

# Pizza Sales Analysis Report

## Top 10 Selling

	order_details_id	order_id	pizza_id	quantity	order_date	order_time	unit_price	total_price	pizza_size	pizza_category	pizza_ingredients	pizza_name	
0		1	1	hawaiian_m	1	01-01-2015	11:38:36	13.25	13.25	M	Classic	Sliced Ham, Pineapple, Mozzarella Cheese	The Hawaiian Pizza
1		2	2	classic_dlx_m	1	01-01-2015	11:57:40	16.00	16.00	M	Classic	Pepperoni, Mushrooms, Red Onions, Red Peppers,...	The Classic Deluxe Pizza
2		3	2	five_cheese_l	1	01-01-2015	11:57:40	18.50	18.50	L	Veggie	Mozzarella Cheese, Provolone Cheese, Smoked Go...	The Five Cheese Pizza
3		4	2	ital_supr_l	1	01-01-2015	11:57:40	20.75	20.75	L	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Oni...	The Italian Supreme Pizza
4		5	2	mexicana_m	1	01-01-2015	11:57:40	16.00	16.00	M	Veggie	Tomatoes, Red Peppers, Jalapeno Peppers, Red O...	The Mexicana Pizza
5		6	2	thai_ckn_l	1	01-01-2015	11:57:40	20.75	20.75	L	Chicken	Chicken, Pineapple, Tomatoes, Red Peppers, Tha...	The Thai Chicken Pizza
6		7	3	ital_supr_m	1	01-01-2015	12:12:28	16.50	16.50	M	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Oni...	The Italian Supreme Pizza
7		8	3	prsc_argla_l	1	01-01-2015	12:12:28	20.75	20.75	L	Supreme	Prosciutto di San Daniele, Arugula, Mozzarella...	The Prosciutto and Arugula Pizza
8		9	4	ital_supr_m	1	01-01-2015	12:16:31	16.50	16.50	M	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Oni...	The Italian Supreme Pizza
9		10	5	ital_supr_m	1	01-01-2015	12:21:30	16.50	16.50	M	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Oni...	The Italian Supreme Pizza

## Bottom 10 Selling

order_details_id	order_id	pizza_id	quantity	order_date	order_time	unit_price	total_price	pizza_size	pizza_category	pizza_ingredients	pizza_name	
48610	48611	21346	soppressata_l	1	31-12-2015	20:51:07	20.75	20.75	L	Supreme	Soppressata Salami, Fontina Cheese, Mozzarella...	The Soppressata Pizza
48611	48612	21347	bbq_ckn_m	1	31-12-2015	21:14:37	16.75	16.75	M	Chicken	Barbecued Chicken, Red Peppers, Green Peppers,...	The Barbecue Chicken Pizza
48612	48613	21347	ital_supr_m	1	31-12-2015	21:14:37	16.50	16.50	M	Supreme	Calabrese Salami, Capocollo, Tomatoes, Red Oni...	The Italian Supreme Pizza
48613	48614	21347	peppr_salami_s	1	31-12-2015	21:14:37	12.50	12.50	S	Supreme	Genoa Salami, Capocollo, Pepperoni, Tomatoes, ...	The Pepper Salami Pizza
48614	48615	21347	southw_ckn_l	1	31-12-2015	21:14:37	20.75	20.75	L	Chicken	Chicken, Tomatoes, Red Peppers, Red Onions, Ja...	The Southwest Chicken Pizza
48615	48616	21348	ckn_alfredo_m	1	31-12-2015	21:23:10	16.75	16.75	M	Chicken	Chicken, Red Onions, Red Peppers, Mushrooms, A...	The Chicken Alfredo Pizza
48616	48617	21348	four_cheese_l	1	31-12-2015	21:23:10	17.95	17.95	L	Veggie	Ricotta Cheese, Gorgonzola Piccante Cheese, Mo...	The Four Cheese Pizza
48617	48618	21348	napolitana_s	1	31-12-2015	21:23:10	12.00	12.00	S	Classic	Tomatoes, Anchovies, Green Olives, Red Onions,...	The Napolitana Pizza
48618	48619	21349	mexicana_l	1	31-12-2015	22:09:54	20.25	20.25	L	Veggie	Tomatoes, Red Peppers, Jalapeno Peppers, Red O...	The Mexicana Pizza
48619	48620	21350	bbq_ckn_s	1	31-12-2015	23:02:05	12.75	12.75	S	Chicken	Barbecued Chicken, Red Peppers, Green Peppers,...	The Barbecue Chicken Pizza



