



The Pizzeria Business

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Objective

The purpose of this project is to open a pizza restaurant that can provide maximum profit to the business owner

- Maximize profit
- Attract Client
- Provide a good service
- Provide quality food
- Satisfaction of clients to keep them



Questions that can help define profitability

- What are the opportunities to have a profitable pizzeria?
- Where is the right place to open it?
- What types of clients am I looking for?
- How many employees do I need?
- How much investment will I put in this project?
- How well can I make this business?
- What will the menu be?



Measures that describes profitability

- Sales and Revenue
- Cost Analysis
- Analysis of Pizza Types
- Customer Behavior
- Customer service
- Marketing



Analysis #1

Total sales and revenue generated

- By running a SQL query, we were able to filter out the type of pizza that earned the most profit to the pizzeria
- One relationship among these types of pizza is that were all purchased by the same type of customers



Analysis #2

Cost of ingredients for pizza sold

- By running another SQL query, we were able to filter out the types of pizza with the highest profitability , most purchased , and type of pizza



Conclusion

In conclusion, the profitability of a pizzeria is a crucial aspect for sustained success and growth. Throughout this project, we have explored various suggestions and strategies to maximize the profitability of the pizzeria. By implementing these suggestions, we can improve revenue generation, cost management, profit margins, operational efficiency, customer satisfaction, and marketing effectiveness.