

Pizza Hut Sales Analysis & Recommendations

1. Introduction

This report analyzes sales data from Pizza Hut to identify key trends, customer preferences, and areas for improvement. The analysis is based on data extracted through SQL queries, focusing on order volume, revenue, product popularity, and other relevant metrics.

2. Key Findings

- **Overall Performance:**
 - **Total Orders:** 21,350 orders were placed during the analyzed period.
 - **Total Revenue:** Total revenue generated was \$817,860.05.
- **Product Popularity:**
 - **Highest-priced Pizza:** The Greek Pizza with a price of \$35.95.
 - **Most Popular Size:** Large (L) size was the most frequently ordered.
 - **Top 5 Ordered Pizzas:**
 1. The Classic Deluxe Pizza
 2. The Barbecue Chicken Pizza
 3. The Hawaiian Pizza
 4. The Pepperoni Pizza
 5. The Thai Chicken Pizza
- **Category Performance:**
 - **Classic:** Highest total quantity ordered.
 - **Chicken:** Consistent strong performance across various categories.
- **Order Trends:**
 - Peak order hours observed between 17:00 and 20:00.
- **Revenue Analysis:**
 - **Top 3 Revenue-Generating Pizzas:**
 1. The Thai Chicken Pizza
 2. The Barbecue Chicken Pizza
 3. The California Chicken Pizza
 - **Category Revenue Contribution:** Classic and Supreme categories contribute significantly to overall revenue.

3. Recommendations

- **Product Strategy:**
 - **Focus on High-Performing Categories:** Leverage the strong performance of Classic and Chicken categories through promotions, cross-selling, and new product introductions within these categories.

- **Promote High-Revenue Pizzas:** Develop marketing campaigns to further popularize high-revenue pizzas like The Thai Chicken Pizza, The Barbecue Chicken Pizza, and The California Chicken Pizza.
- **Analyze Underperforming Categories:** Investigate reasons for lower sales in certain categories and consider adjustments such as price optimization or menu revamps.
- **Customer Engagement:**
 - **Peak Hour Strategies:** Increase staffing levels and optimize kitchen operations during peak order hours (17:00-20:00) to ensure timely order fulfillment and customer satisfaction.
 - **Loyalty Programs:** Implement loyalty programs to reward repeat customers and encourage repeat business.
- **Operational Efficiency:**
 - **Inventory Management:** Optimize inventory levels based on sales data to minimize waste and ensure efficient stock management.
 - **Order Fulfillment:** Streamline order processing and delivery procedures to improve efficiency and reduce order fulfillment times.

4. Conclusion

By carefully analyzing sales data and implementing the recommendations outlined above, Pizza Hut can enhance its operational efficiency, improve customer satisfaction, and drive further business growth.