

PIZZA SALES

SQL Project Sales Analysis

MYSQL



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ABOUT

- 1. Objective:** The primary aim is to analyze a vast amount of pizza sales data using advanced data analysis techniques.
- 2. Purpose:** This analysis will provide actionable insights to guide informed decision-making, facilitating strategic growth and enhancing competitiveness in the pizza industry.
- 3. Benefit:** By understanding customer preferences, sales trends, and operational efficiencies, we can develop effective strategies to maximize profitability and increase market share.
- 4. Approach:** Our approach involves conducting comprehensive data analysis to identify key trends and patterns that will inform strategic decision-making.
- 5. Impact:** This analysis serves as a cornerstone for driving innovation and adaptability in response to the dynamic nature of the market landscape.



REQUIREMENT

- Q1.** Retrieve the total number of orders placed.
- Q2.** Calculate the total revenue generated from pizza sales.
- Q3.** Identify the highest-priced pizza.
- Q4.** Identify the most common pizza size ordered.
- Q5.** List the top 5 most ordered pizza types along with their quantities.
- Q6.** Join the necessary tables to find the total quantity of each pizza category ordered.
- Q7.** Determine the distribution of orders by hour of the day.
- Q8.** Join relevant tables to find the category-wise distribution of pizzas.
- Q9.** Group the orders by date and calculate the average number of pizzas ordered per day.
- Q10.** Determine the top 3 most ordered pizza types based on revenue.
- Q11.** Calculate the percentage contribution of each pizza type to total revenue.
- Q12.** Analyze the cumulative revenue generated over time.
- Q13.** Determine the top 3 most ordered pizza types based on revenue for each pizza category.



Entity Relationship Diagram



RETRIEVE THE TOTAL NUMBER OF ORDERS PLACED

21350

Total Orders

Insights:

- There were a total of 21,350 orders placed during the observed period.
- This indicates a significant volume of transactions, reflecting a busy period for the business.
- The high number of orders suggests a strong demand for the products or services offered.
- Understanding total order volume helps in assessing business performance and capacity planning.
- Analyzing order data can provide insights into customer behavior, popular products, and peak times for sales.



TOTAL REVENUE GENERATED FROM PIZZA SALES.

\$817.86K

Total Revenue

Insights:

- The total revenue generated from pizza sales is \$817,860.05.
- Revenue from pizza sales is a key financial indicator for the business.
- Analyzing revenue trends can reveal the effectiveness of pricing strategies.
- Identifying peak revenue periods can inform staffing and inventory decisions.
- Comparing revenue from different pizza types can guide menu optimization efforts.



