

House of Pizza

House of Pizza: A Deep Dive into 12 Months of Sales Data

An SQL-driven analysis to uncover key performance drivers, customer behaviors, and opportunities for growth.



Dataset: 48,620 Order Line Items



Time Period: Full Year Analysis



Tables Analyzed: 4 (orders, order_details, pizzas, pizza_types)



Tool: MySQL



The Business at a Glance: Our Annual Performance Scorecard

TOTAL REVENUE

\$817,860.05

Total sales generated across all pizza orders for the year.

TOTAL ORDERS

21,350

The total number of unique transactions processed.

AVERAGE ORDER VALUE

\$38.31

The average revenue generated per individual transaction.

The ‘Classic’ Category Is the Unquestionable Engine of Our Business

Key Insight

The Classic category alone drives a significant portion of our sales, outperforming all other categories. This highlights its critical importance to our bottom line.



Our Customers Have Clear Favorites: The Top 5 Most-Ordered Pizzas



The top-selling pizza is ordered significantly more than the runner-up, indicating its flagship status.

Popularity Translates to Profit: Our Highest-Revenue Pizzas

1

The Thai
Chicken Pizza

\$43,434.25

2

The Barbecue
Chicken Pizza

\$42,768.00

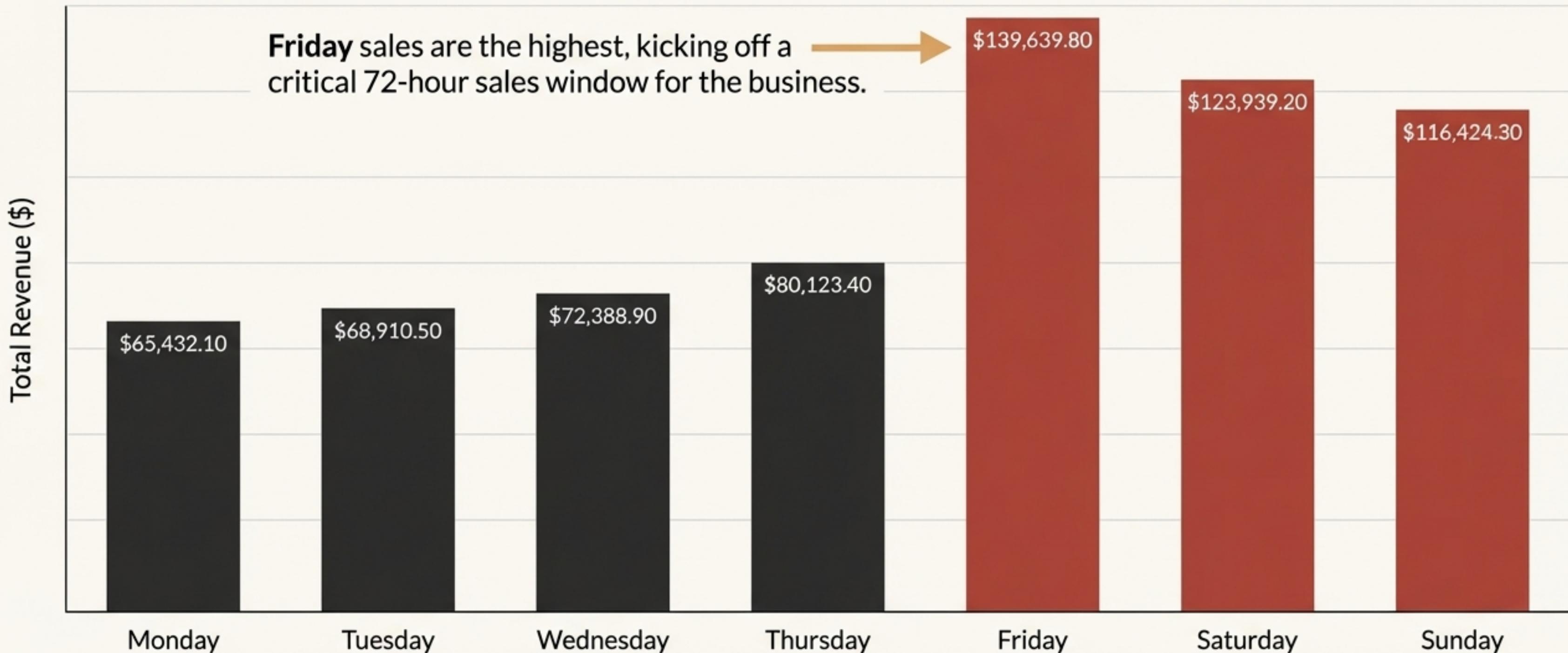
3

The California
Chicken Pizza

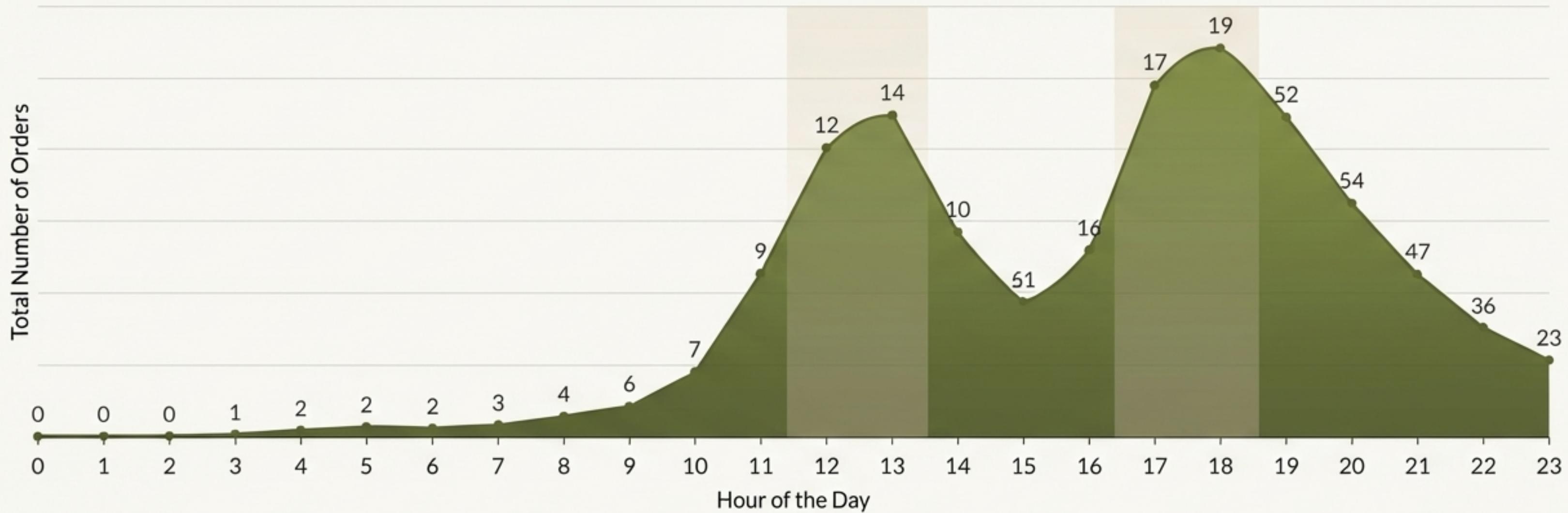
\$41,409.50

Key Insight: The most-ordered pizzas are also our top revenue generators, confirming that sales volume is the primary driver of our product-level profitability.