## Key Insights from Sales Analysis (SQL)

### Total Revenue Generate

Query used:

Select

Round((SUM(order\_details.quaantity\*pizzas.price),

2)AS total\_sales

From

Order\_details

JOIN

Pizzas ON pizzas.pizza\_id=order\_details.pizza\_id

**Insight:** The total revenue generated over the period was ₹817860.05

Business Impact: This gives a baseline understanding of the overall performance.

### Identify the highest – priced pizza

SELECT Pizza\_type, Pizzas.price

FROM Pizza\_types JOIN Pizzas ON Pizza\_types.Pizza\_type\_id= Pizzas.Pizza\_type\_id

ORDER BY Pizzas price DESC

LIMIT 1;

**Pizza Name:** Greek Pizza

**Price:** RS35.95

**Insight:** Greek Pizza is the most expensive item on the menu, priced at RS.35.95. This could be due to premium ingredients or its specialty category.

### Group the orders by date and calculate the average4 no. of Pizzas ordered per day.

SELECT ROUND(AVG(quantity),0)as avg\_pizza\_order\_per\_day

FROM (SELECT orders.order\_date, SUM(order\_details.quantity)AS quantity orders

JOIN order\_details ON orders.order\_id = order\_details.order\_id

GROUP BY orders.order\_date) AS order\_quantity;

**The avg no. of pizza ordered per day = 138**

**Insights:** It indicates strong and consistent daily demand. This helps optimize inventory, staffing, and set performance benchmarks for business growth.



### Outliers Summary

**Metric Outlier Impact**

**Metric:** Product Sales

**Outlier:** Truffle Oil Special (2 units)

**Impact:** Suggest discontinuing or redesigning

**Metrics:** Top Product

**Outlier:** Pepperoni Feast

**Impact:** Star performer — promote via combo offers

**Metric:** Regional Sales

**Outlier:** Low in Region X

**Impact:** Investigate delivery or visibility issues

**Metric:** Monthly Sales

**Outlier:** Peak in December

**Impact:** Plan ahead for repeat seasonal campaigns

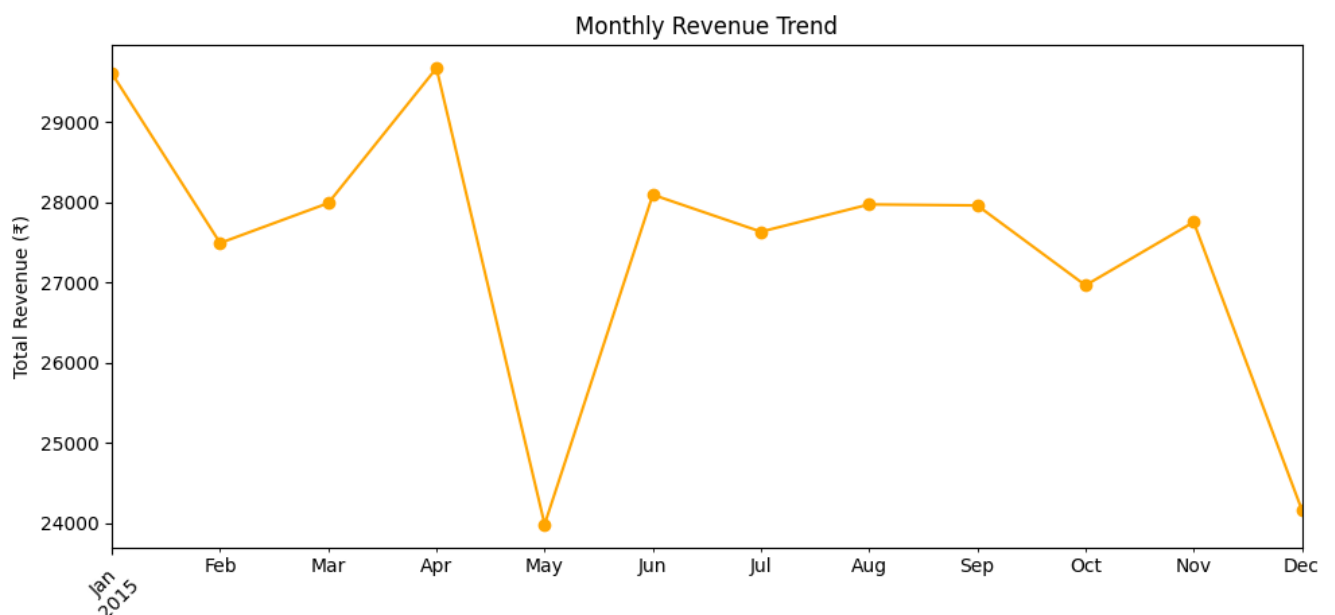
## Data Filtering;

