

Cheese crown company



PIZZA SALES REPORT

Report by Aniket A.Pawar

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INTRODUCTION

Welcome to our Sales Report Presentation. This report analyzes pizza sales data to uncover key insights into customer preferences, order trends, and revenue generation. Using SQL, we explore metrics such as total orders, revenue, popular pizza types and sizes, and time-based ordering patterns. The analysis provides both basic and advanced insights, including the top-selling pizzas by category and their contribution to total revenue. These findings will support data-driven decisions to optimize operations and enhance business performance.



OBJECTIVES

01 Total Orders Analysis

02 Revenue Calculation

03 Pizza Pricing Insights

04 Pizza Size Preferences

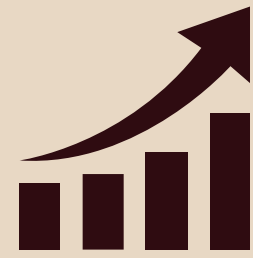
05 Top 5 Pizza Types by Quantity

06 Category-Wise Pizza Sales

07 Order Timing Patterns

08 Revenue Contribution by Pizza Type

TOTAL ORDERS



In 2015, a total of 21,350 pizza orders were placed, showcasing a strong demand for our products throughout the year. This volume reflects consistent customer engagement and highlights the scale of our operations. Analyzing this data provides valuable insights into order patterns, customer preferences, and opportunities for further growth.

21350

TOTAL REVENUE



In 2015, total pizza sales generated a revenue of \$199,399. This substantial figure highlights the business's strong market presence and customer loyalty.

By analyzing this revenue, we can better understand the contributions of different pizza types, sizes, and order patterns, as well as identify opportunities to maximize future sales.

\$ 199399

PIZZA PRICING INSIGHTS



In 2015, the highest-priced pizza on the menu was the Greek Pizza, priced at \$35.95. This premium pizza is crafted with a blend of gourmet ingredients, including Kalamata olives, feta cheese, tomatoes, garlic, beef chuck roast, and red onions, which contribute to its rich flavor and elevated price. In contrast, the Pepperoni Pizza, priced at \$9.75, was the most affordable option, offering a classic and popular choice for customers. friendly meal.



PREMIUM

\$ 35.95
THE GREEK PIZZA

BUDGET FRIENDLY

\$ 9.75
THE PEPPERONI PIZZA

PIZZA SIZE PREFERENCES



In 2015, the most common pizza size ordered was Large, with a total of 4,576 orders, highlighting its popularity among customers. In contrast, the least common size was XXL, with only 8 orders, indicating lower demand for the extra-large option. These insights provide valuable information about customer preferences and can guide future menu and marketing strategies.

POPULAR SIZE

LARGE

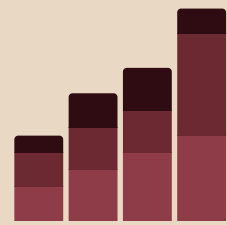
4576 ORDERS

LEAST POPULAR SIZE

XX LARGE

8 ORDERS

TOP 5 ORDERED PIZZA



The top 5 most ordered pizzas in 2015 are - The Pepperoni Pizza topped the list with 601 orders, followed closely by the Barbecue Chicken Pizza with 598 orders. Other popular choices included the Hawaiian Pizza with 581 orders, the California Chicken Pizza with 564 orders, and the Thai Chicken Pizza with 552 orders.