The Weekend is Our Powerhouse, with Friday Driving the Highest Sales

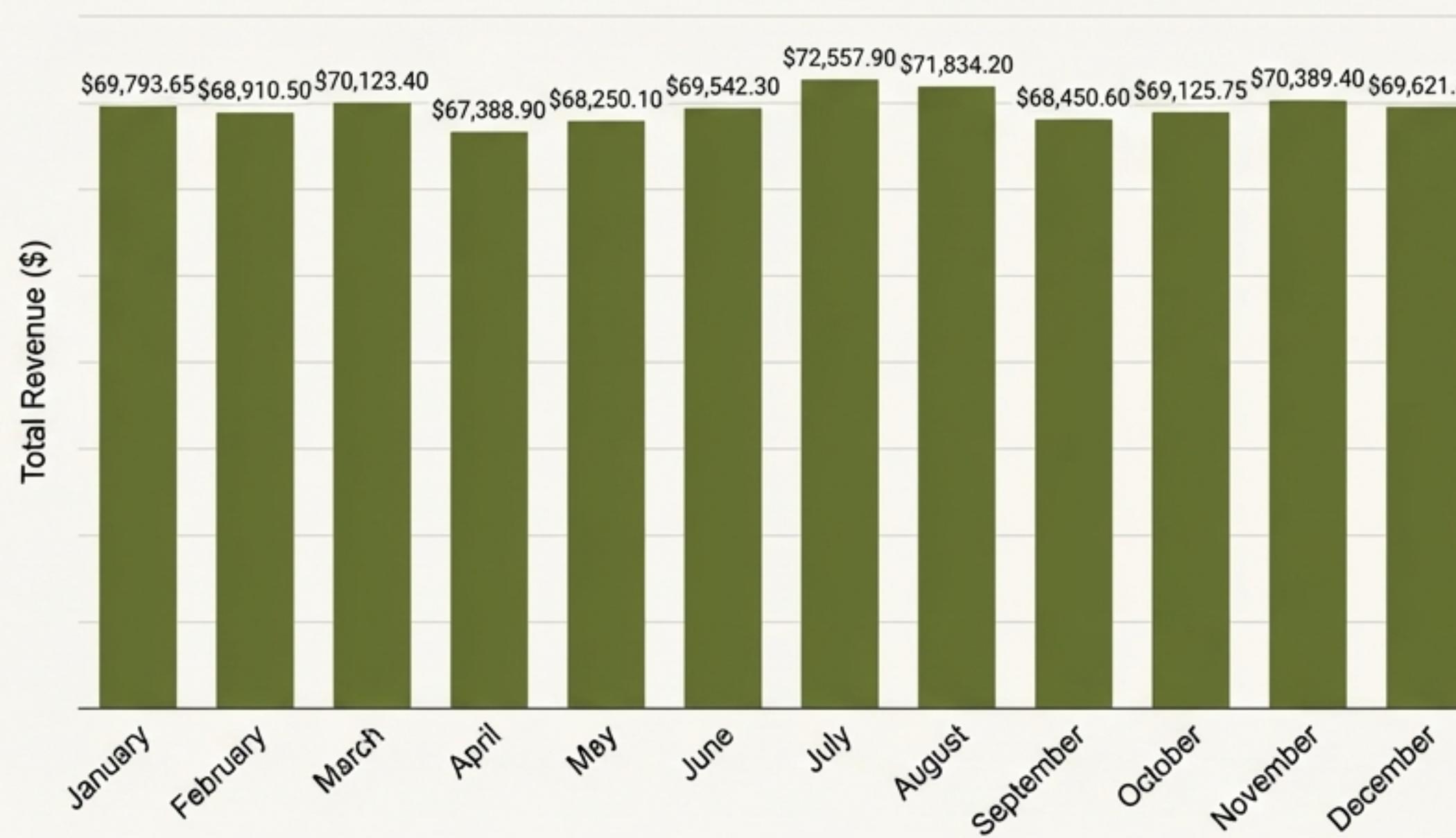


A Clear Double Peak: The Lunch and Dinner Rushes Define Our Daily Operations



The vast majority of orders occur between 12-2 PM and 5-7 PM. These four hours are the most critical periods for service speed and quality.

Revenue Remained Strong and Consistent Throughout the Year



KEY INSIGHT

The business demonstrates stable demand with no extreme seasonal dips, indicating consistent performance and a loyal customer base across all four seasons.

Uncovering the Hidden Champions: The Top Revenue-Generating Pizza in Each Category

Classic

1. The Classic Deluxe Pizza: **\$42,112.50**
2. The Spicy Italian Pizza: **\$34,831.25**
3. The Big Meat Pizza: **\$32,963.75**

Supreme

1. The Brie Carre Pizza: **\$41,224.00**
2. The Italian Supreme Pizza: **\$33,476.75**
3. The Prosciutto and Arugula Pizza: **\$33,286.50**

