



PIZZA

Sales Performance Analysis

A.ABHILASH REDDY





OBJECTIVE

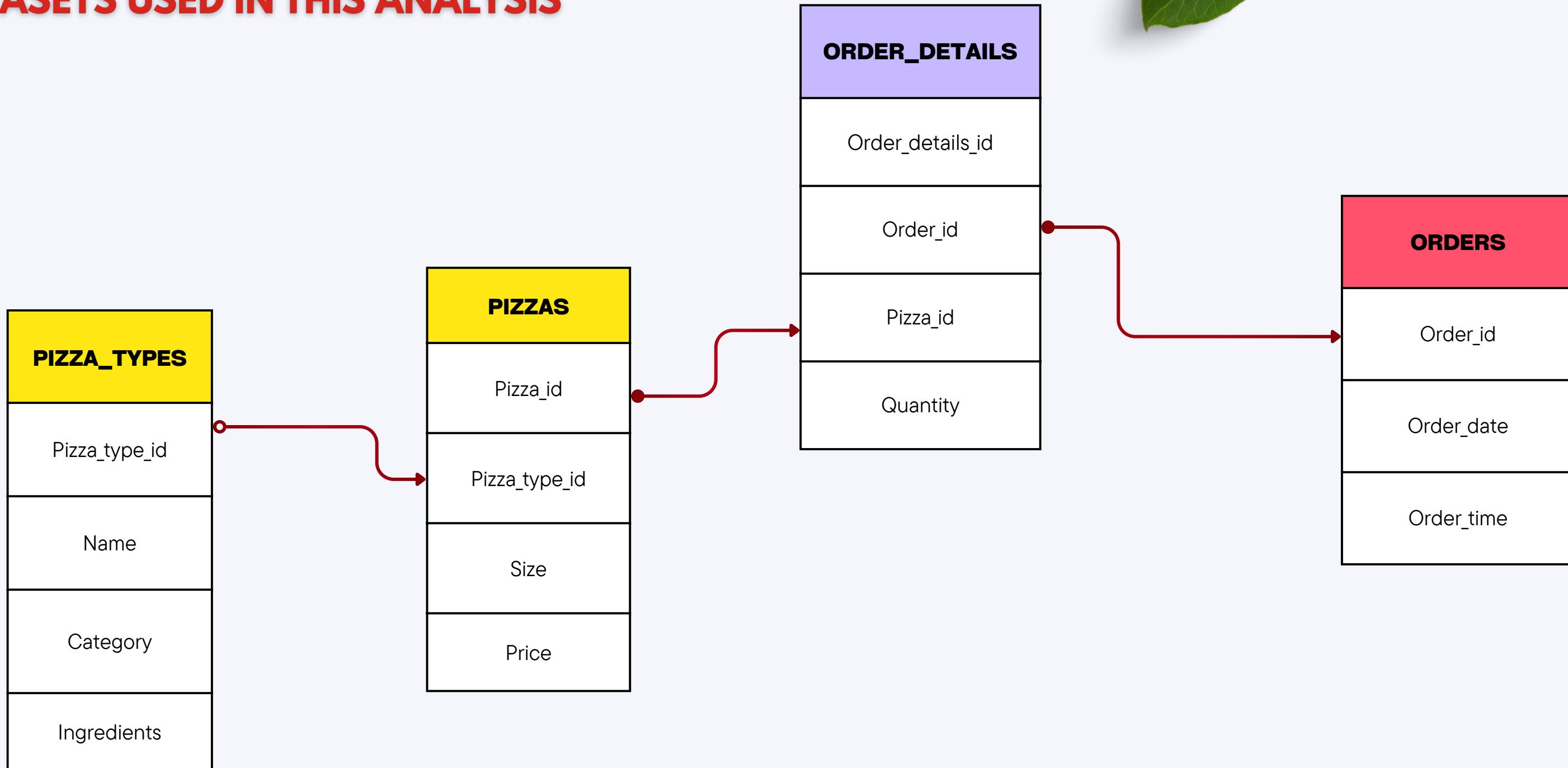


Analyze transactional pizza sales data from a PIZZA shop using SQL to identify product trends, revenue drivers, and time-based patterns. helping the business improve offerings, pricing, and operations.