01. PEPPERONI PIZZA
601 ORDERS

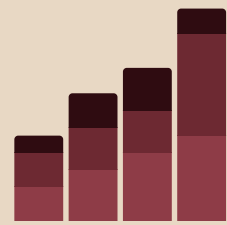
02. BBQ CHICKEN PIZZA
598 ORDERS

03. HAWAIIAN PIZZA
581 ORDERS

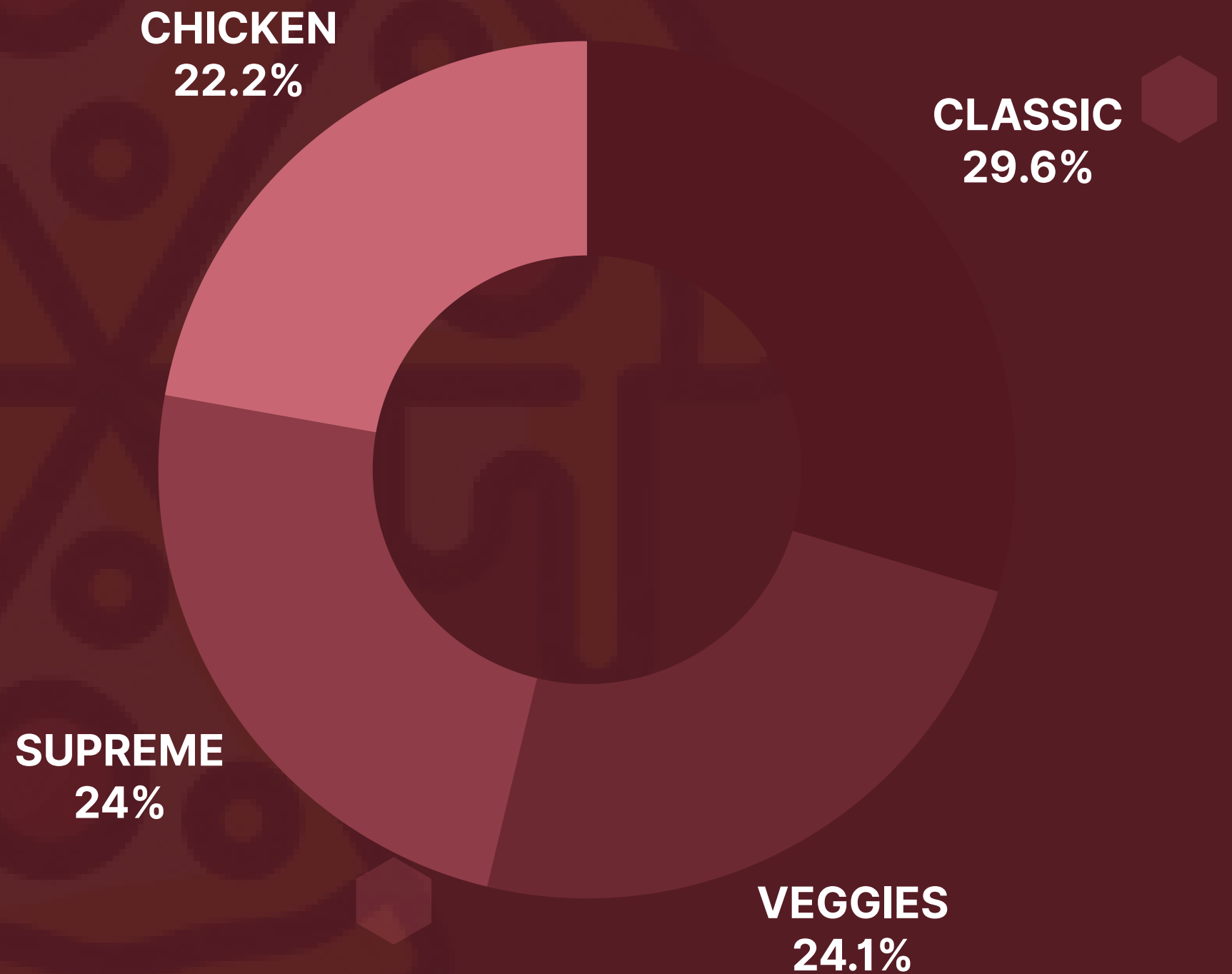
04. CALIFORNIA CHICKEN PIZZA
564 ORDERS

05. THAI CHICKEN PIZZA
552 ORDERS

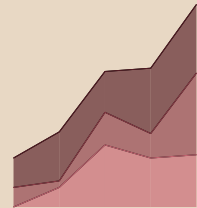
CATEGORY WISE PIZZA SALES



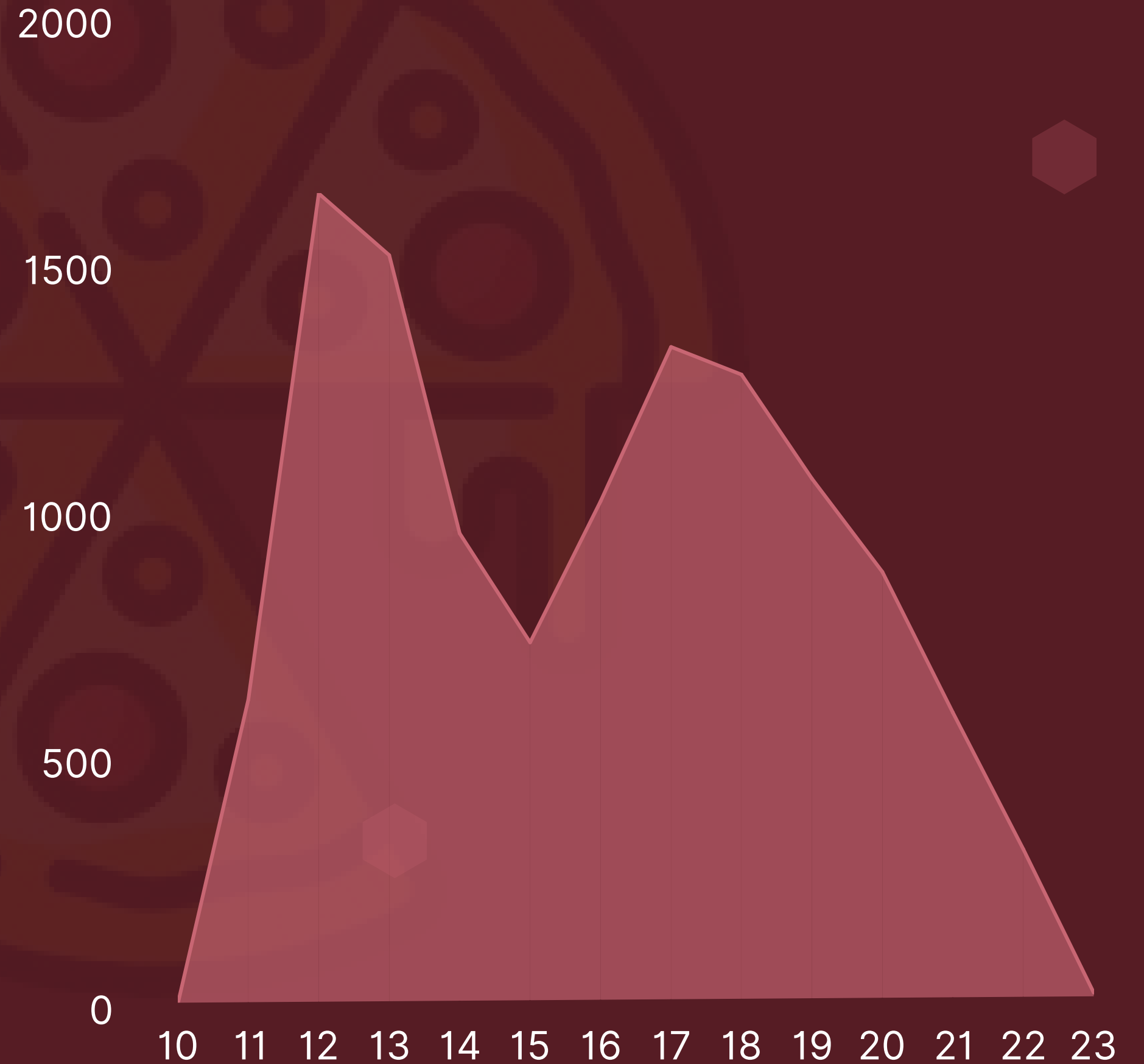
In 2015, Classic pizzas leading the way at 3,517 orders. Veggie pizzas followed closely, with 2,870 orders, reflecting strong demand for plant-based options. The Supreme category accounted for 2,858 orders, while the Chicken category saw 2,640 orders. These figures highlight the popularity of traditional and specialty pizzas across various customer preferences.



