**Executive Summary: Pizza-Sales-Analysis-SQL**

This SQL project analyzes sales data from a hypothetical pizza restaurant (PizzaHut) to gain insights into customer behavior and business performance. The project encompasses a series of SQL queries that explore key aspects of the pizza sales, including:

* **Order Volume:** Calculates the total number of orders placed and analyzes order trends over time.
* **Revenue Analysis:** Determines total revenue generated, identifies the highest-priced pizza, and analyzes revenue contribution by pizza category.
* **Customer Preferences:** Identifies the most popular pizza sizes, types, and categories based on order frequency and revenue.
* **Order Patterns:** Analyzes order distribution by hour of the day and calculates the average number of pizzas ordered per day.

The project leverages SQL joins, aggregate functions (COUNT, SUM, AVG), window functions (RANK), and subqueries to extract meaningful insights from the pizza sales data. This analysis can be used to inform business decisions such as menu optimization, targeted marketing campaigns, and inventory management.