HIGHEST-PRICED PIZZA

The Greek Pizza

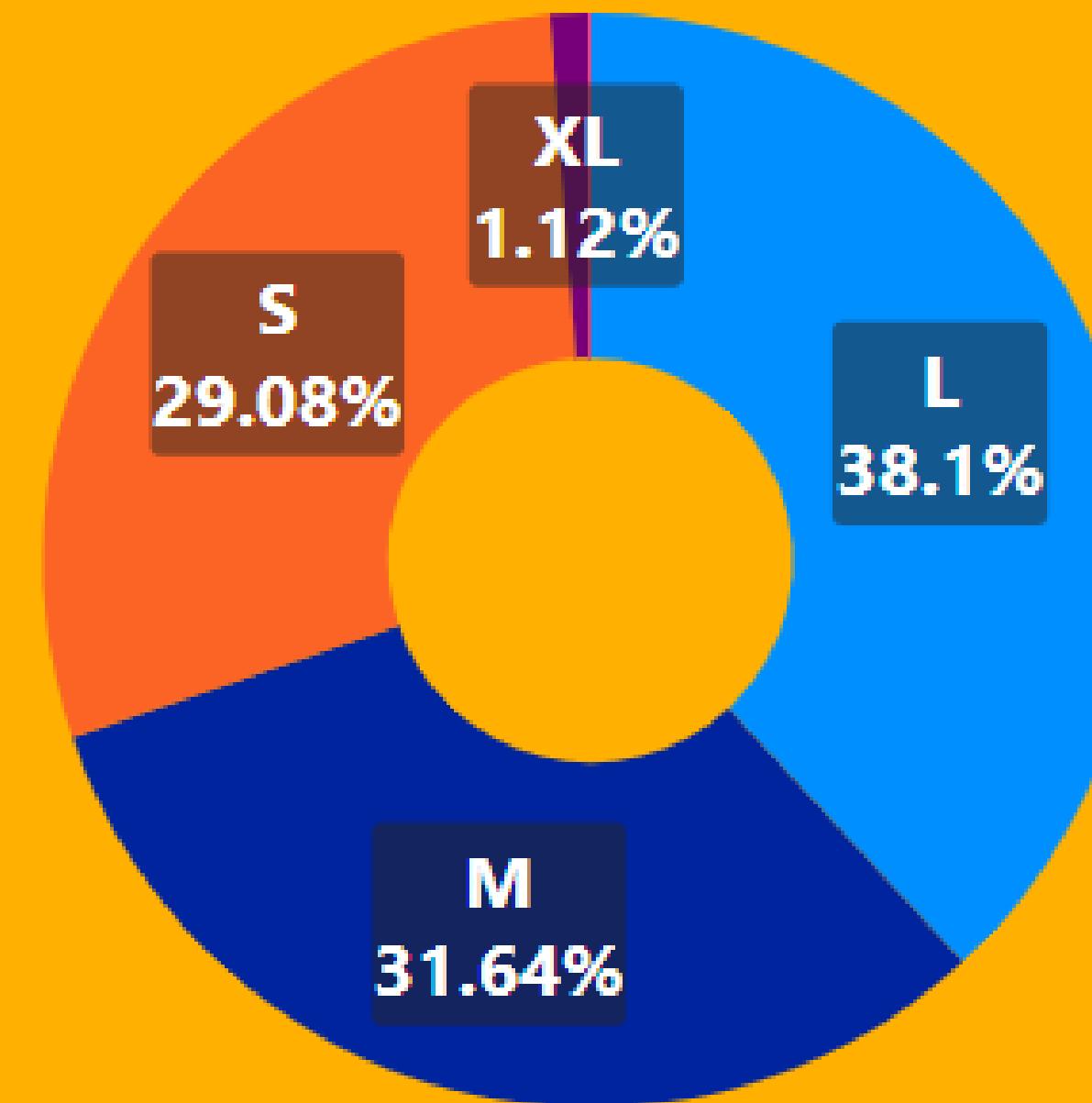
\$35.95

Insights:

- The highest-priced pizza is 'The Greek Pizza' priced at \$35.95.
- Understanding the pricing of individual pizza types can inform menu engineering.
- Offering premium-priced pizzas can contribute significantly to overall revenue.
- Monitoring sales of high-priced items can indicate customer preferences for premium options.
- Adjusting the pricing strategy for high-priced pizzas can impact profitability.



MOST COMMON PIZZA SIZE ORDERED



Insights:

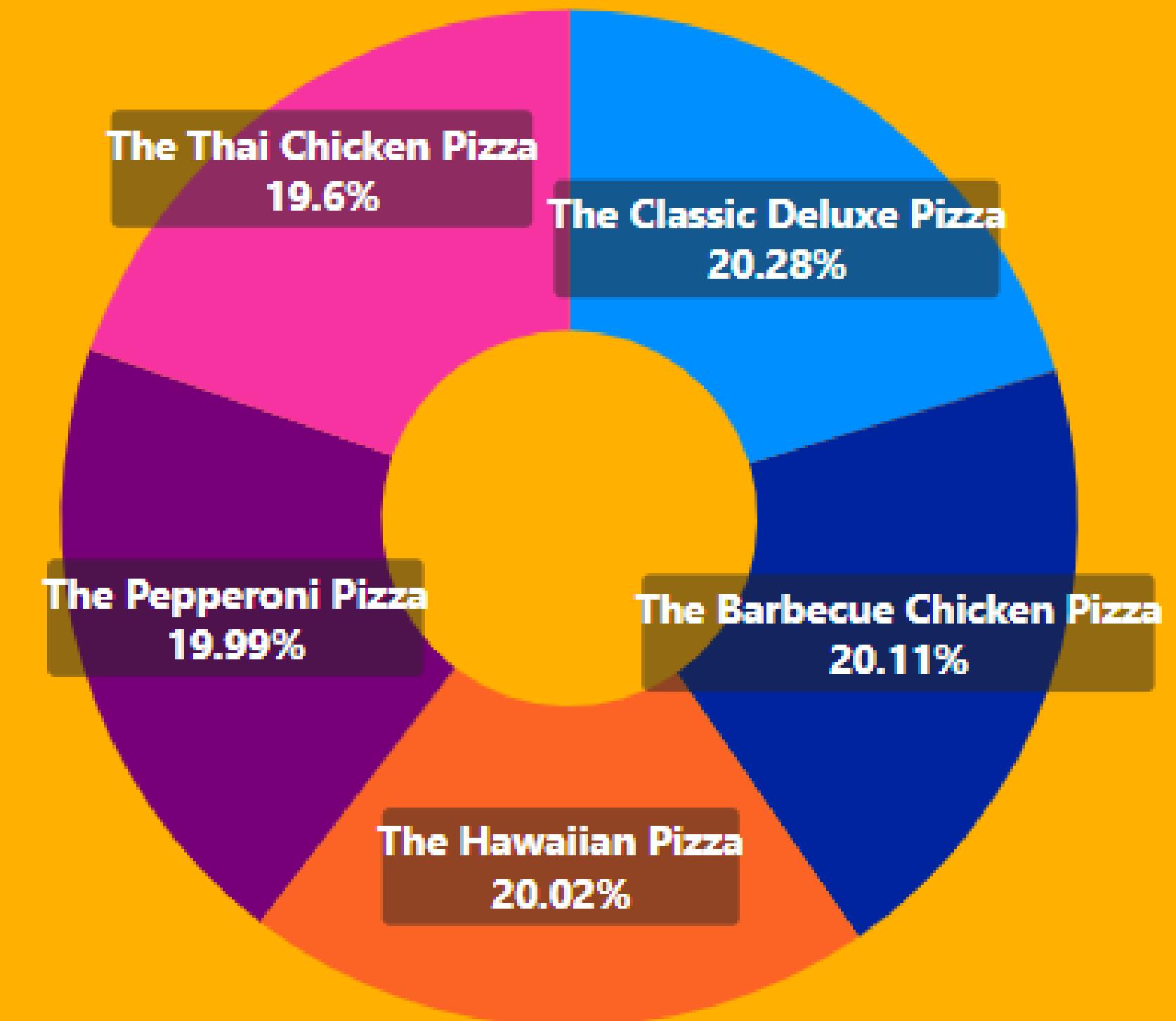
- The most common pizza size ordered is Large (L) with 18,526 orders.
- Analyzing size preferences can guide inventory management for dough and toppings.
- Understanding size distribution can inform decisions regarding pricing tiers.
- Offering promotions or specials on popular sizes can drive sales.
- Monitoring changes in size preferences can indicate shifts in customer preferences or market trends.



