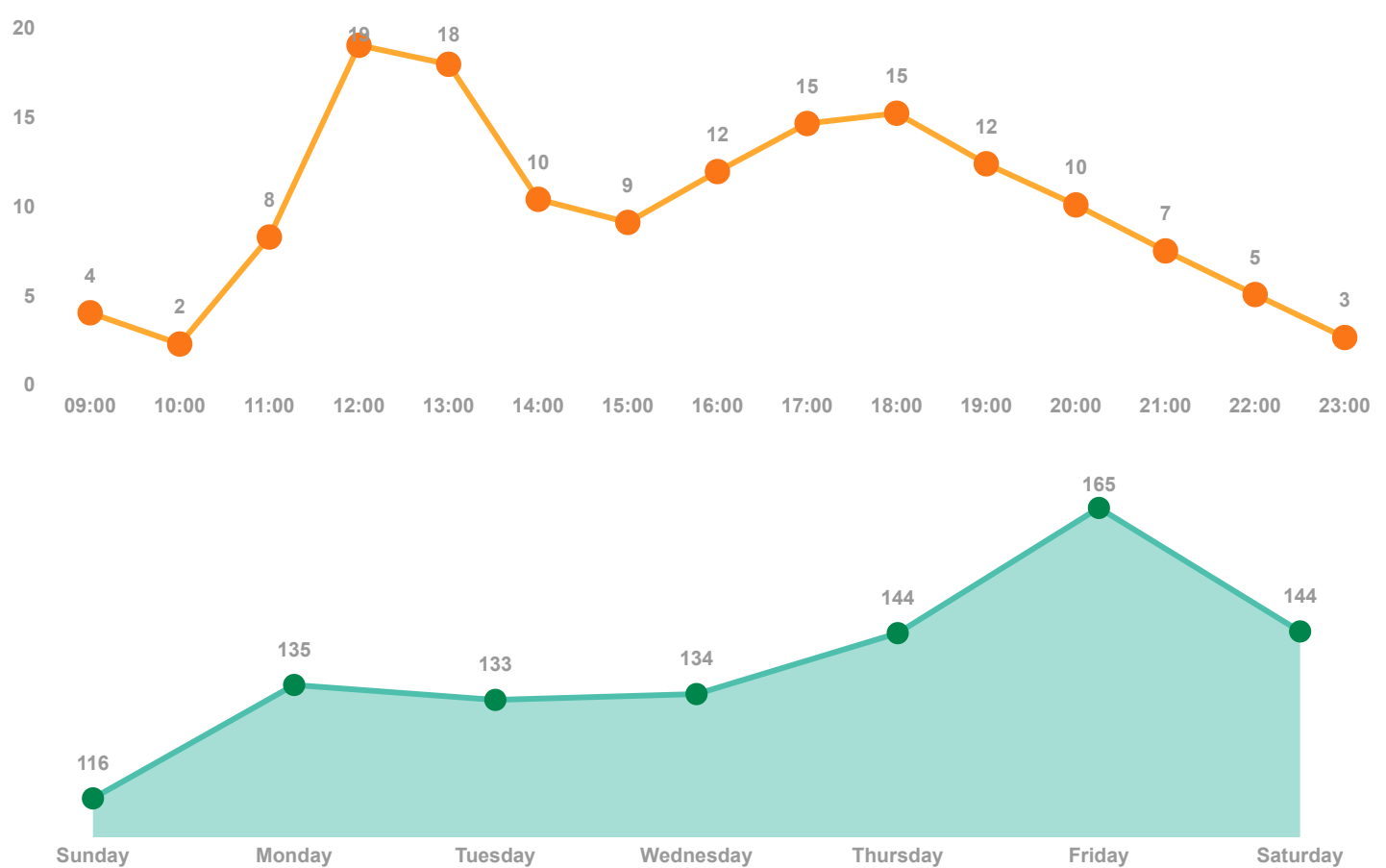
Avg Daily Pizzas Sold

**2.32**

Avg Pizzas Per Order

**\$38.31**

Avg Order Value



The restaurant bakes an average **165** pizzas on busiest **Fridays** and **19** pizzas during peak business hours.

### Highest Pizzas Sold

**2,453**

The Classic Chicken Pizza

### Highest Revenue

**\$43,434**

The Thai Chicken Pizza

### Lowest Pizzas Sold

**490**

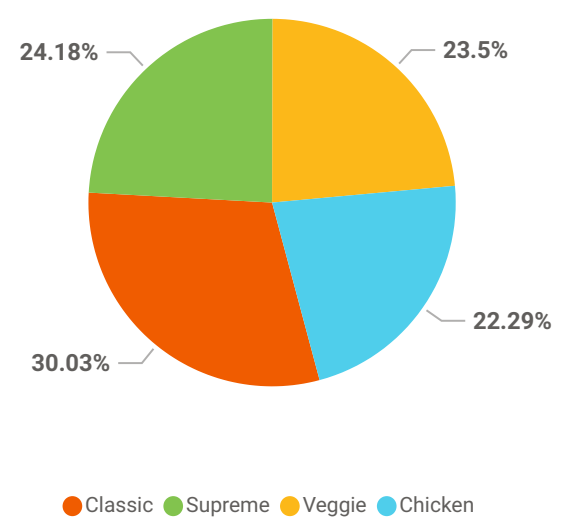
The Brie Carre Pizza

### Lowest Revenue

**\$11,589**

The Brie Carre Pizza

### Most Popular Pizza Category



The Thai Chicken Pizza is generating highest revenue (5.3%) & The Classic Deluxe Pizza is the Best-selling product (2453).

The Brie Carre Pizza is generating least revenue (1.4%) & Lowest selling product (490).

Week Day	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00	23:00
Sunday		7%	15%	27%	33%	29%	29%	36%	41%	42%	36%	26%	20%	12%	7%
Monday		7%	31%	55%	46%	26%	27%	34%	44%	42%	33%	25%	19%	11%	7%
Tuesday	7%		24%	54%	48%	27%	25%	38%	40%	39%	35%	29%	18%	14%	
Wednesday		7%	31%	54%	49%	26%	27%	33%	44%	43%	31%	25%	19%	14%	
Thursday		7%	29%	56%	56%	30%	29%	37%	48%	46%	35%	28%	16%	11%	7%
Friday			26%	55%	55%	29%	25%	36%	46%	52%	46%	43%	36%	24%	7%
Saturday		7%	15%	29%	33%	29%	30%	38%	42%	50%	48%	42%	35%	20%	7%
Total	7%	7%	25%	47%	46%	28%	28%	36%	44%	45%	38%	31%	23%	16%	7%

Assumption: Average Daily Utilization of seating Capacity (1 Table per Order)

Daily, the restaurant is utilizing an average **47%** of its total seating capacity (15 Tables\* 4 Seats) during peak business (12:00 to 13:00) hours.

### Recommendations:

- The most popular **large size** pizzas are generating **highest (45.89%)** revenue **\$375.32K** whereas **XXL** size pizzas are generating **least (0.12%)** revenue **\$1.01K**. Therefore, **XXL** size can be removed from the menu.
- Changing restaurant opening time to **11:00 to 22:00** hours can **reduce** operational cost.
- Replacing 50% seating arrangement with **2-seater** tables will **maximize utilization** of seating capacity.
- To drive more sale on **Sunday** and during **post lunch off hours**, Plato's should run **promotions / special offers**.