Dataset Overview

Datasets Used in This Analysis



AREAS OF ANALYSIS

SALES PERFORMANCE

- Total Orders
- Total Quantity Sold
- Total Revenue
- Highest & Lowest Pizza Price
- Highest Order Value

TIME BASED ANALYSIS

- Monthly Sales & Growth Rate
- Highest/Lowest Revenue Month
- Day-wise Sales Patterns
- Time Slot Analysis (hour-wise)

REVENUE INSIGHTS

- Average Revenue per Order
- Average Order Value by Category
- Revenue % Contribution by Category

PRODUCT LEVEL ANALYSIS

- Pizza sales by category
- Size-wise sales
- Most selling pizzas per month
- Top pizzas by category
- pizza type performance

KEY KPIS

TOTAL ORDERS

21350



TOTAL PIZZAS SOLD

49574



TOTAL REVENUE

₹20.45 M



AVERAGE REVENUE PER ORDER

₹957.68



LEAST ORDER VALUE

₹243.75



HIGHEST ORDER VALUE

₹11105



HIGHEST PIZZA PRICE

₹898.75



LEAST PIZZA PRICE

₹243.75



CATEGORY ANALYSIS

THE PIZZA SHOP OFFERS FOUR CATEGORIES

- CLASSIC
- VEGGIE
- CHICKEN
- SUPREME

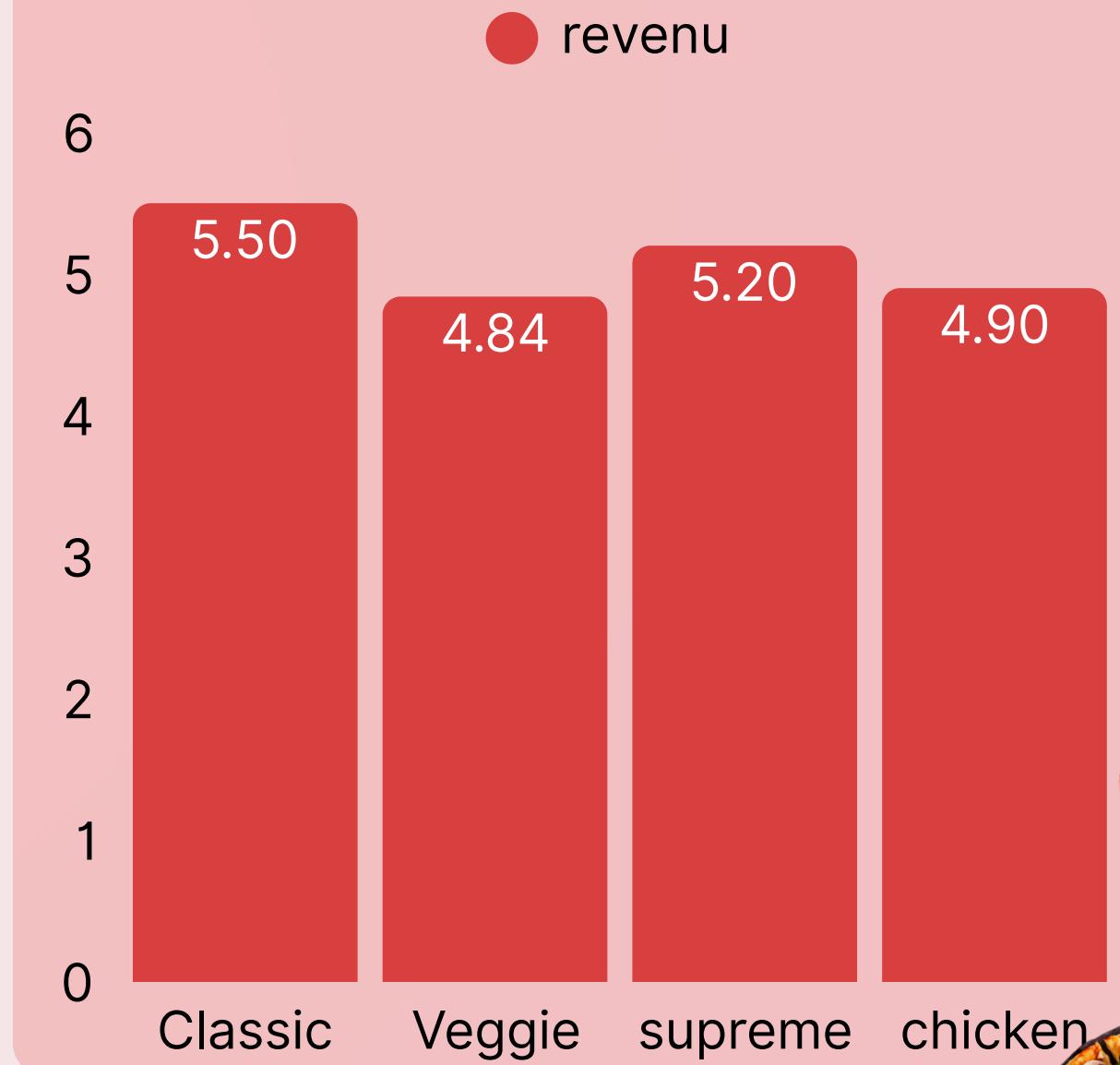
BEST SELLING PIZZA BY CATEGORY

category	pizza	quantity	revenue
Chicken	the Barbecue chicken	2432	1.06M
classic	The Classic Deluxe	2453	0.95M
supreme	The Sicilian pizza	1938	0.77M
Veggie	The Four Cheese	1902	0.81M

