Pizza Sales Analysis

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About The Project

About The Project

In this project I used data analysis techniques to analyze pizza sales datasets and get important information about pizza sales, customers, orders, etc. I analyzed data using SQL(PostgreSQL, pgadmin4) and visualized important information using Excel. With this information businesses can make data-driven decisions to maximize profitability and customer satisfaction.
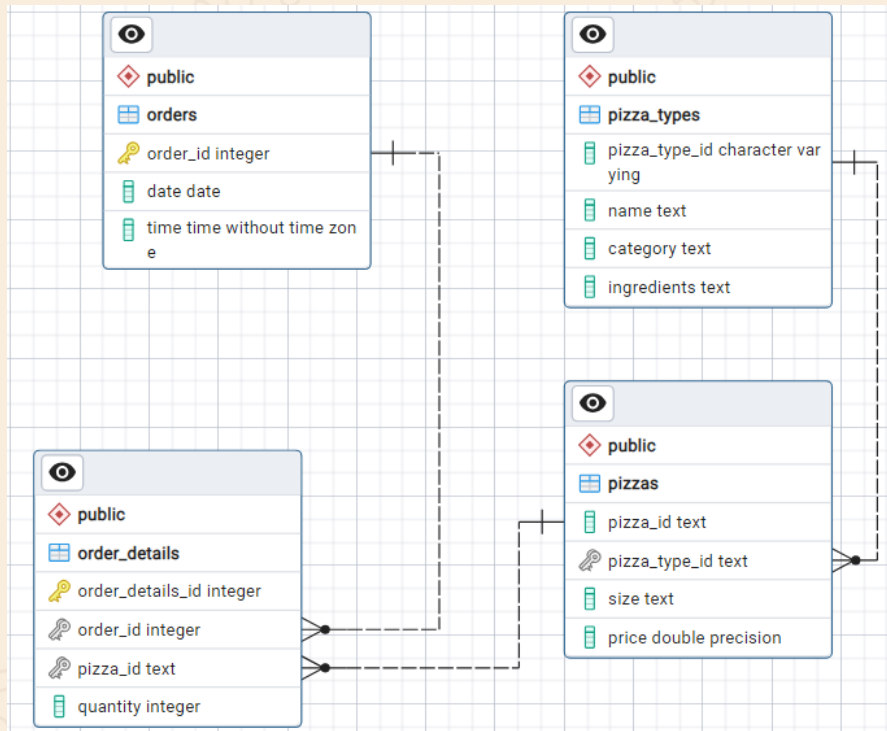
02
About The Data

About The Data

In this project I have used 4 datasets that are interconnected.
Here is the ERD diagram which was created in pgadmin4:

About The Data

order_details.csv - Contains information about order_details_id, order_id, pizza_id and quantity ordered

orders.csv - Contains information about order_id, date and time when the order was made

pizza_types.csv - Contains information about pizza_type_id, name, category and ingredients for the pizza