TOP 5 MOST ORDERED PIZZA

Insights:

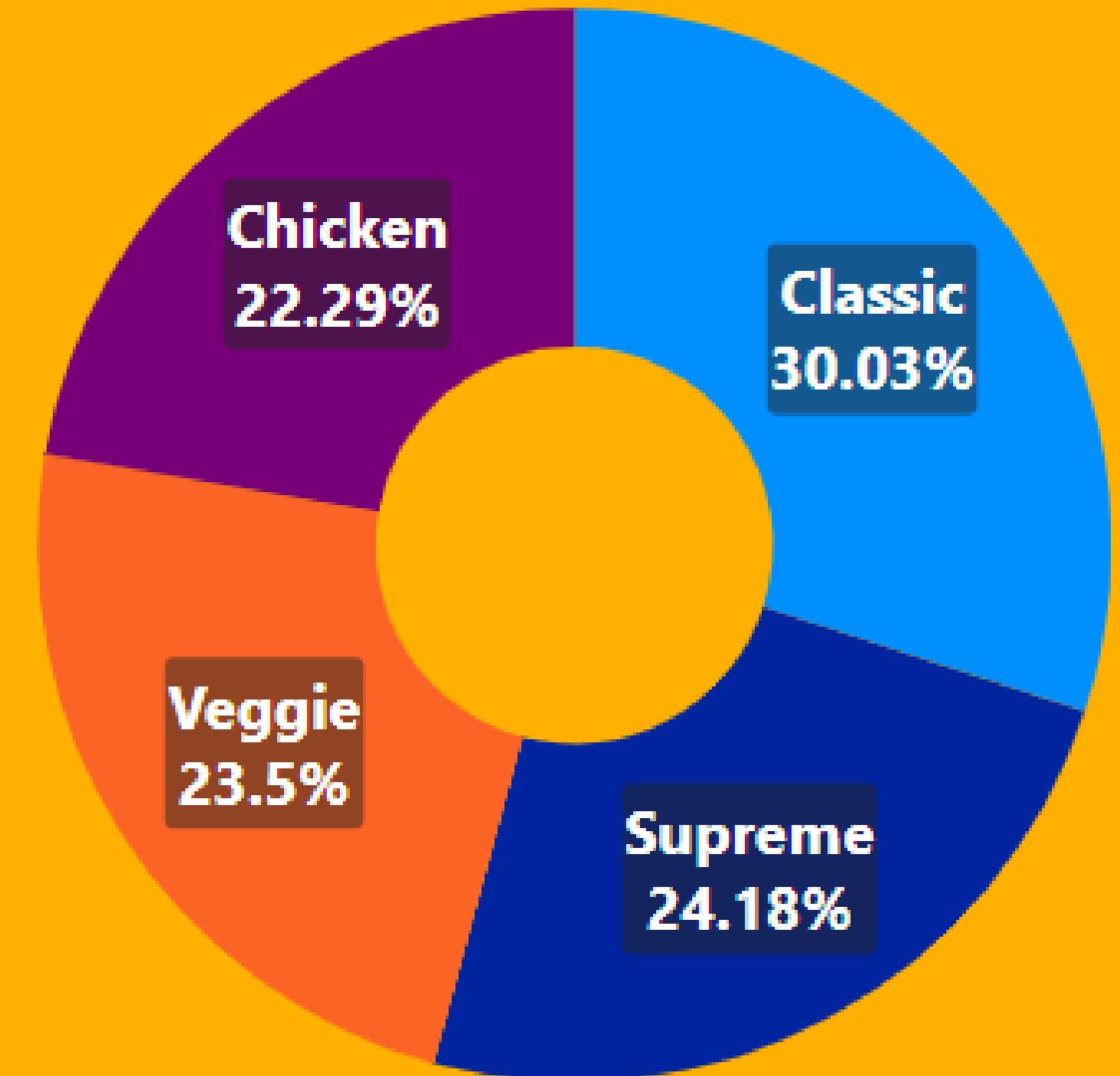
- Classic Deluxe Pizza leads with 2,453 orders, highlighting a preference for traditional flavors.
- Barbecue Chicken Pizza closely follows with 2,432 orders, indicating a desire for tangy options.
- Hawaiian Pizza, at 2,422 orders, shows a significant interest in sweet and savory combinations.
- Pepperoni Pizza remains a favorite, with 2,418 orders, reflecting timeless appeal.
- Thai Chicken Pizza, at 2,371 orders, suggests a growing demand for exotic and spicy flavors.



