



COMPREHENSIVE PIZZA SALES ANALYSIS USING SQL

Insights into pizza sales data and strategies for enhanced performance.



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Presenter



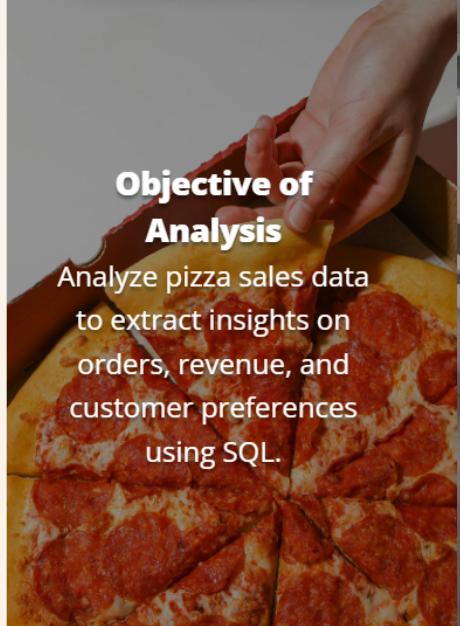
AGENDA

Comprehensive Pizza Sales Analysis Using SQL

1	Project Overview and Objectives	2	Dataset Description	3	Basic Analysis Insights	4	Intermediate Analysis Insights
	Introduction to the pizza sales analysis objective and methods using SQL.		Overview of the four key tables containing pizza sales data.		Initial insights derived from total orders, revenue, and popular pizzas.		Insights into order distribution by hour and pizza category performance.
5	Advanced Analysis Insights	6	Best Practices for Data Analysis	7	Strategic Recommendations	8	Q&A Session
	Deep dive into revenue contributions and trends over time.		Key strategies for effective data analysis in pizza sales.		Proposed actions based on analytical insights to boost sales.		Open floor for questions regarding the pizza sales analysis.

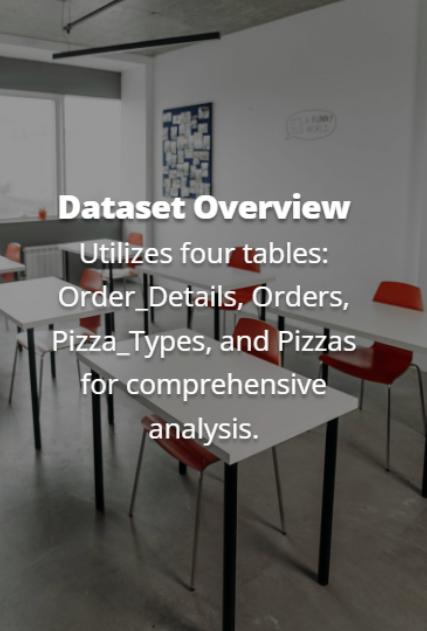
PROJECT OVERVIEW

Comprehensive Pizza Sales Analysis Using SQL



Objective of Analysis

Analyze pizza sales data to extract insights on orders, revenue, and customer preferences using SQL.

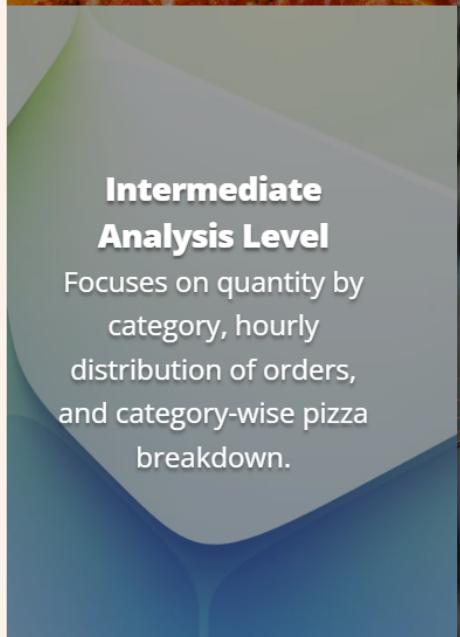


Dataset Overview

Utilizes four tables: Order_Details, Orders, Pizza_Types, and Pizzas for comprehensive analysis.