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03

Insights to find out

INSIGHTS TO FIND OUT

1. Does the table contain Null values?

2. What are the order details and total price for each order?

3. Analyze order price distribution by creating bins

4. Define price bins with upper and lower bounds

5. At what time of day do we see the highest volume of orders?

6. On which day of the week do we see the most orders?

7. What kind of pizzas do people order the most?

INSIGHTS TO FIND OUT

8. What kind of pizzas have made the most amount of money?

9. What are the most popular pizza sizes?

10. What is the max, min, average and median order price?

11. What are the most popular ingredients?

12. What is most popular pizza for each day of the week?

13. What is the number of orders made in each season (spring, summer, autumn, winter)?

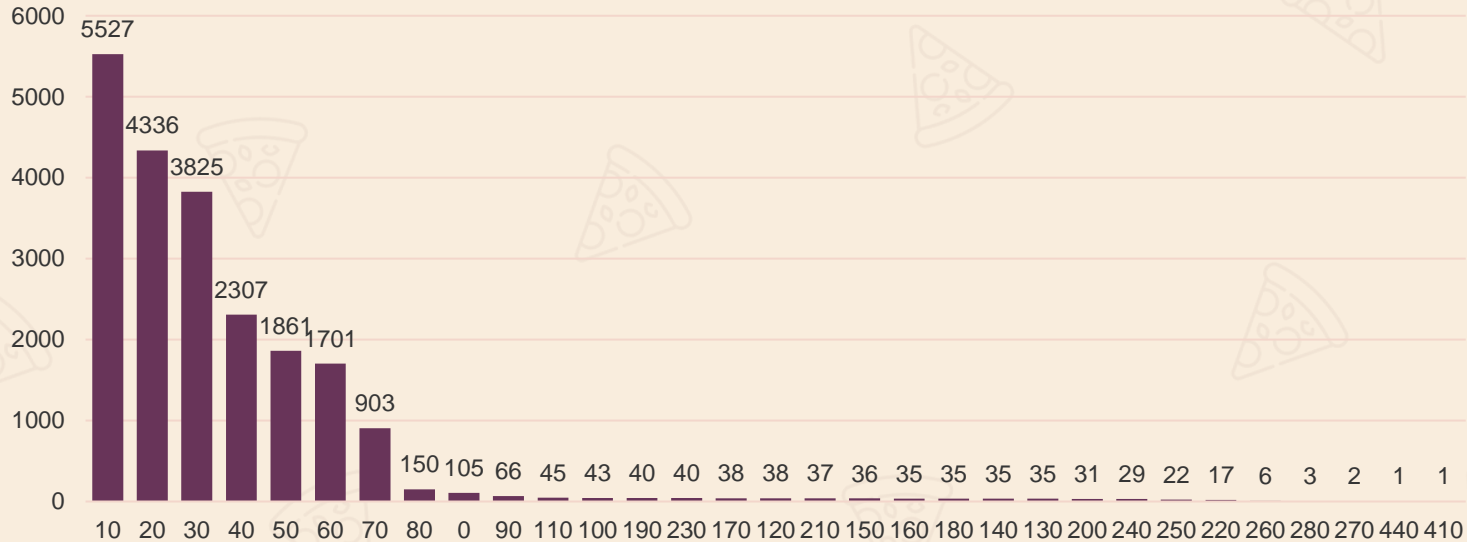14. What was the date when first 10.000 orders were made from the start of the year?

04

Visual analytics and findings

Findings

1. Table contains 0 Null values

2. CSV file named task_2.csv contains results
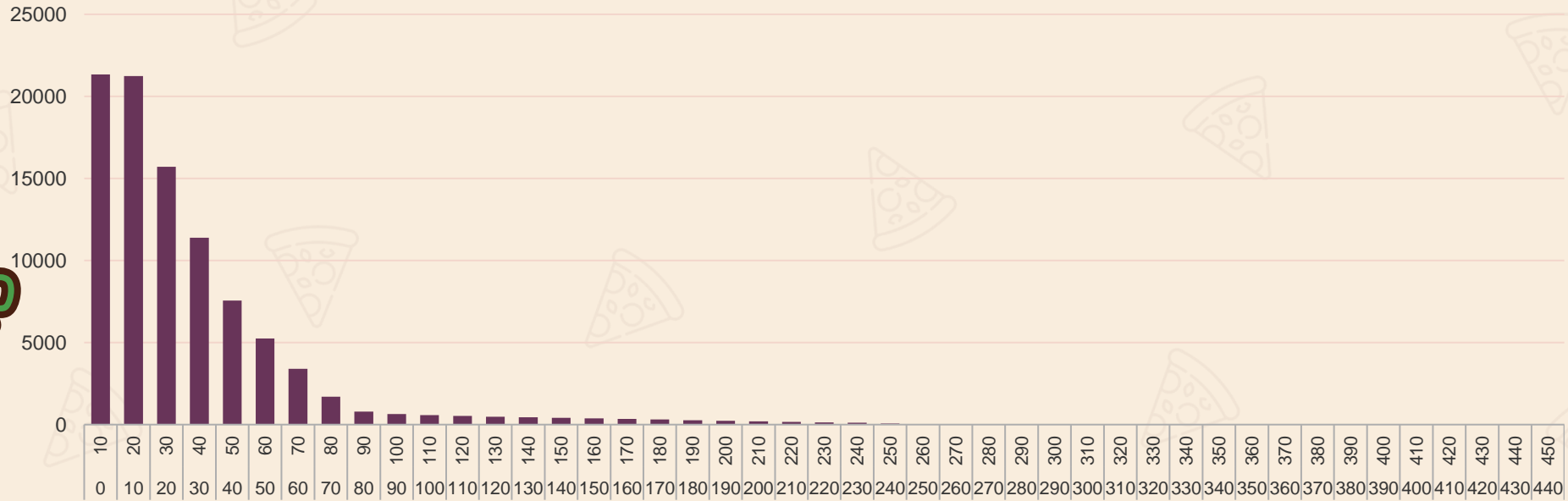
3. Most of the orders fall between 10-30$

