

# Pizza Sales Data Analysis

Unlocking insights for a slice of success.



# Project Overview

Analyzing pizza sales data to drive business decisions.



## MySQL Analysis

Using SQL for data insights.



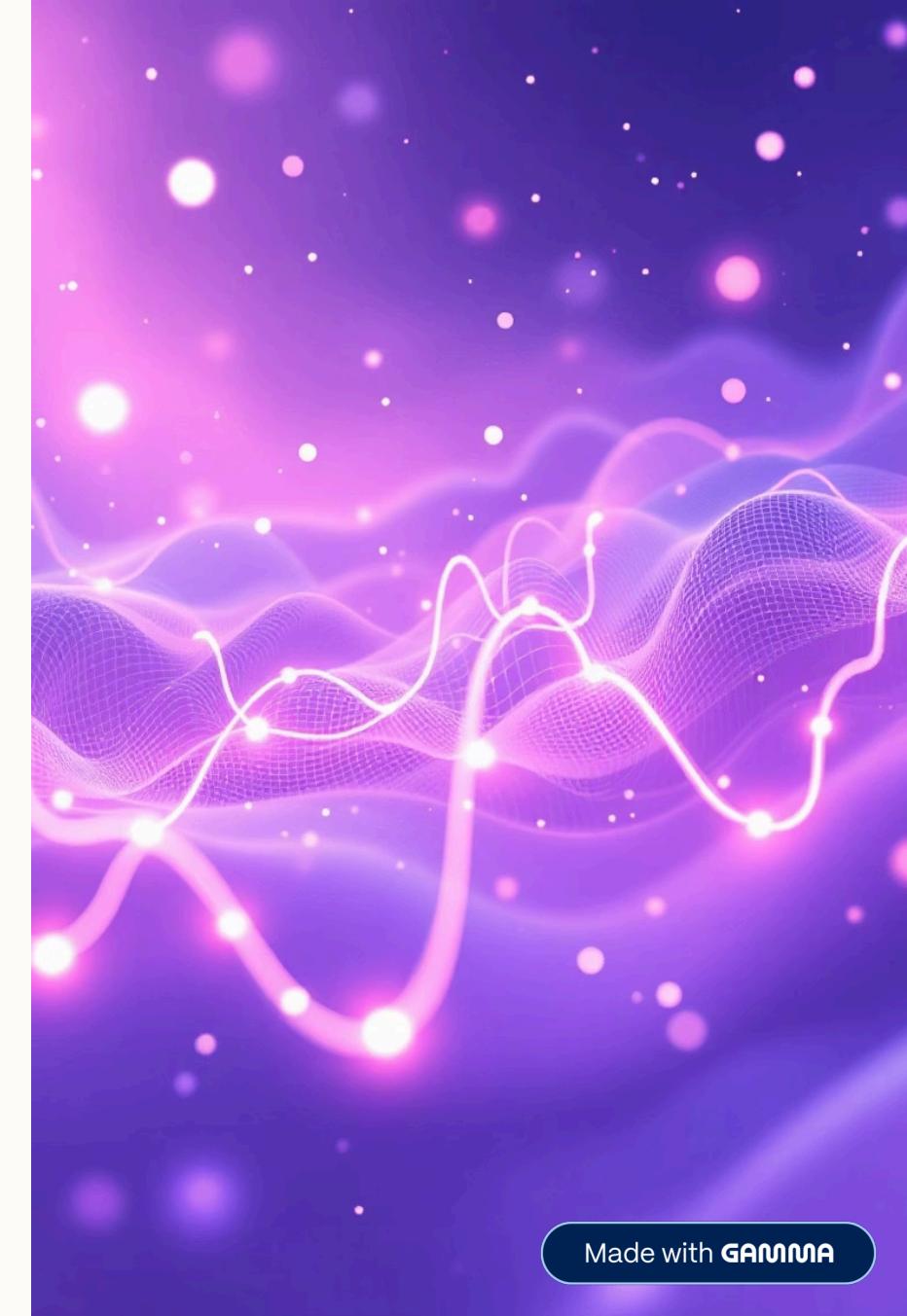
## Actionable Insights

Understanding sales performance.



## Data-Driven

Supporting informed decisions.