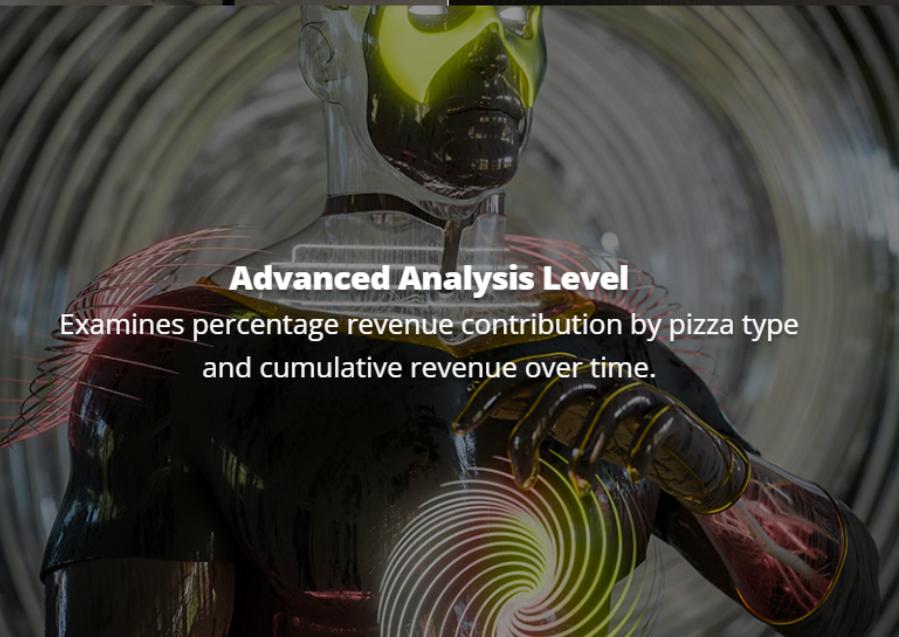
Basic Analysis Level

Includes total orders, revenue calculations, and identification of popular pizzas and sizes.



Intermediate Analysis Level

Focuses on quantity by category, hourly distribution of orders, and category-wise pizza breakdown.



Advanced Analysis Level

Examines percentage revenue contribution by pizza type and cumulative revenue over time.

DATASET DESCRIPTION

Comprehensive overview of the pizza sales dataset



Order_Details Table

1

Contains information on each pizza ordered, including quantities.

Orders Table

2

Holds details of each order, such as date and time of placement.

Pizza_Types Table

3

Includes information about various pizza types, including categories and names.

Pizzas Table

4

Provides pricing and size details for each type of pizza available.

BASIC ANALYSIS INSIGHTS

Key Metrics from Pizza Sales Data Analysis



Top 5 Most Ordered Pizza Types

The Classic Deluxe Pizza (2453), The Barbecue Chicken Pizza(2432), The Hawaiian Pizza (2422), The Pepperoni Pizza(2418), The Thai Chicken Pizza (2371) lead in orders.

Most Common Pizza Size

Large-sized pizzas are the most frequently ordered, reflecting customer preferences.

Total Orders Placed

A total of 21,350 orders were placed, highlighting customer demand.

Total Revenue Generated

Revenue from pizza sales reached Rs. \$817,860 indicating strong financial performance.

Highest-Priced Pizza

The Greek pizza is the highest-priced item at \$35.95, relevant for pricing strategies.

INTERMEDIATE ANALYSIS INSIGHTS

Key Findings on Pizza Orders and Revenue Distribution

1

Total Pizza Orders by Category

Classic leads with 14888 orders, followed by Supreme at 11987 and Veggie at 11649.

2

Peak Ordering Hour

The highest order volume occurs at 12 PM, indicating prime time for sales.

3

Category-wise Pizza Distribution

Veggie pizzas account for 40%, Meat for 35%, and Cheese for 25% of total orders.

4

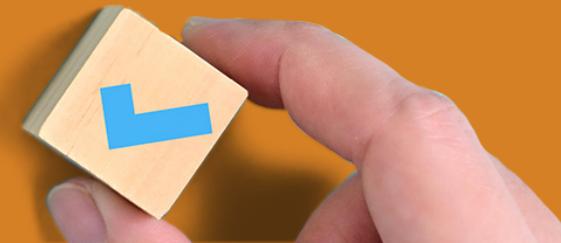
Average Daily Pizza Orders

On average, 138 pizzas are ordered daily, reflecting steady customer demand.

5

Top Revenue-generating Pizzas

The Thai Chicken Pizza (\$43434.25), The Barbecue Chicken Pizza(\$42768), and The California Chicken Pizza(\$41409.5) lead in revenue.



ADVANCED ANALYSIS INSIGHTS

Key Revenue Contributions and Performance Metrics



1 Percentage Revenue Contribution

Classic pizzas contribute 26.91%, Supreme pizzas 25.46%, and Chicken 23.96% and Veggie pizzas 23.68% to total revenue.



2 Cumulative Revenue Growth

Steady growth in cumulative revenue over time indicates positive trends.



3 Top Veggie Pizzas

Leading veggie pizzas by revenue are The Four Cheese Pizza, The Mexicana Pizza, and The Five Cheese Pizza.



4 Top Chicken Pizzas

Most profitable Chicken pizzas include The Thai Chicken Pizza, The Barbecue Chicken Pizza, and The California Chicken Pizza.



5 Top Classic Pizzas

The Classic Deluxe Pizza, The Hawaiian Pizza, and The Pepperoni Pizza are the top Classic pizzas.