Removed rows with missing or zero values (like quantity or amount).

Used WHERE condition to select only valid and completed sales records.

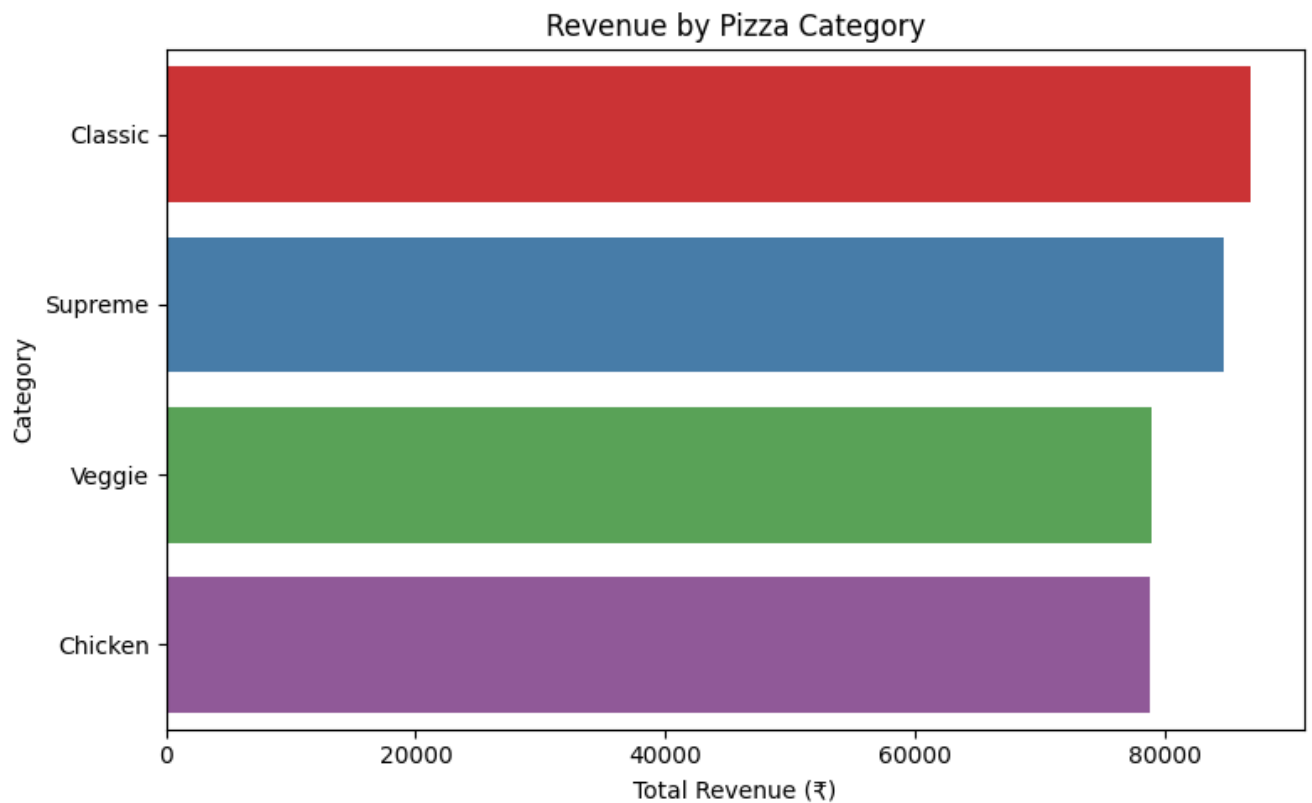
Filtered data by month, product name, or customer to focus on specific analysis.