# Key Business Questions

Addressing real-world concerns in the food industry.

1

## Total Revenue

What is the overall revenue?

2

## Orders & Pizzas

How many orders and pizzas sold?

3

## Top Categories & Sizes

Which contribute most to sales?

4

## Performance

Top and least performing pizzas?

5

## Daily Trends

How do sales vary by time?

6

## Popular Types

Most popular pizzas?

# Methodology

Structured approach for data extraction and analysis.

01

## MySQL Database

Dataset stored and queried.

02

## SQL Queries

Using JOINs, aggregate functions, GROUP BY, ORDER BY.

03

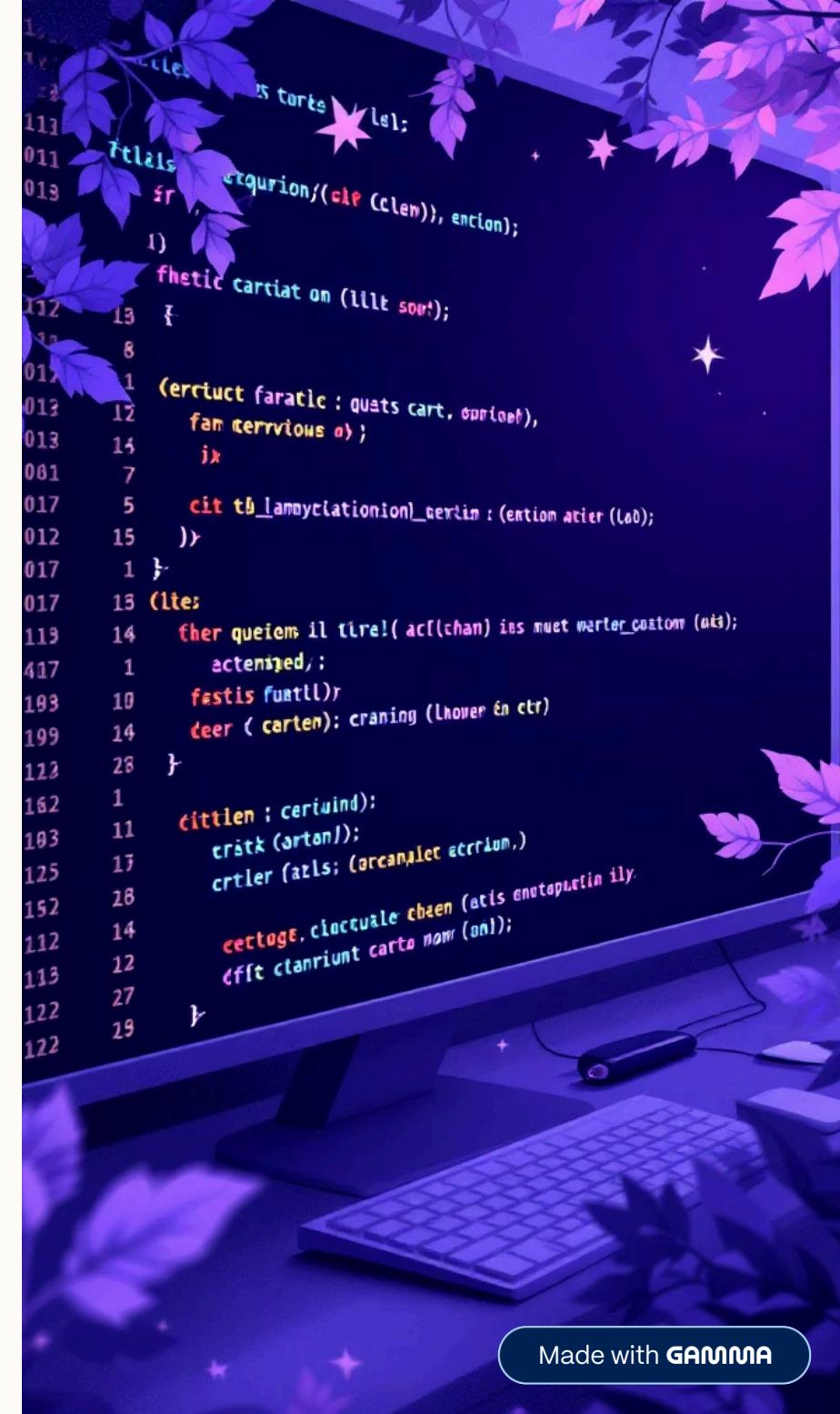
## Trend Identification

Exported outputs for patterns.