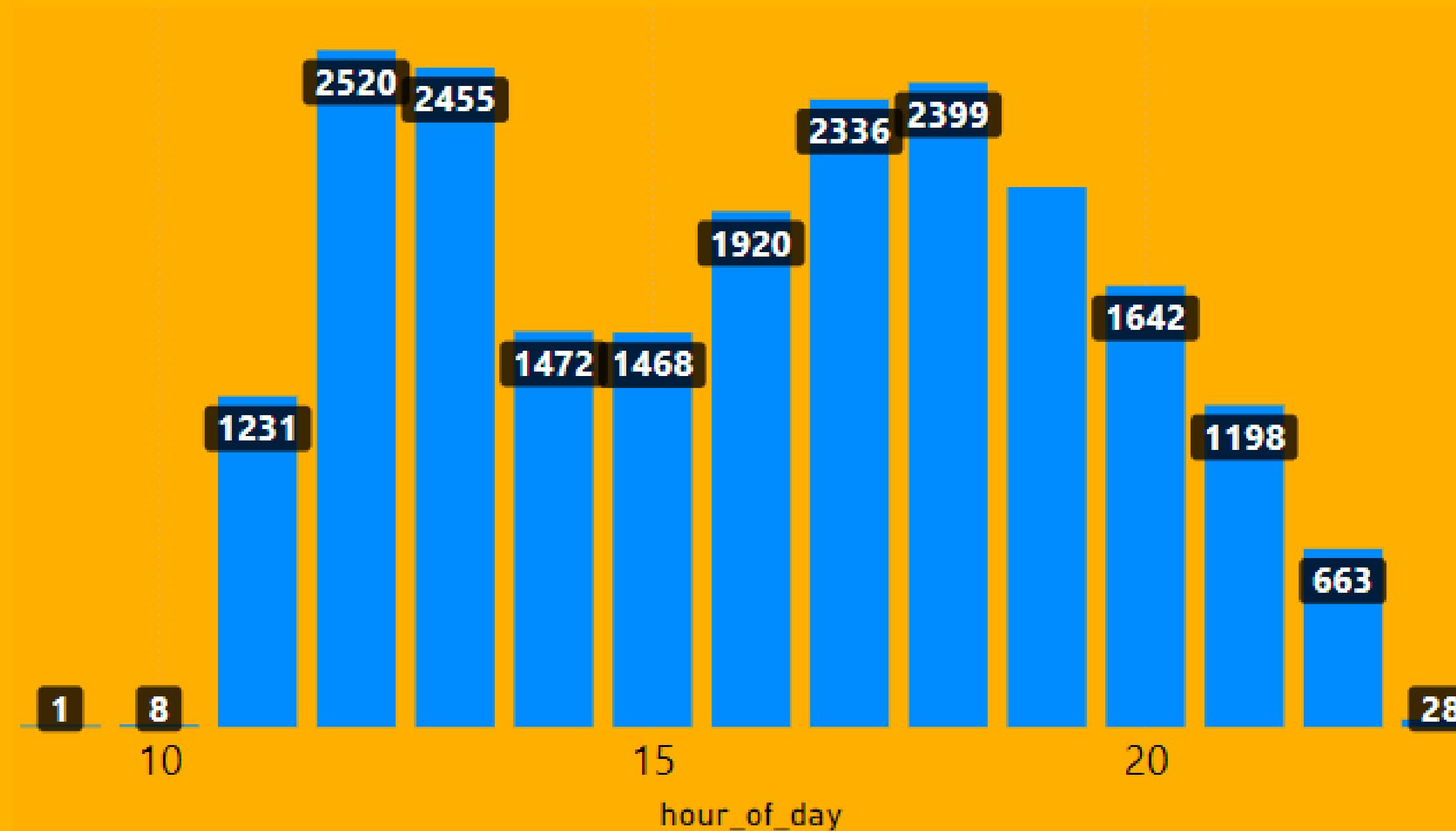
CATEGORY WISE PIZZA ORDERED

Insights:

- Classic pizzas are the most ordered category.
- Chicken pizzas have the fewest orders.
- Supreme pizzas slightly outperform Veggie pizzas in quantity.
- Classic and Supreme pizzas show higher demand compared to Veggie and Chicken.
- There's a balanced distribution of orders among different pizza categories.