CLASSIC CATEGORY GENERATED THE HIGHEST REVENUE AND QUANTITY SOLD

* REVENUE VALUES IN RUPEES ₹

CATEGORY WISE REVENUE ANALYSIS



SIZE ANALYSIS

THE PIZZA SHOP OFFERS PIZZAS IN 5 SIZES

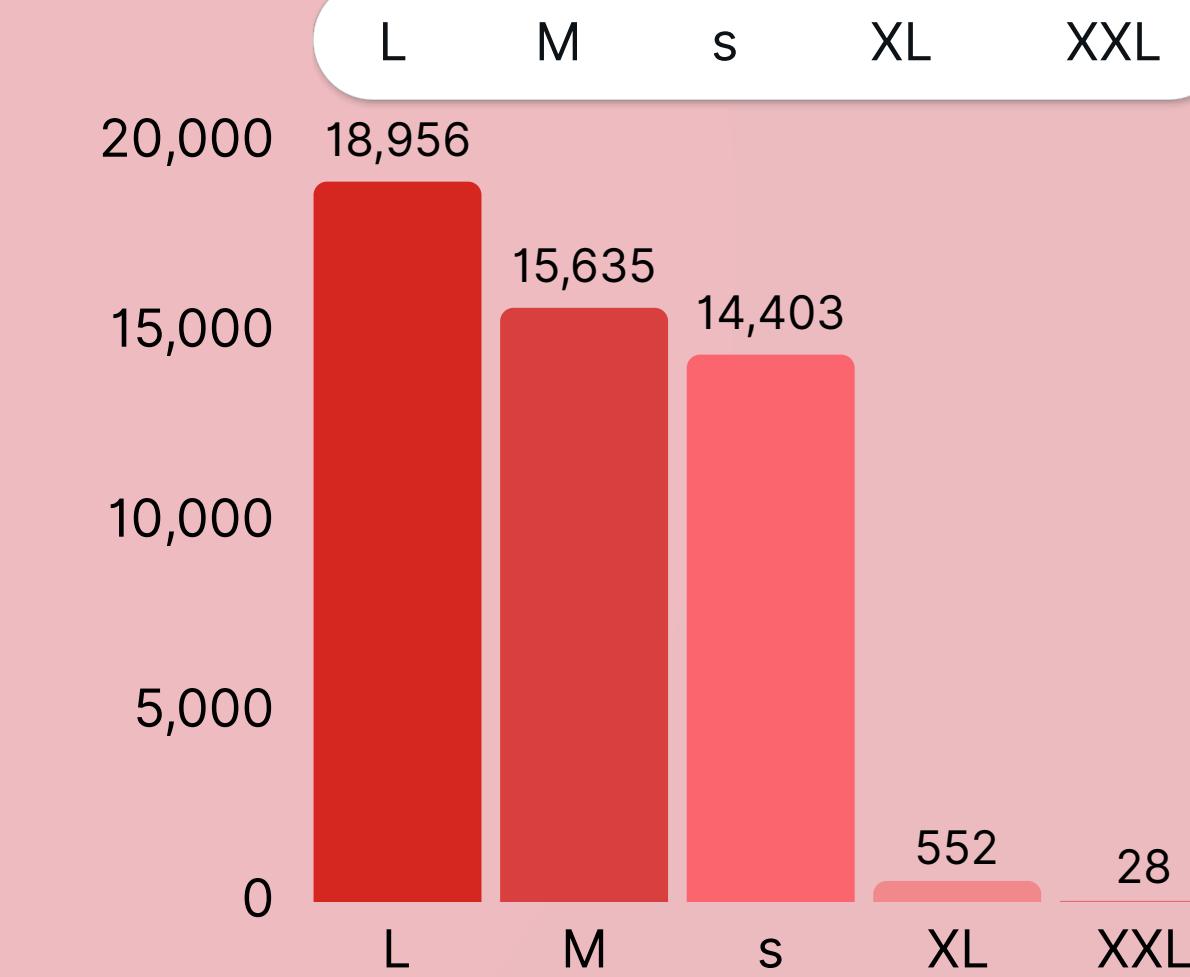
• S • M • L • XL • XXL

BEST-SELLING PIZZA BY SIZES

Size	pizza	quantity	revenue
L	The Thai Chicken Pizza	1410	0.73M
M	The classic Deluxe Pizza	1181	0.47 M
S	The Big Meat Pizza	1914	.057 M
XL	The Greek Pizza	552	0.35 M
XXL	The Greek Pizza	28	0.03 M

'S' SIZE SELLS THE MOST IN QUANTITY, WHILE 'L' SIZE GENERATES THE HIGHEST REVENUE.

SIZE WISE REVENUE ANALYSIS



" REVENUE IN RUPEES

MONTHLY ANALYSIS

MONTHLY ORDERS

Month Name	total_orders
January	1845
February	1685
March	1840
April	1799
May	1853
June	1773
July	1935
August	1841
September	1661
October	1646
November	1792
December	1680
Total	21350