04

## Insight Derivation

Strictly from query results.



# Key Findings: Overall Performance

Strong revenue and consistent customer demand.

## High

Revenue

Strong total revenue generated.

## High

Orders

High volume of orders.

## Consistent

Demand

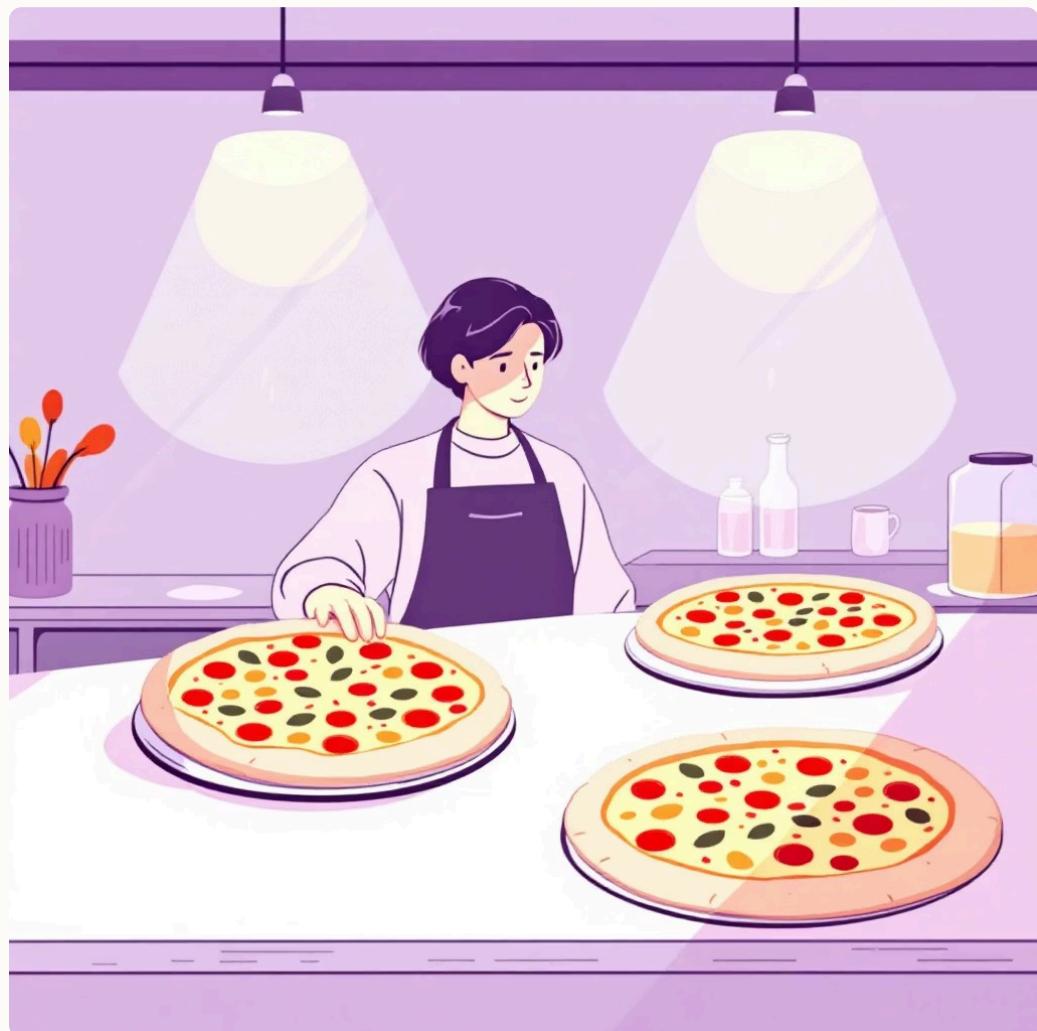
Indicating consistent customer demand.

# Key Findings: Pizza Preferences

Customer preferences for sizes and types.