BEST PRACTICES FOR DATA ANALYSIS IN FOOD SERVICE INDUSTRY

Leveraging Data Insights for Enhanced Pizza Sales Performance



Smart Packaging & Monitoring

Utilizing smart packaging and wireless temperature monitoring enhances food safety.



AI in Predictive Analytics

Use AI to harness predictive analytics, enhancing food safety measures.



FDA Compliance

Ensure adherence to FDA's Food Traceability Final Rule for improved accountability.



Automated Alerts

Implement automated alerts and digital checklists to ensure compliance in food safety tasks.



Big Data Utilization

Leverage big data for real-time monitoring, enabling informed decision-making.

TECHNOLOGICAL INNOVATIONS FOR 2024

Exploring Key Advancements Impacting Industries

1

Smart Packaging

Innovative packaging solutions that enhance user experience and freshness.

AI for Predictive Analytics

Leveraging artificial intelligence to anticipate trends and inform decision-making.

5



2

Wireless Temperature Monitoring

Real-time tracking of temperature for perishable goods ensuring quality compliance.

4

Big Data for Real-Time Monitoring

Utilizing large datasets to monitor and analyze operations instantaneously.

3

Automated Alerts

Systems that notify stakeholders of critical changes, enhancing responsiveness.

CURRENT INDUSTRY TRENDS IN PIZZA CONSUMPTION AND SALES

Analyzing Key Players and Market Growth Projections

Understanding Customer Preferences

Analysis includes identifying popular pizza sizes and types to enhance customer satisfaction.

Sales Insights from SQL Analysis

Using SQL, insights can be derived on orders, revenue, and customer preferences across various chains.

Increase in Delivery Orders

Delivery and pickup orders have surged by 5.9% in Q1 2024, reflecting changing consumer behavior.

Top Pizza Chains by Sales (2024)

Leading pizza chains include Domino's at \$9,026 million, followed by Pizza Hut at \$5,600 million.

Market Revenue Projection

Pizza restaurant revenue is projected to reach \$50.1 billion over the next five years.

Annual Growth Rate

The pizza market is expected to grow at a steady rate of 2% annually.



STRATEGIC RECOMMENDATIONS

Enhancing Pizza Sales through Data-Driven Strategies

1

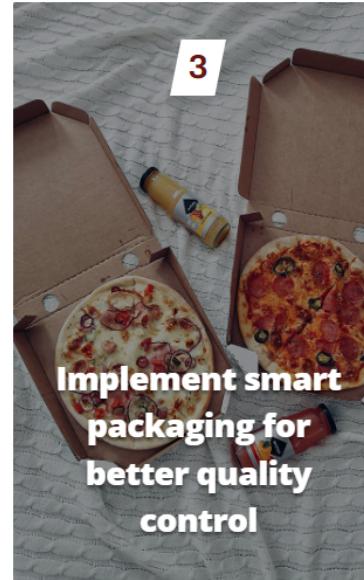


Focus on high-revenue pizzas for marketing efforts



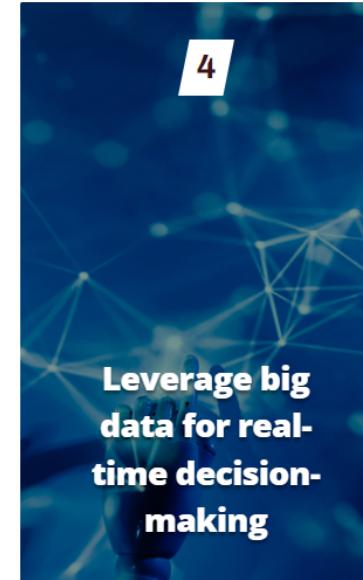
2

Optimize inventory based on peak order hours



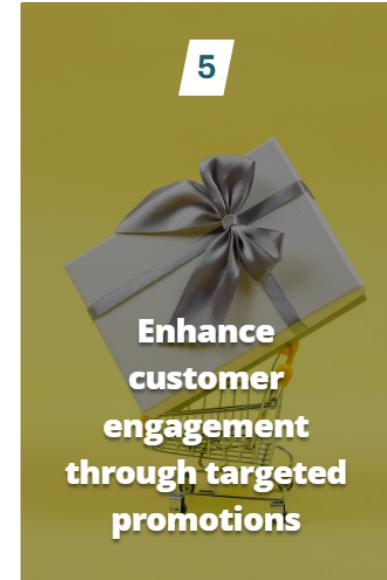
3

Implement smart packaging for better quality control



4

Leverage big data for real-time decision-making



5

Enhance customer engagement through targeted promotions

Target marketing initiatives on top-selling pizzas to maximize revenue.

Adjust inventory levels to align with peak order times for efficient operations.

Utilize smart packaging solutions to maintain pizza quality during delivery.

Utilize analytics to make informed decisions that respond to customer trends.

Develop promotional campaigns that specifically cater to customer preferences.

THANK YOU

We appreciate your time and interest in our pizza sales analysis.