LEAST REVENUE MONTH

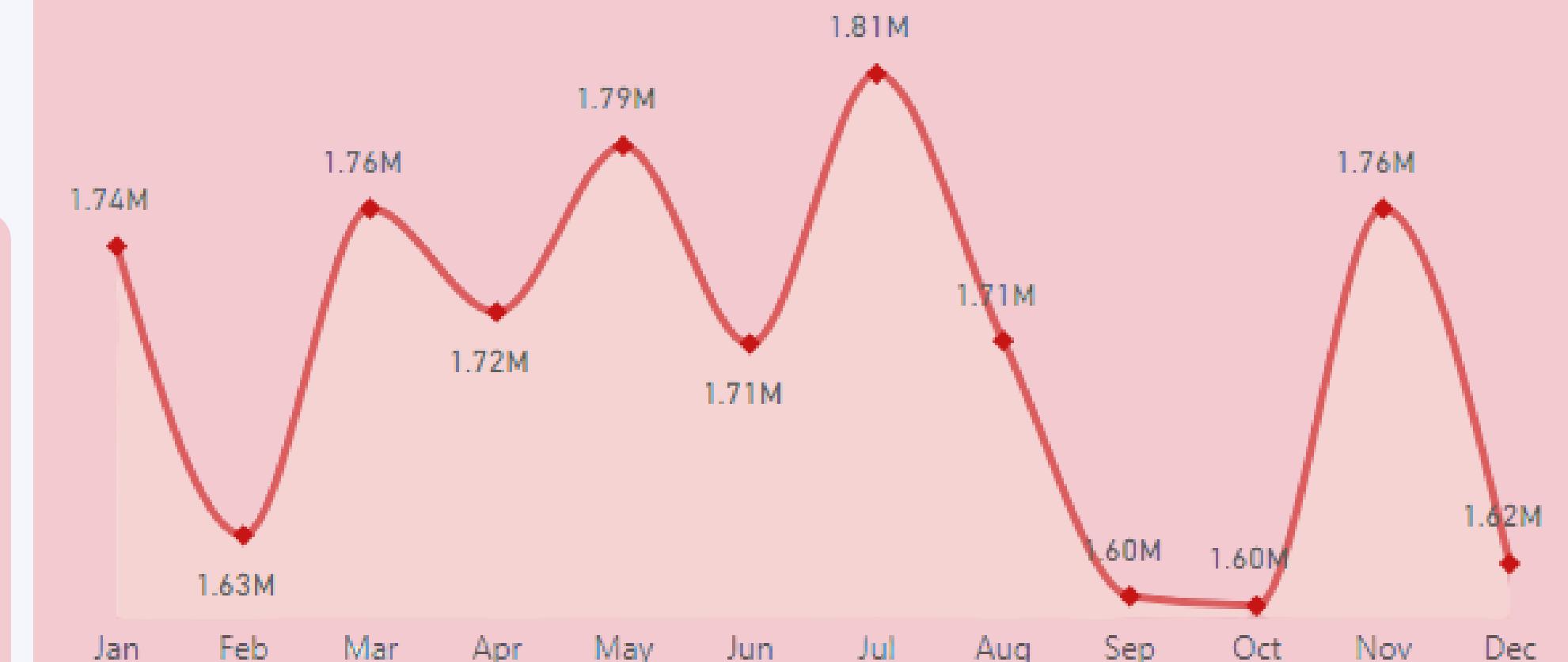
October
1.60M

HIGHEST REVENUE MONTH

July
1.81M

MONTHLY REVENUE TREND

Monthly Revenue Trend



** REVENUE IN RUPEES ₹

DAY & TIME ANALYSIS

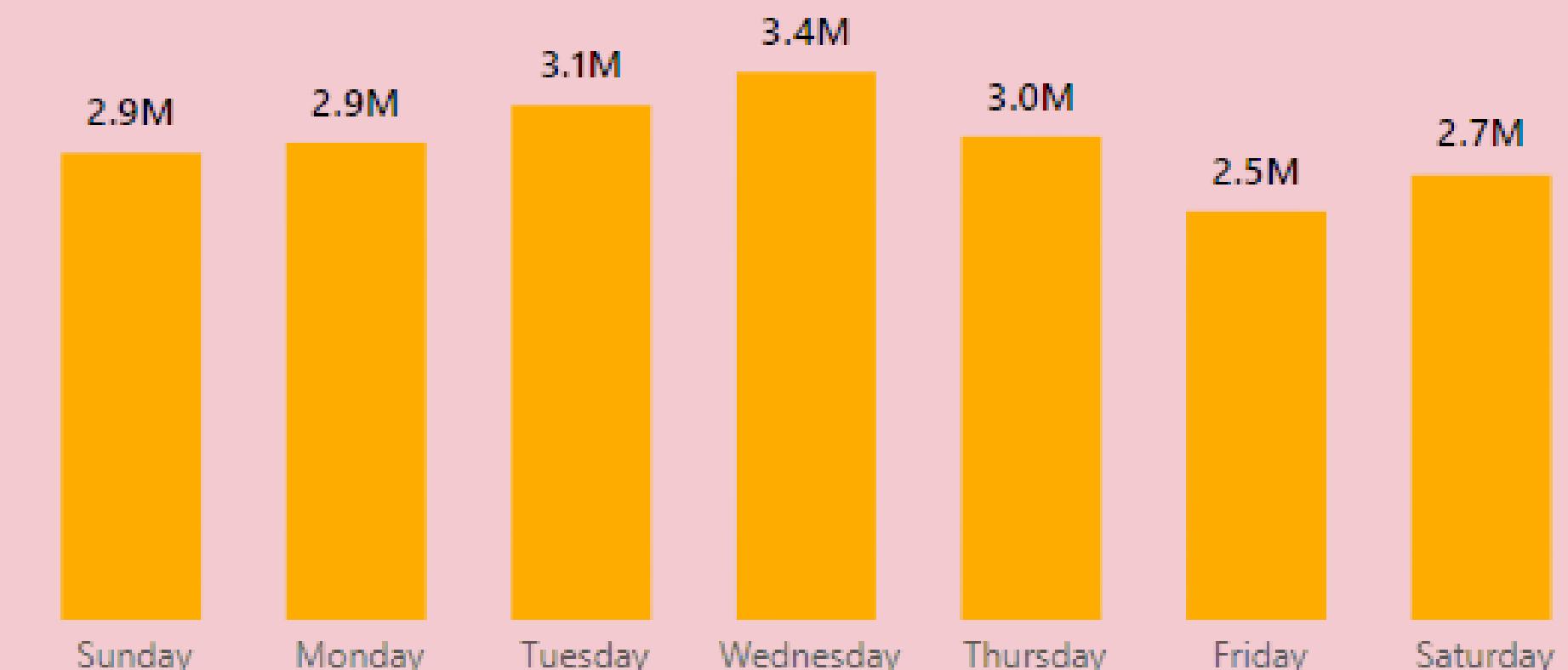
HOURLY ANALYSIS

Hours	total_Quantity	total_Revenue
10-11	18	7.59K
11-12	2728	1,123.40K
12-13	6776	2,796.95K
13-14	6413	2,651.64K
14-15	3613	1,480.04K
15-16	3216	1,324.81K
16-17	4239	1,751.39K
17-18	5211	2,155.94K
18-19	5417	2,232.42K
19-20	4406	1,815.72K
20-21	3534	1,455.39K
21-22	2545	1,050.75K
22-23	1386	570.38K
23-24	68	28.03K
9-10	4	2.08K

** REVENUE IN RUPEES ₹

DAY REVENUE ANALYSIS

Revenue analysis by Day



KEY BUSINESS INSIGHTS

Top Performing Products:

Highest quantity sold: The Classic Deluxe Pizza – 2,432 units

Highest revenue: The Thai Chicken Pizza – ₹1.09M

Overall Performance:

Total revenue: ₹9.38M

Total quantity sold: 18,956 pizzas

Best-selling size (revenue): Large ("L")

Sales by Day:

Highest revenue day: Wednesday

Lowest revenue day: Friday

Sales by Time:

Busiest hour: 12 PM – 1 PM

Least busy hour: 9 AM – 10 AM

Category Performance:

Highest revenue category: Classic – ₹5.50M

Lowest revenue category: Veggie – ₹4.84M

Least Performing Pizza (Revenue & Quantity):

The Brie Carre Pizza

Quantity sold: 490 Revenue: ₹0.29M

Lowest Performing Size:

Size: XXL

Quantity: 28

Revenue: ₹0.30M

** REVENUE IN RUPEES ₹



*Thank
you!*

A.ABHLASH REDDY