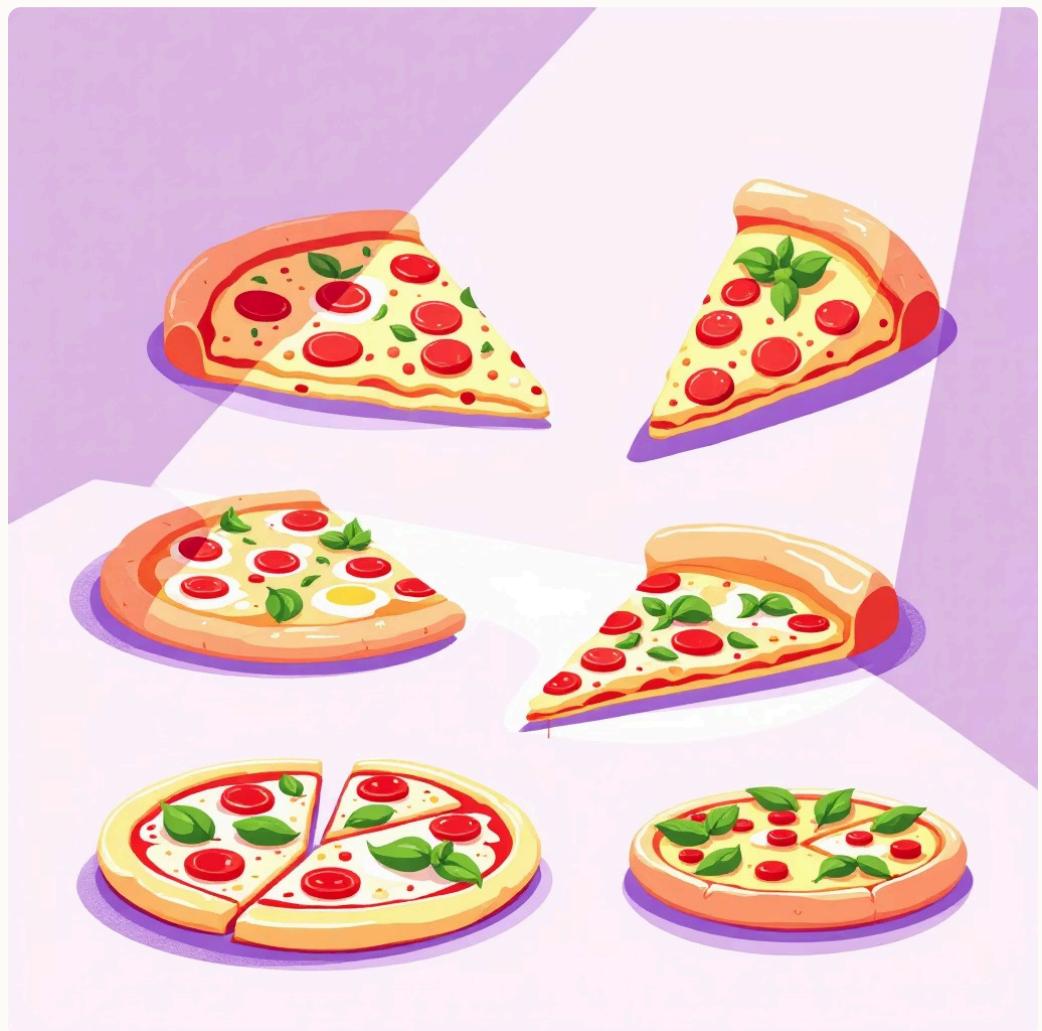
## Popular Sizes

Medium and large pizzas dominate sales, suggesting value preference.



## Top-Selling Pizzas

Few pizza types contribute disproportionately to sales (Pareto distribution).



# Key Findings: Categories & Trends

Performance by category and time-based ordering behavior.

## Category Performance

Classic/popular variants consistently outperform others.

## Time-Based Trends

Orders peak during specific meal times.



# Actionable Insights

Translating data into strategic business moves.



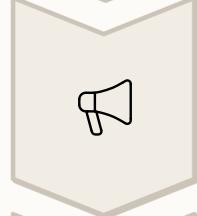
## Menu Optimization

Prioritize high-performing pizzas, review low-performers.