DISTRIBUTION OF ORDERS BY HOUR OF THE DAY

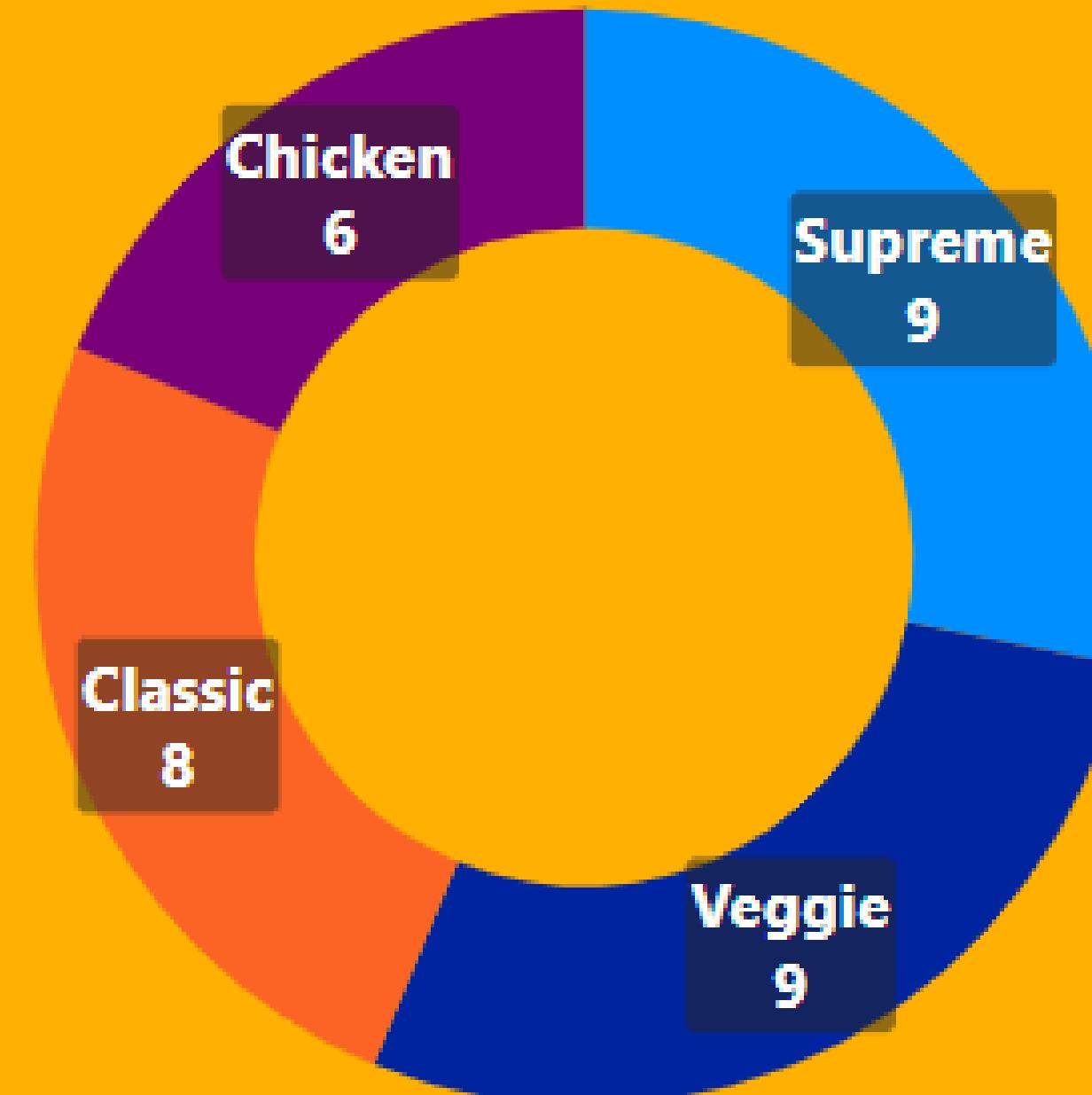


Insights:

- Lunchtime experiences the highest order volume.
- Orders decline significantly late at night.
- Consistent order placements throughout the afternoon.
- Lunchtime orders exceed dinner orders.
- Late-night orders are minimal compared to peak hours.



CATEGORY-WISE DISTRIBUTION OF PIZZAS



Insights:

- Supreme and Veggie pizzas have an equal number of orders.
- Chicken pizzas have the fewest orders.
- Classic pizzas have slightly fewer orders compared to Supreme and Veggie.
- There's potential to increase Chicken pizza sales.
- Balanced menu offering across categories.