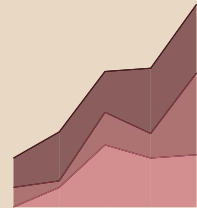
ORDER TIMING PATTERN



In 2015, pizza orders peaked at 12 PM (1,642 orders) and 1 PM (1,516 orders), reflecting a lunchtime surge. Evening hours also saw high demand, with 1,326 orders at 5 PM and 1,269 orders at 6 PM. The lowest order activity occurred at 10 AM (2 orders) and 11 PM (11 orders), showing clear trends in customer preferences for lunch and dinner.



TOP 3 PIZZAS BY REVENUE



In 2015, The Barbecue Chicken Pizza generated the highest revenue, earning \$10,790.25, followed by The Thai Chicken Pizza with \$10,168 and The California Chicken Pizza with \$10,111.75. These three pizzas contributed significantly to total sales, reflecting their popularity and strong customer demand.

01. BARBECUE CHICKEN PIZZA

\$10,790.25

02. THAI CHICKEN PIZZA

\$10,168

03. CALIFORNIA CHICKEN PIZZA

\$10,111.75

CONCLUSION

01

Total Orders Overview

Conclusion: A total of 21,350 orders were placed in 2015, indicating strong customer engagement.

Recommendation: Maintain marketing efforts to sustain and grow order volume.

02

Total Revenue Overview

Conclusion: The total revenue from pizza sales reached \$199,399, showcasing the business's financial strength.

Recommendation: Explore premium offerings and promotions to further boost revenue.

03

Highest and Lowest Priced Pizzas

Conclusion: The Greek Pizza at \$35.95 is the highest-priced, while the Pepperoni Pizza at \$9.75 is the lowest-priced option.

Recommendation: Consider introducing limited-time offers on high-priced items to attract customers.

04

Pizza Size Preferences

Conclusion: The Large size was the most popular with 4,576 orders, while XXL was the least common with only 8 orders.

Recommendation: Promote the large size in marketing campaigns while assessing the demand for the XXL option.

CONCLUSION

05

Top 5 Most Ordered Pizzas

Conclusion: The Pepperoni Pizza led sales with 601 orders, followed closely by The Barbecue Chicken Pizza with 598 orders.

Recommendation: Maintain the quality of top-selling pizzas and explore variations to attract repeat customers.

06

Category-Wise Pizza Sales

Conclusion: Classic pizzas dominated sales with 3,517 orders, followed by Veggie and Supreme categories.

Recommendation: Expand the menu in the classic and veggie categories to capitalize on their popularity.

07

Order Distribution by Time of Day

Conclusion: Peak orders occurred during lunch hours (12 PM and 1 PM) and early evening (5 PM and 6 PM).

Recommendation: Adjust staffing and promotional efforts to maximize service during peak hours.

08

Top 3 Pizzas by Revenue

Conclusion: The Barbecue Chicken Pizza led revenue generation with \$10,790.25, followed by the Thai Chicken and California Chicken pizzas.

Recommendation: Consider upselling strategies for these high-revenue pizzas to maximize profit margins.



THANK YOU

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