Findings

4. Bins with upper and lower bounds showed that most of the orders fall between 0-30$
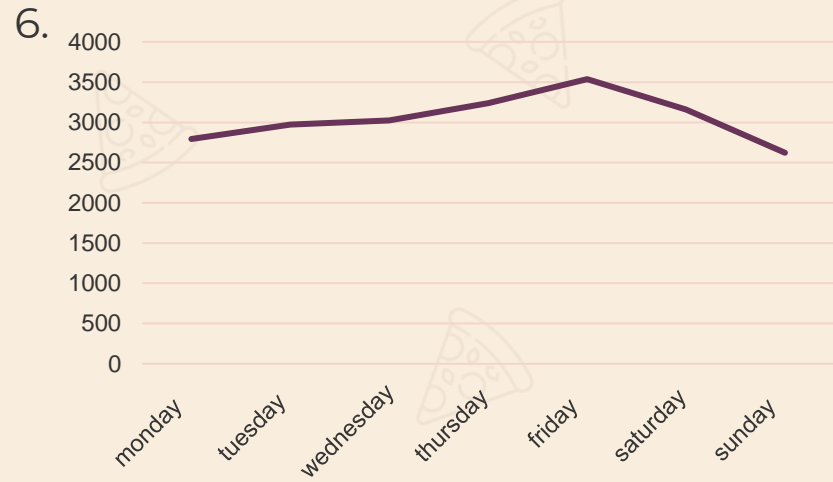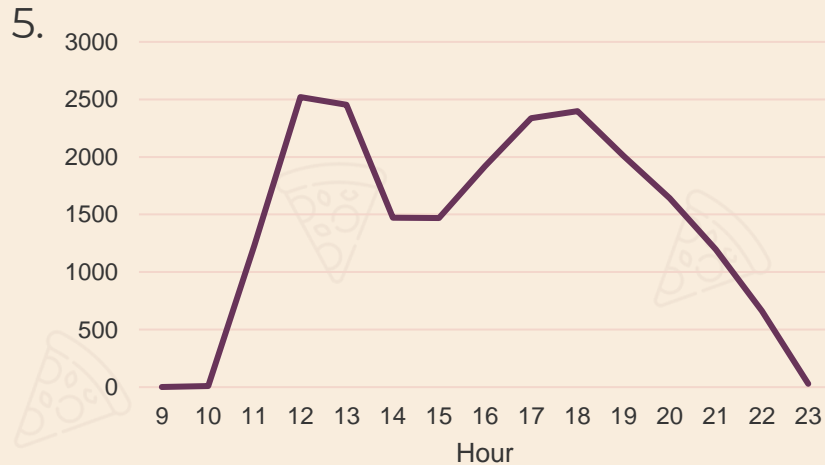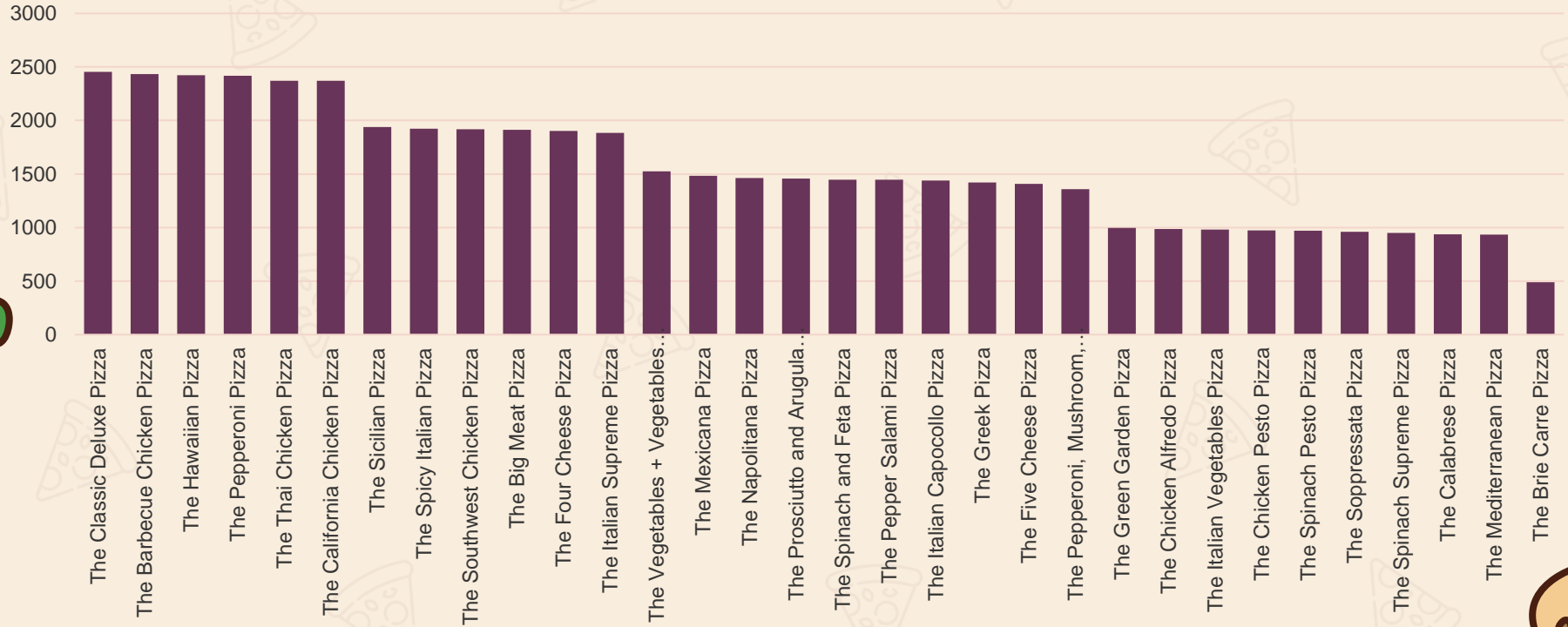
Findings