AVERAGE NUMBER OF PIZZAS ORDERED PER DAY

138.47

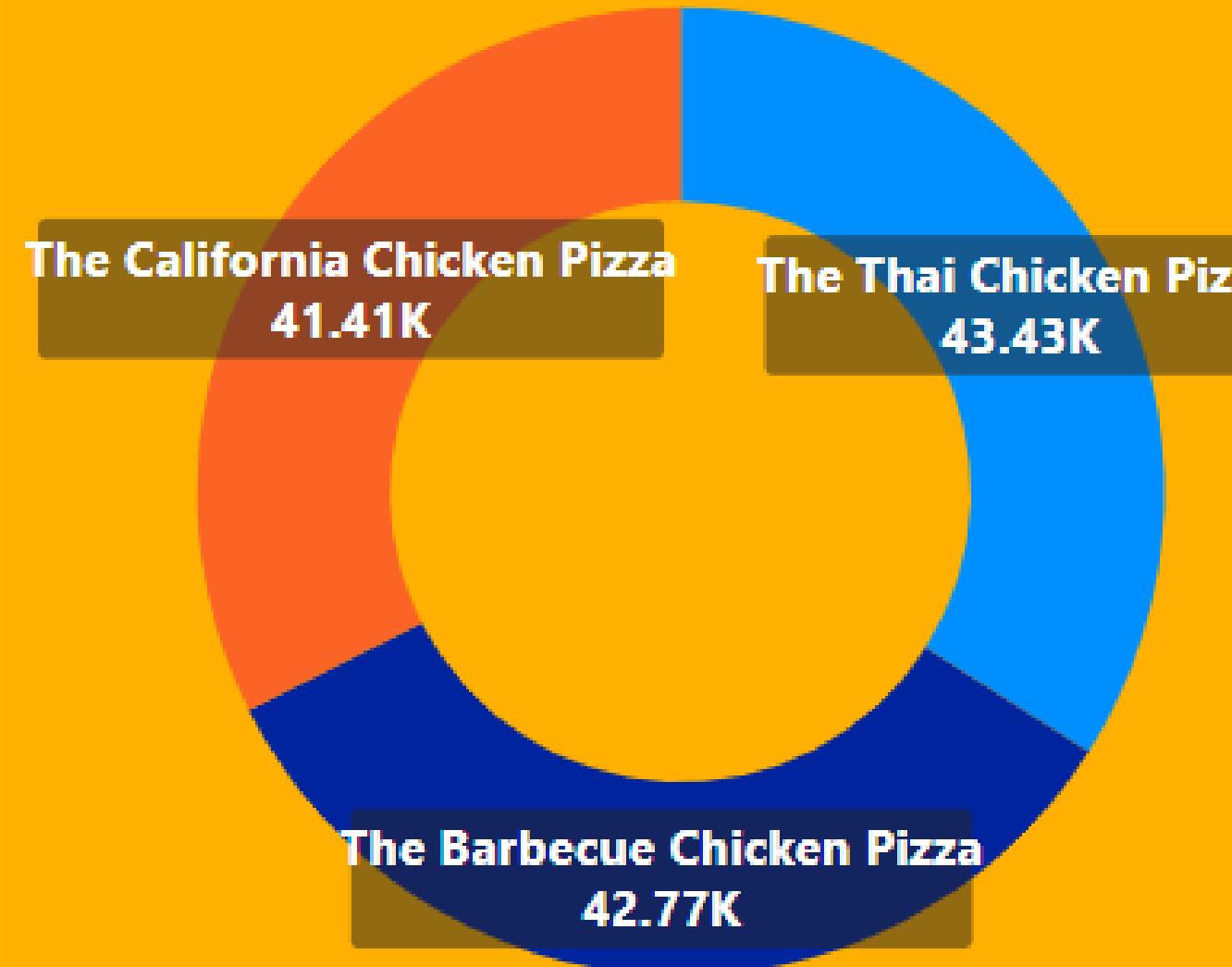
AVG Qty Ordered Per Day

Insights:

- Daily average order volume provides a baseline for planning.
- Consistent order flow helps in resource allocation.
- Monitoring changes in average aids in detecting trends.
- Indicates stable customer demand over time.
- Essential for forecasting and business planning.



