

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.



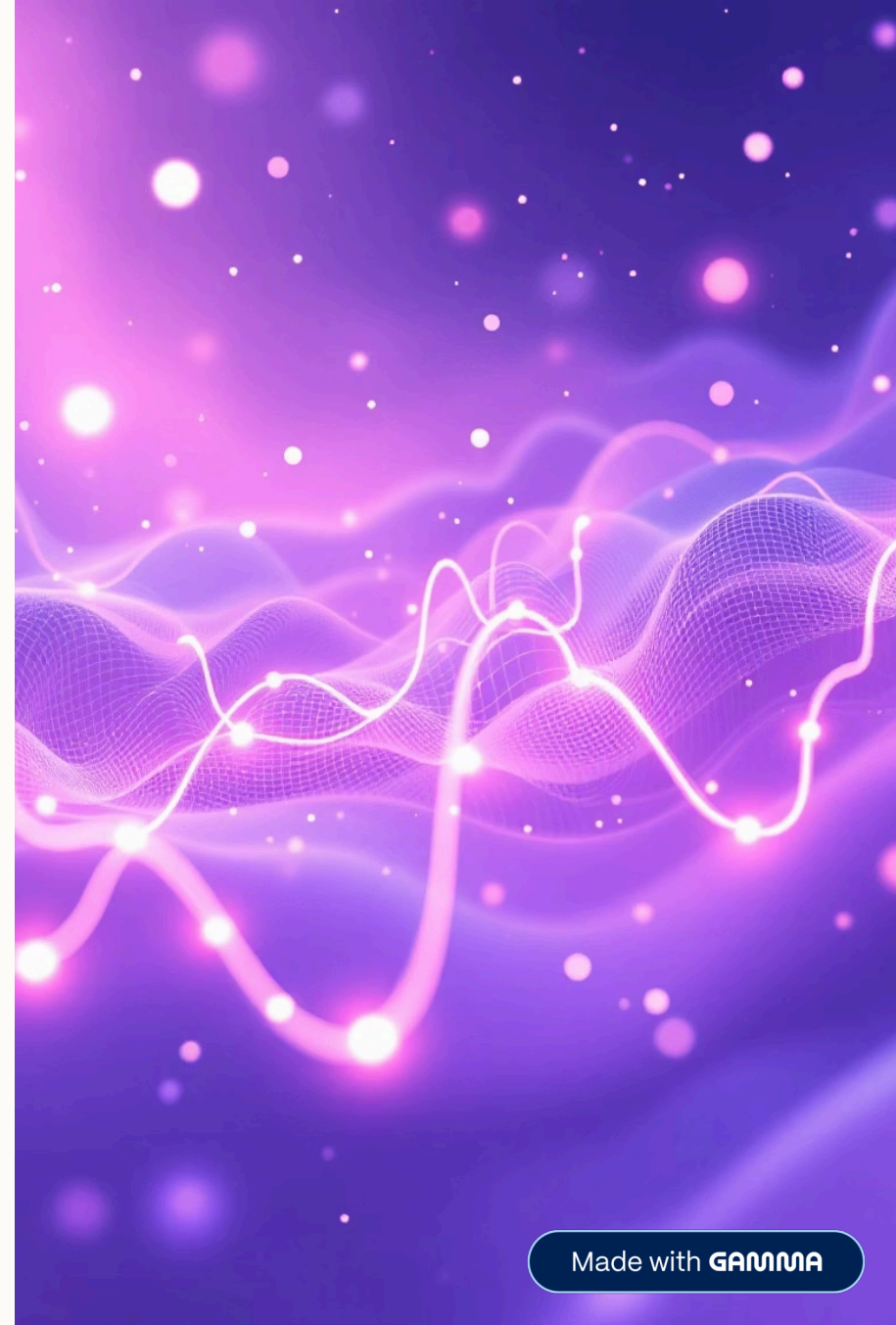
Actionable Insights

