



# Domino's Pizza Sales Analysis

A comprehensive SQL-driven exploration of order trends, customer behavior, and revenue insights

# Project Overview

## Business Intelligence Deep Dive

This analysis explores Domino's complete ordering dataset to uncover actionable insights for product, marketing, and operations teams.

Using advanced SQL techniques, we analyzed customer patterns, top-performing products, revenue drivers, and operational KPIs across six interconnected datasets.

20+

SQL Queries

Optimized analytical queries

6

Data Tables

Interconnected datasets



# Technical Skills Applied



## Advanced SQL

Window functions, CTEs, complex joins, and aggregations for deep analytical insights



## Trend Analysis

Time-based patterns using LAG, LEAD, RANK, and cumulative metrics



## Customer Segmentation

Behavioral analysis and high-value customer identification



## KPI Development

Business metrics for operational and strategic decision-making

# Dataset Architecture

01

## Customers

Customer profiles and demographic details

02

## Orders

Order metadata with dates and timestamps

03

## Order Details

Line-item specifics for each transaction

04

## Pizzas

Size variations and pricing information

05

## Pizza Types

Categories, names, and menu classifications

# Key Business Questions

## Sales & Growth

- Monthly and yearly order trends
- Month-over-month growth rates
- Daily demand patterns
- Cumulative sales tracking

## Customer Insights

- Average orders per customer
- Top repeat customers
- High-value customer identification

## Product Performance

- Best-selling pizza rankings
- Category-wise demand analysis
- Size revenue contribution
- Menu optimization opportunities

## Operations

- Peak ordering hours
- Demand forecasting
- Inventory planning insights

# Top Product Insights

1

## Best-Selling Pizzas

Classic & Veg pizzas dominate demand, driving majority of orders and revenue

2

## Size Preference

Large pizzas contribute highest revenue, signaling customer preference for bigger portions

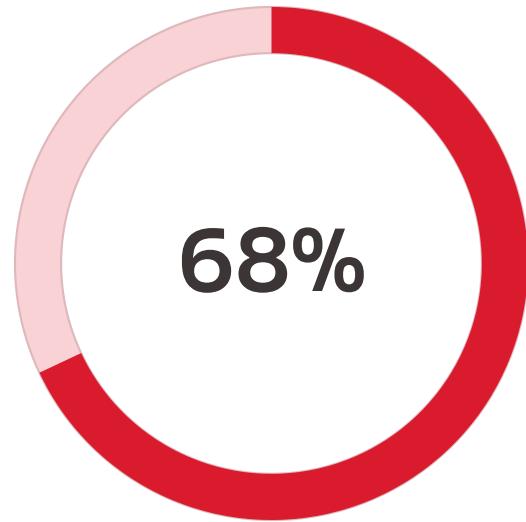
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## Category Mix

Supreme and Chicken categories show strong performance in premium segments

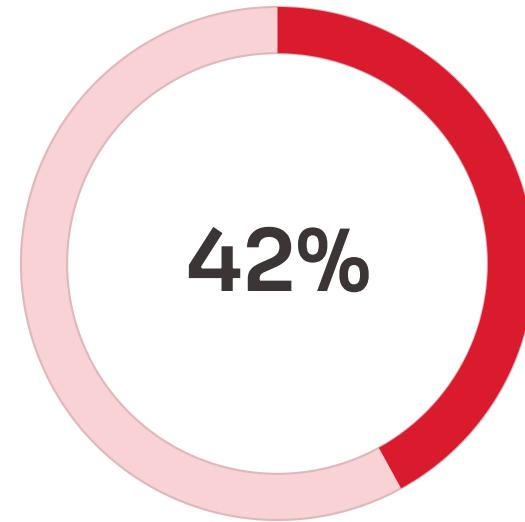


# Customer Behavior Analysis



## Repeat Customers

Small segment drives majority of orders



## Weekend Orders

Significantly higher volume on weekends



## Avg Orders

Average orders per customer annually

- ❑ **Key Insight:** A concentrated group of loyal customers generates disproportionate value, making them ideal targets for loyalty programs and personalized marketing.

# Time-Based Demand Patterns

## 1 Weekday Baseline

Steady order volume during Monday-Thursday with predictable patterns

## 2 Weekend Surge

Friday-Sunday shows 40%+ increase in order volume

## 3 Peak Hours

Evening hours (6-9 PM) drive maximum daily orders

## 4 Growth Trend

Steady month-over-month growth indicates improving retention

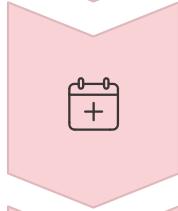


# Strategic Recommendations



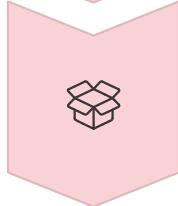
## Loyalty Program Enhancement

Target high-value repeat customers with personalized rewards and exclusive offers to maximize lifetime value



## Weekend Promotions

Capitalize on weekend demand surge with targeted campaigns and capacity optimization



## Inventory Optimization

Align stock levels with Classic and Veg pizza demand, prioritize large size availability



## Peak Hour Staffing

Optimize workforce allocation for evening rush hours to maintain service quality

# Project Impact & Outcomes

## Analytical Value Delivered

This comprehensive SQL analysis demonstrates real-world business intelligence capabilities applicable to product strategy, marketing optimization, and operational planning.

### Key deliverables include:

- 20+ optimized SQL queries
- Customer segmentation models
- Revenue driver identification
- Actionable growth insights

### Business Impact

Data-driven insights for strategic decision-making across teams

### Technical Excellence

Advanced SQL proficiency with window functions and CTEs

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