

Pizza Hut Sales Analysis Report

A comprehensive SQL-based analysis examining customer ordering patterns, revenue generation, product performance, and time-based sales trends across Pizza Hut operations.



Database Design & Schema

Orders Table

Stores order ID, date, and time for each customer transaction

Order Details

Captures pizza ID, quantity, and links to specific orders

Pizza Types

Contains pizza names, categories, and ingredient lists

Pizzas

Defines pizza sizes, pricing, and type relationships

Tables connected through primary and foreign key relationships, enabling comprehensive analytical queries across the entire ordering system.



📈 BASIC INSIGHTS

Key Business Metrics

21K

Total Orders

Overall business
activity measure

\$81...

Total Revenue

Complete financial
performance

138

Avg
Pizzas/Day

Daily sales consistency

Product Performance Analysis

Top 5 Most Ordered Pizzas

| Pizza Type | Quantity |
|------------------|----------|
| Classic Deluxe | 2,453 |
| Barbecue Chicken | 2,432 |
| Hawaiian | 2,422 |
| Pepperoni | 2,418 |
| Thai Chicken | 2,371 |

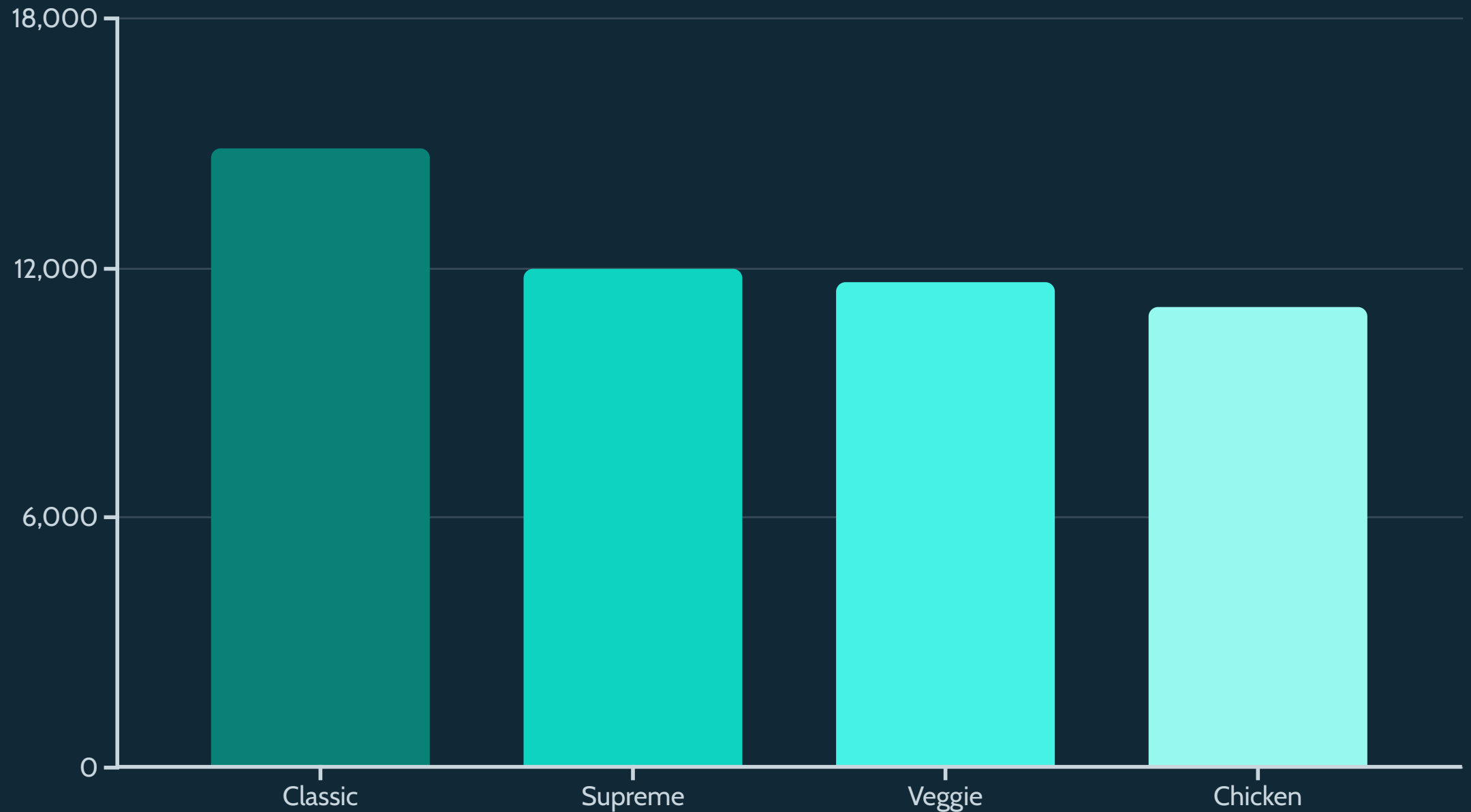
Most Popular Size

Large pizzas dominate customer preferences, essential for inventory planning and packaging optimization.

Premium Product

The Greek Pizza XXL represents the highest-priced offering in the menu.

Category Performance Breakdown



Classic pizzas lead demand with 14,888 orders, followed by Supreme (11,987), Veggie (11,649), and Chicken (11,050). This distribution supports category-level sales analysis and targeted promotional strategies.



⌚ TIMING ANALYSIS

Order Distribution by Hour

1

11 AM - 1 PM

Peak lunch period with 6,206 orders

2

5 PM - 7 PM

Dinner rush generates 6,744 orders

3

Off-Peak Hours

Morning and late night show minimal activity

Understanding peak hours enables optimized staffing schedules and resource allocation during high-demand periods.

Revenue Leaders by Pizza Type

1

Thai Chicken Pizza

\$43,434.25 total revenue

5.31% of total revenue contribution

2

Barbecue Chicken Pizza

\$42,768 total revenue

5.23% of total revenue contribution

3

California Chicken Pizza

\$41,409.50 total revenue

5.06% of total revenue contribution



Top Revenue Performers by Category



Chicken Category

Thai Chicken (\$43,434), Barbecue Chicken (\$42,768), California Chicken (\$41,410)



Classic Category

Classic Deluxe (\$38,181), Hawaiian (\$32,273), Pepperoni (\$30,162)



Supreme Category

Spicy Italian (\$34,831), Italian Supreme (\$33,477), Sicilian (\$30,941)



Veggie Category

Four Cheese (\$32,266), Mexicana (\$26,781), Five Cheese (\$26,067)

SQL Techniques Demonstrated



- **Table Joins**
Multi-table relationships for comprehensive analysis
- **Aggregation Functions**
SUM, COUNT, AVG for metric calculations
- **Window Functions**
Cumulative revenue and ranking analysis
- **CTEs & Subqueries**
Complex nested queries for advanced insights



Key Takeaways & Business Impact



Inventory Optimization

Focus on Classic category and large sizes based on demand patterns. Stock premium chicken pizzas as revenue leaders.



Operational Planning

Staff appropriately for lunch (11 AM-1 PM) and dinner (5-7 PM) peak periods to maximize service quality.



Revenue Strategy

Promote top-performing pizzas like Thai Chicken and Barbecue Chicken to drive revenue growth and customer satisfaction.

This analysis demonstrates strong SQL proficiency and provides actionable insights for data-driven decision-making in pricing, marketing, and operations.