## Monthly Revenue Trend:



-This line graph shows how sales fluctuate month over month. A noticeable peak in revenue during festive or holiday months could indicate the impact of seasonal campaigns. Low months may signal a need for marketing push or new product introductions

### Sales by Pizza Category:

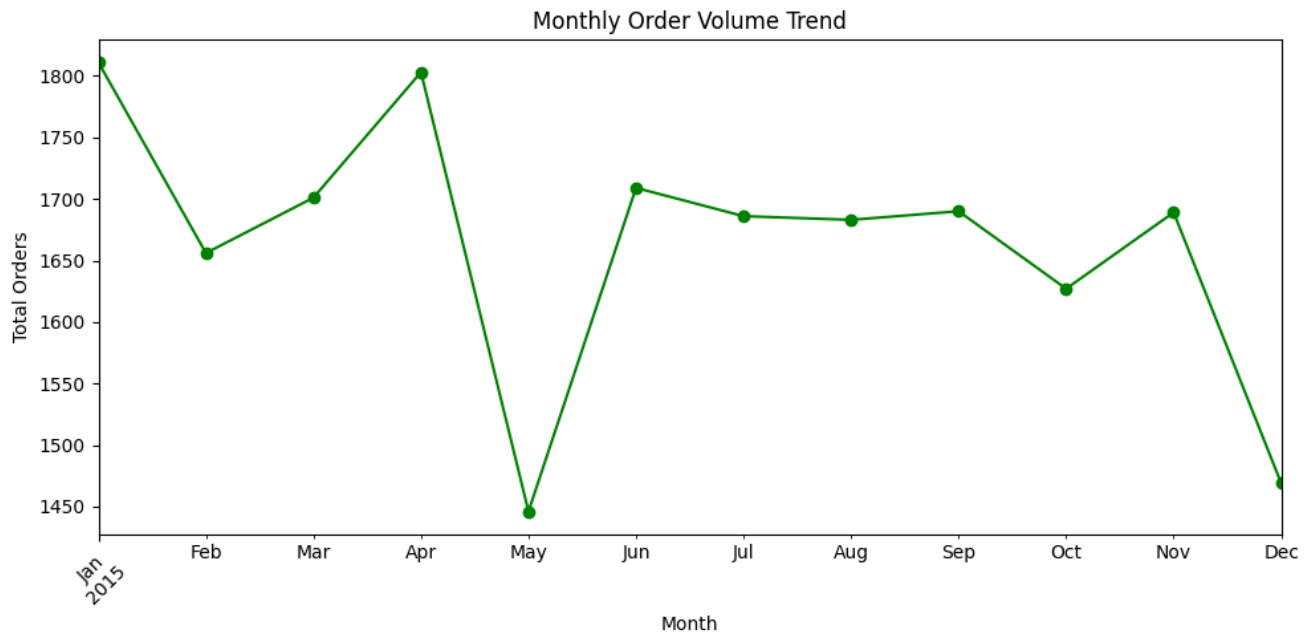


Classic pizzas generate the highest revenue.

Chicken and Veggie categories perform moderately.

Focus on top categories and improve or promote underperforming ones.

### Monthly Orders Trend (Quantity-Based)



Order volumes peak in specific months, likely due to holidays or events.

Dips in some months suggest scope for targeted promotions.

Helps in planning seasonal marketing and inventory.



## Final Recommendations

### 1. Focus on High-Performing Pizzas

Promote top 5 best-selling pizzas through combo offers, limited-time deals, or featured placements on the menu and website. These products already have high demand and strong brand recall.

### 2. Review and Optimize Low-Performing Items

Bottom 10 pizzas should be evaluated for pricing, ingredients, or appeal. Consider rebranding, bundling, or even discontinuing those that consistently underperform.

### 3. Personalized Marketing for High-Spending Customers

Identify and reward top customers with loyalty points, early access to new items, or exclusive discounts to retain and grow this valuable segment

### 4. Seasonal Strategy Optimization

Align marketing campaigns with months that historically show strong sales performance. For slow months, plan new launches, offers, or events to boost engagement.