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

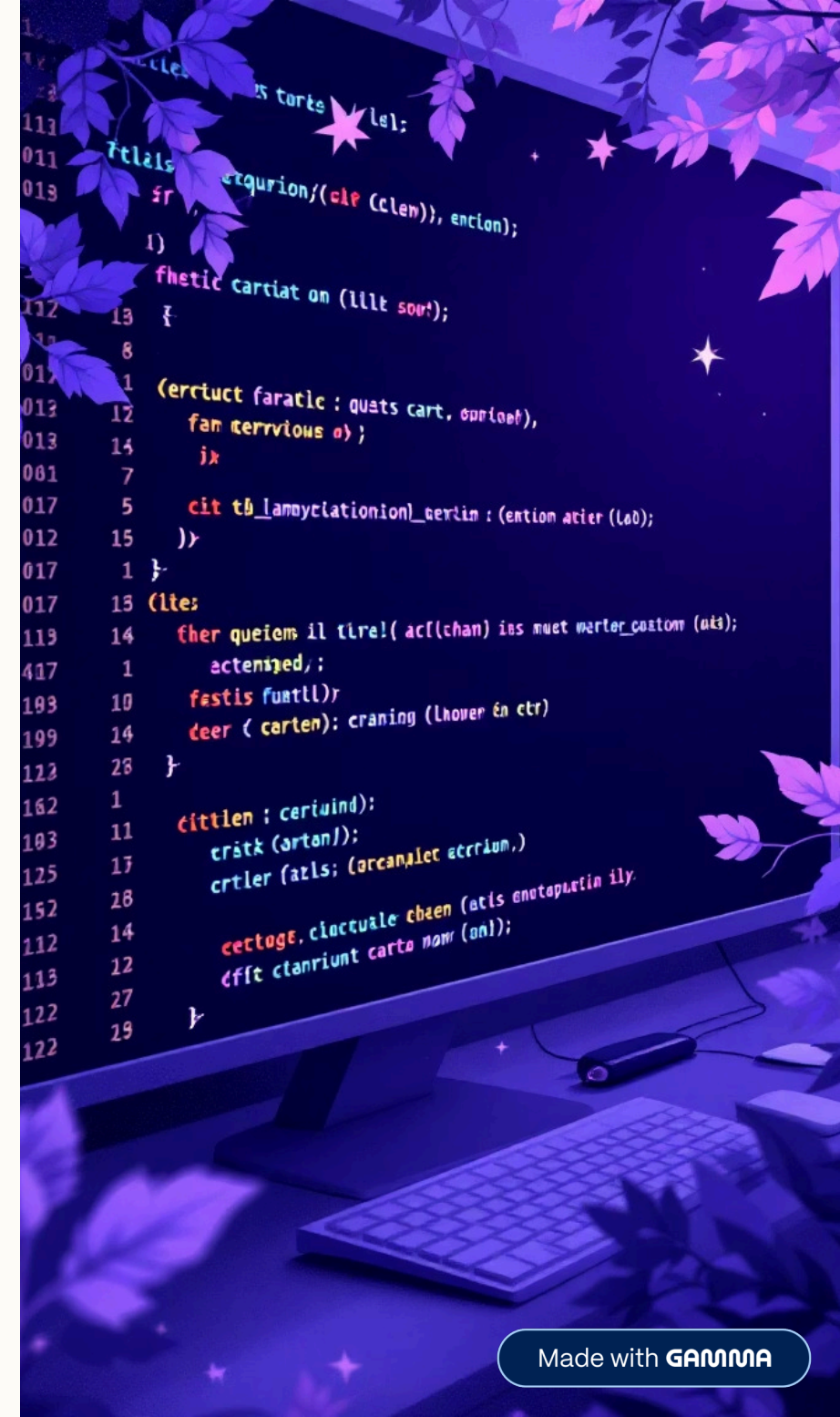
Trend Identification

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.