5. The most amount of order were made between 12:00-13:00 and 17:00-19:00

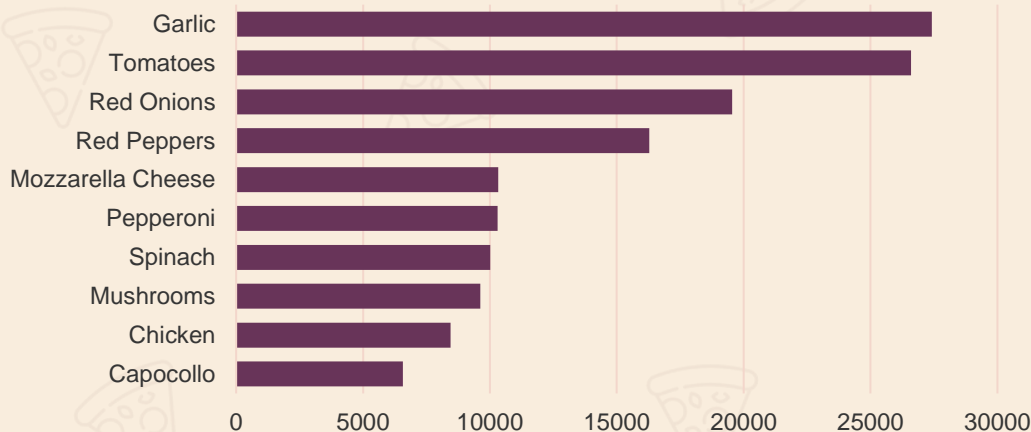6. The most amount of orders were made on Friday

5.

6.

Findings

7. "The Classic Deluxe Pizza" is the most ordered pizza and "The Brie Carre Pizza" is the least ordered pizza

Findings

8. "The Thai Chicken Pizza" has made the most amount of money and "The Brie Carre Pizza" the least amount of money

9. The most popular one is L, then M, S, XL, XXL

10. The max order price is 444.20$, min order price is 9.75$, average order price is 38.31$ and median order price is 32.5$

11. We have 65 different ingredients and the most popular ingredient here is Garlic. Here is the top 10 ingredients:
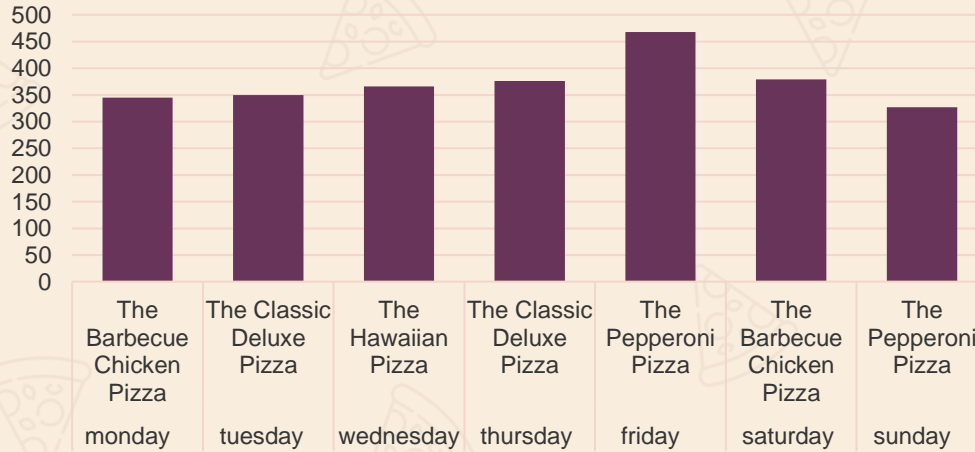
Findings

12. "The Barbecue Chicken Pizza" for Monday, "The Pepperoni Pizza" for Friday

13. "Spring" – 12740, "Summer" – 12667, "Autumn" – 12039, "Winter" – 12128

14. The first 10.000 orders were made between 2015-03-13 and 2015-03-14

Thanks for your attention!

Hope You liked my Project :)

Do you have any questions?

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