TOP 3 MOST ORDERED PIZZA TYPES BASED ON REVENUE

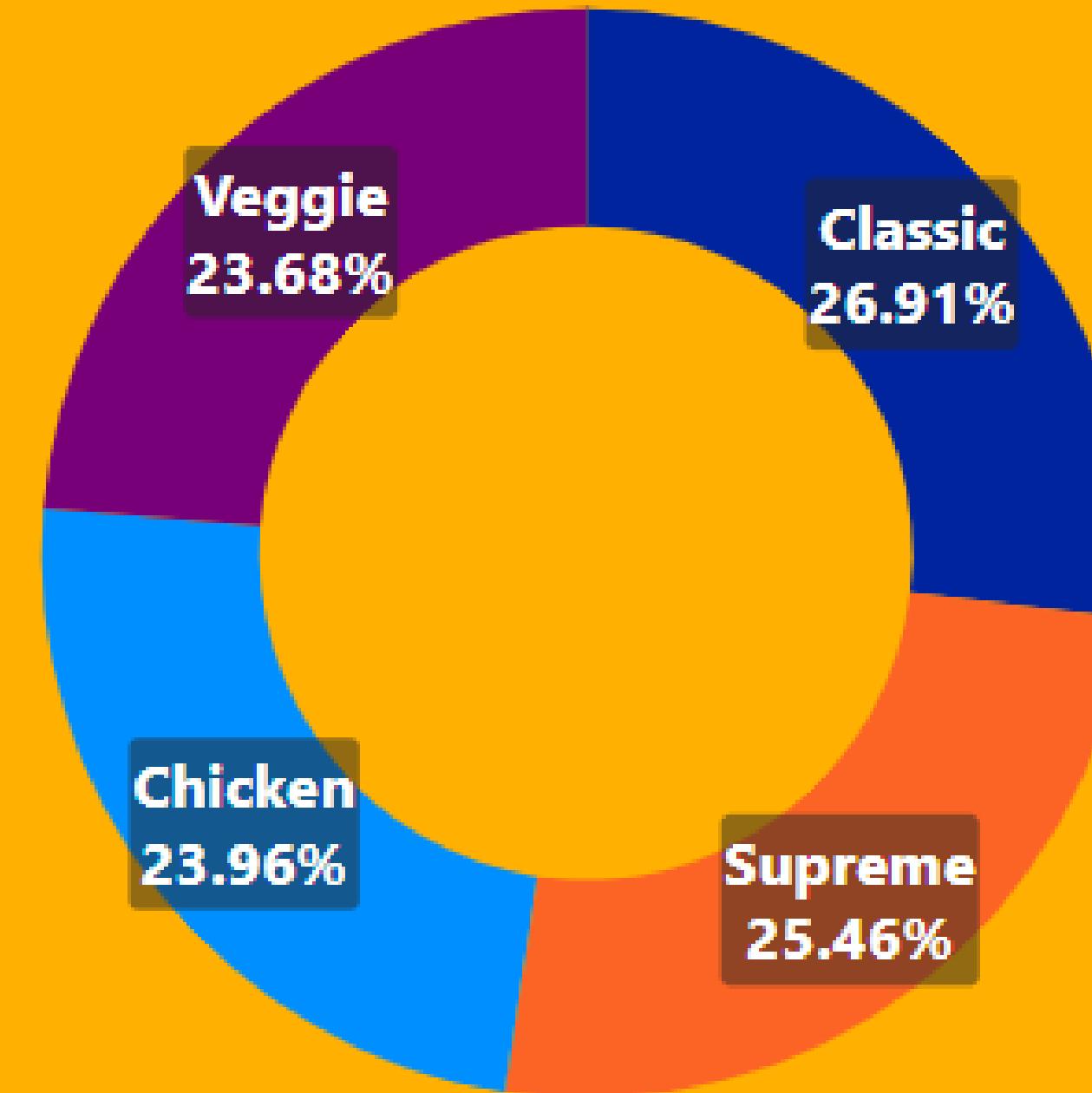


Insights:

- Chicken-based pizzas dominate top revenue earners.
- Specialty pizzas drive significant revenue.
- Chicken pizzas have a higher revenue despite fewer orders.
- California Chicken Pizza ranks third in revenue.
- Opportunities for marketing these top sellers to boost revenue further.