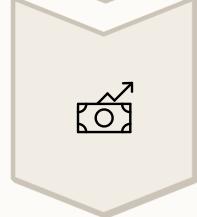
## Inventory Planning

Optimize for medium and large pizza ingredients.



## Sales Strategy

Targeted offers during peak ordering times.



## Revenue Growth

Focus marketing on top categories.



# Conclusion

End-to-end data analysis using MySQL.

## SQL Skills

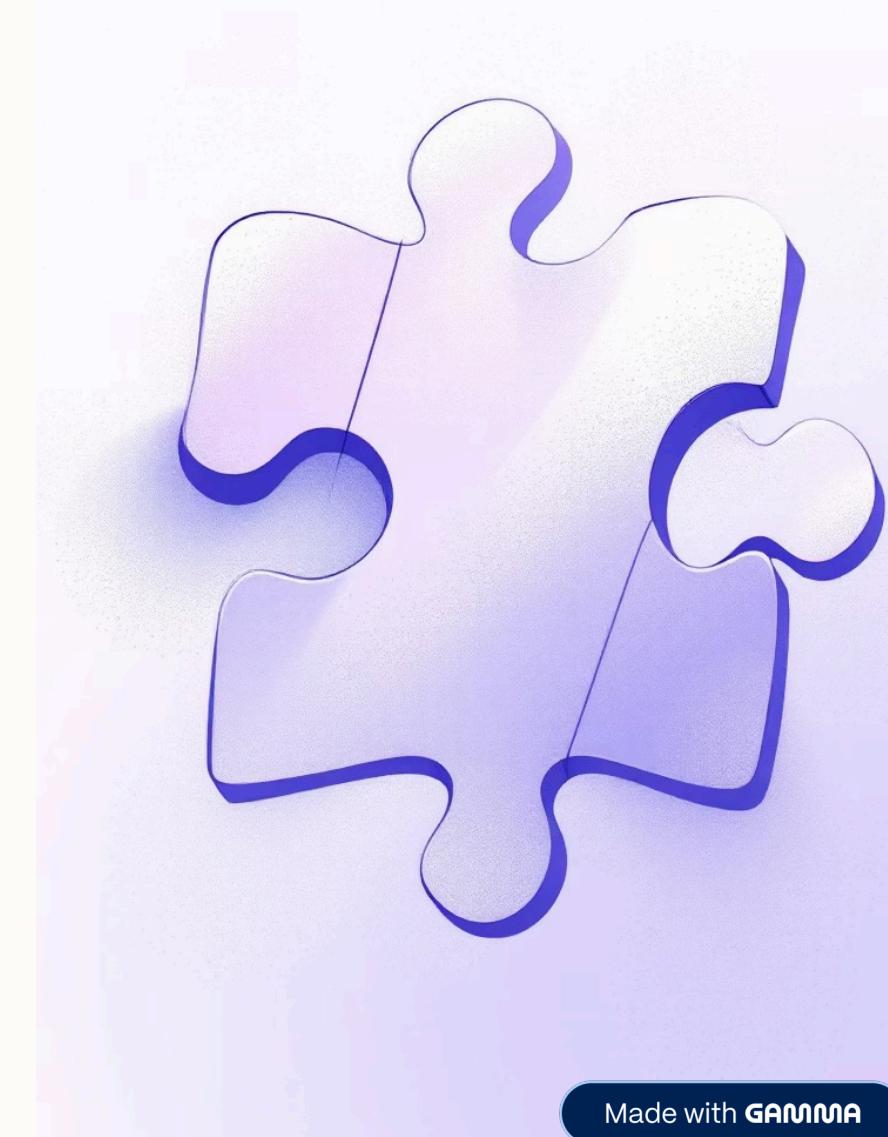
Strong foundational skills demonstrated.

## Data Interpretation

Translating outputs into insights.

## Business Thinking

Applied to real-world scenarios.



# Project Impact

Showcasing practical data analytics for interviewers.

## 1 Relational Databases

Ability to work with them.

## 2 Efficient SQL

Writing effective queries.

## 3 Business Insights

Translating technical outputs.

## 4 Clear Communication

Presenting findings professionally.