PIZZA TYPE REVENUE DISTRIBUTION

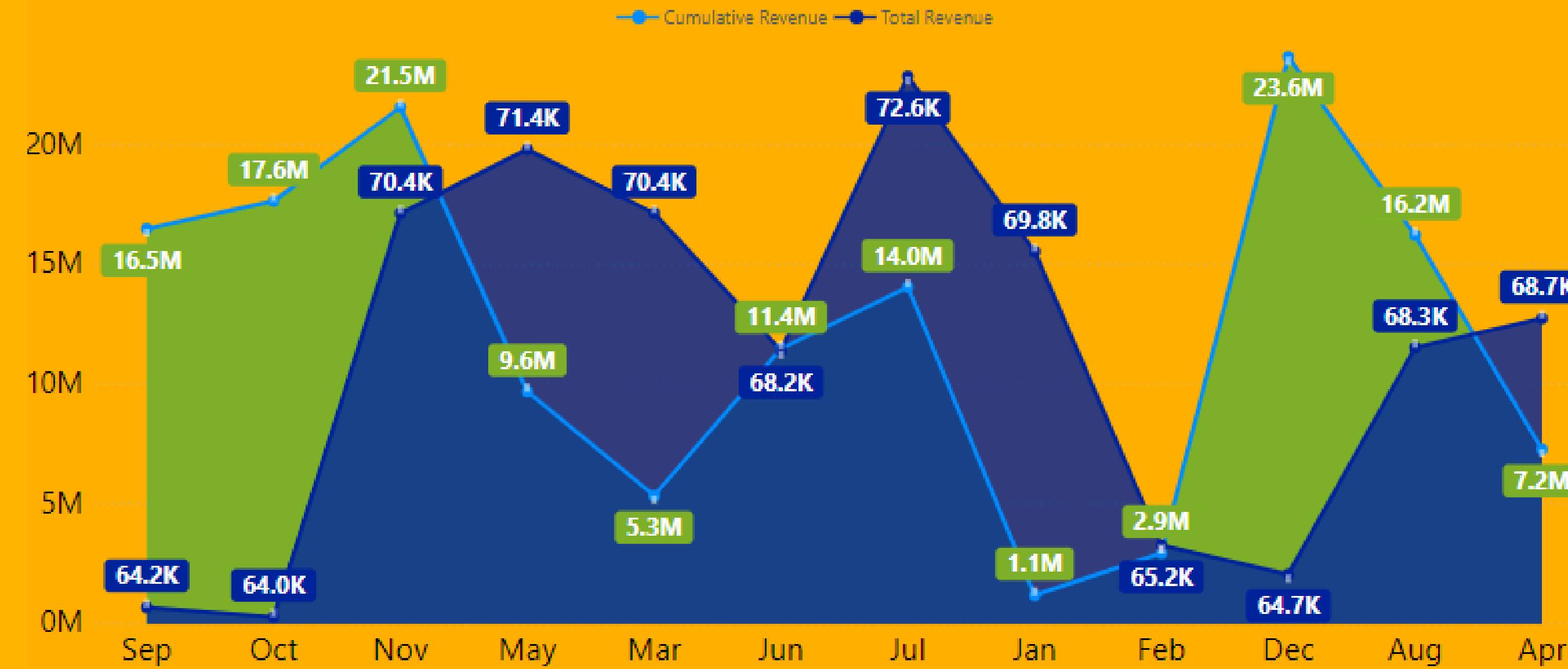


Insights

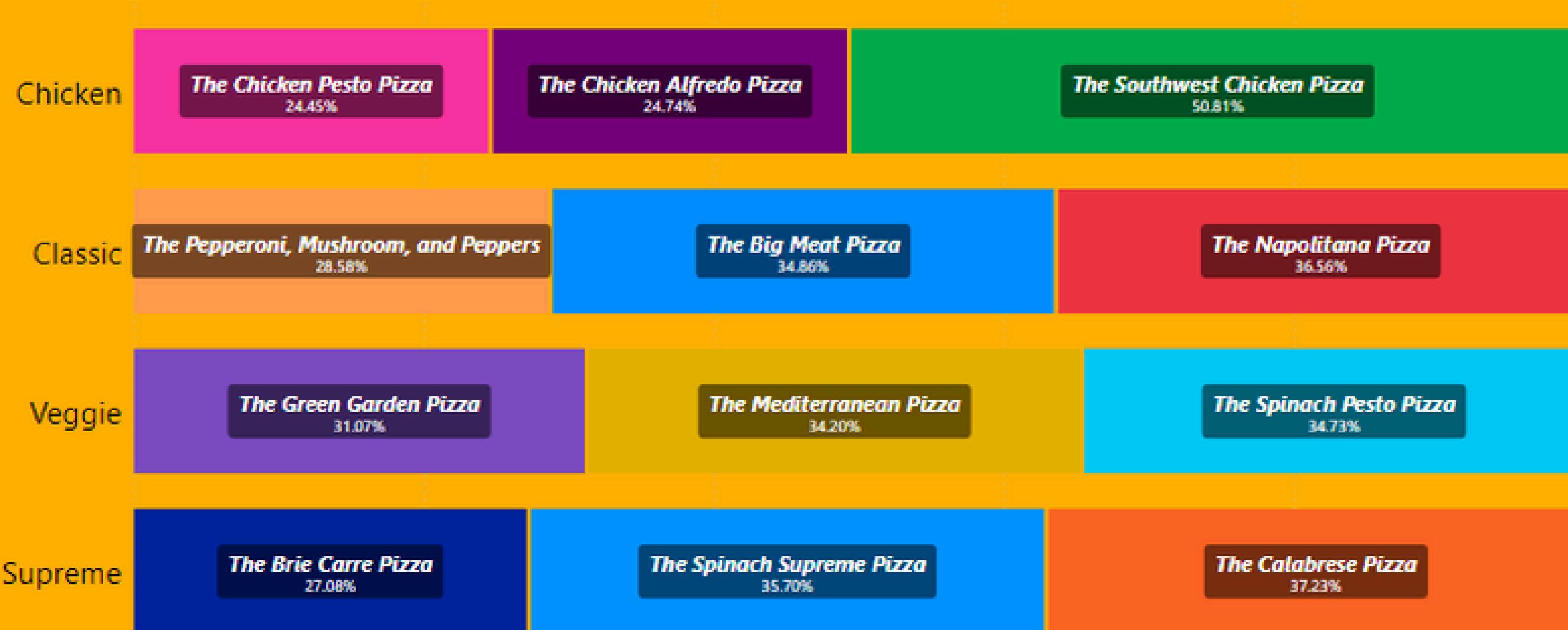
- Chicken pizzas collectively contribute over 46% of total revenue.
- Thai Chicken Pizza makes the highest individual contribution.
- Chicken-based pizzas significantly impact overall revenue.
- Diverse chicken pizza options attract customers and boost revenue.
- There's a balanced revenue distribution among the top three pizza types.



CUMULATIVE REVENUE GENERATED OVER TIME



TOP 3 PIZZAS BY REVENUE IN EACH CATEGORY



Insights:

- Chicken category dominates the top revenue-generating pizzas.
- Classic pizzas show diverse preferences among customers.
- Supreme pizzas demonstrate a balanced revenue distribution.
- Veggie pizzas contribute significantly to overall revenue.
- Offering a variety of options within each category helps capture diverse customer tastes.