Chicken

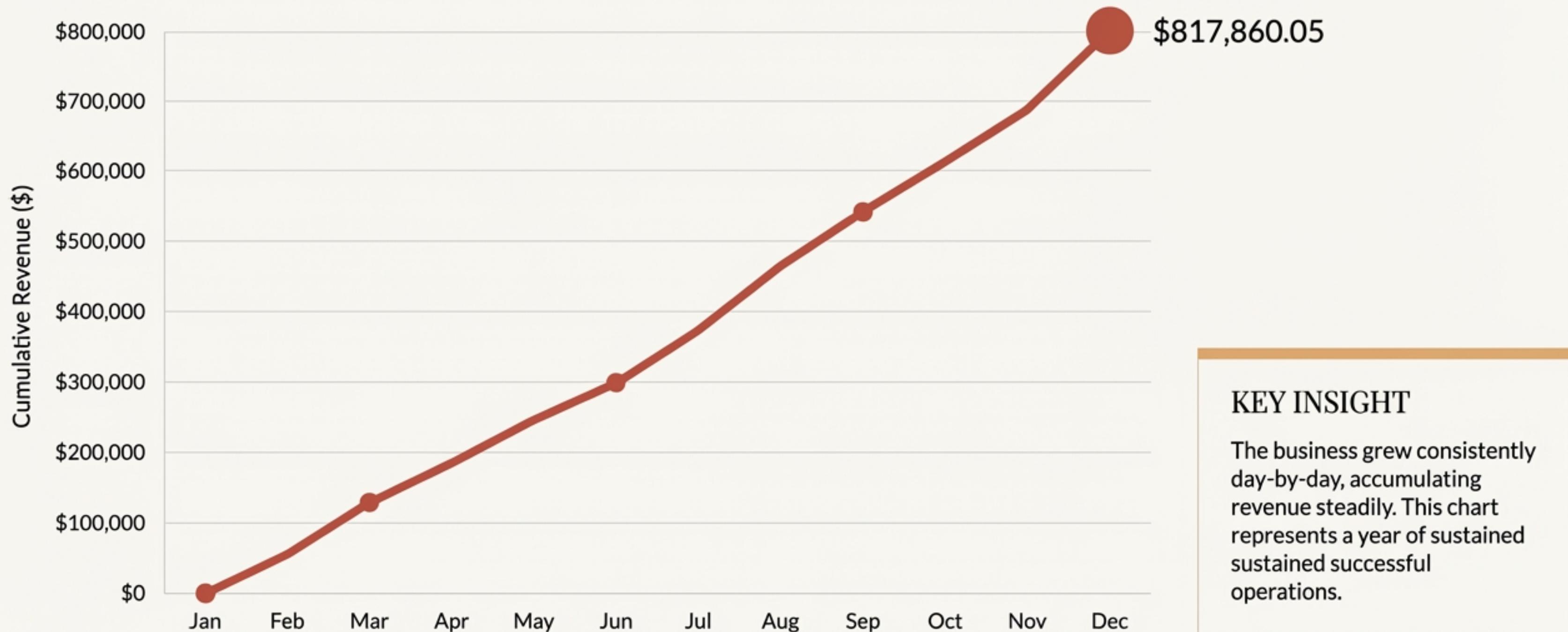
1. The Thai Chicken Pizza: **\$43,434.25**
2. The Barbecue Chicken Pizza: **\$42,768.00**
3. The California Chicken Pizza: **\$41,409.50**

Veggie

1. The Four Cheese Pizza: **\$32,265.70**
2. The Spinach and Feta Pizza: **\$31,343.75**
3. The Mediterranean Pizza: **\$30,830.50**

Key Insight: While 'Classic' pizzas lead overall, each category has its own star performers. This allows for targeted promotions, such as marketing 'The Thai Chicken Pizza' as our premier chicken option.

Visualizing Our Momentum: Cumulative Revenue Growth Over the Year



From Data to Decisions: Key Insights & Strategic Recommendations



Double Down on the Classics.

Recommendation: Feature the top 3 Classic pizzas prominently on menus and in marketing campaigns. These are proven winners and the core of the business.



Optimize for Peak Performance.

Recommendation: Align staff schedules and inventory preparation with the daily (12-2 PM, 5-7 PM) and weekly (Fri-Sun) sales peaks to maximize throughput and customer satisfaction.



Leverage Category Champions.

Recommendation: Run category-specific promotions targeting the top-performing pizza in Veggie, Chicken, and Supreme to boost sales in non-Classic segments.



The Large Pizza is King.

Recommendation: Explore bundling opportunities and family meal deals centered around the most commonly ordered pizza size (Large) to increase average order value.

Appendix A: Project & Database Schema

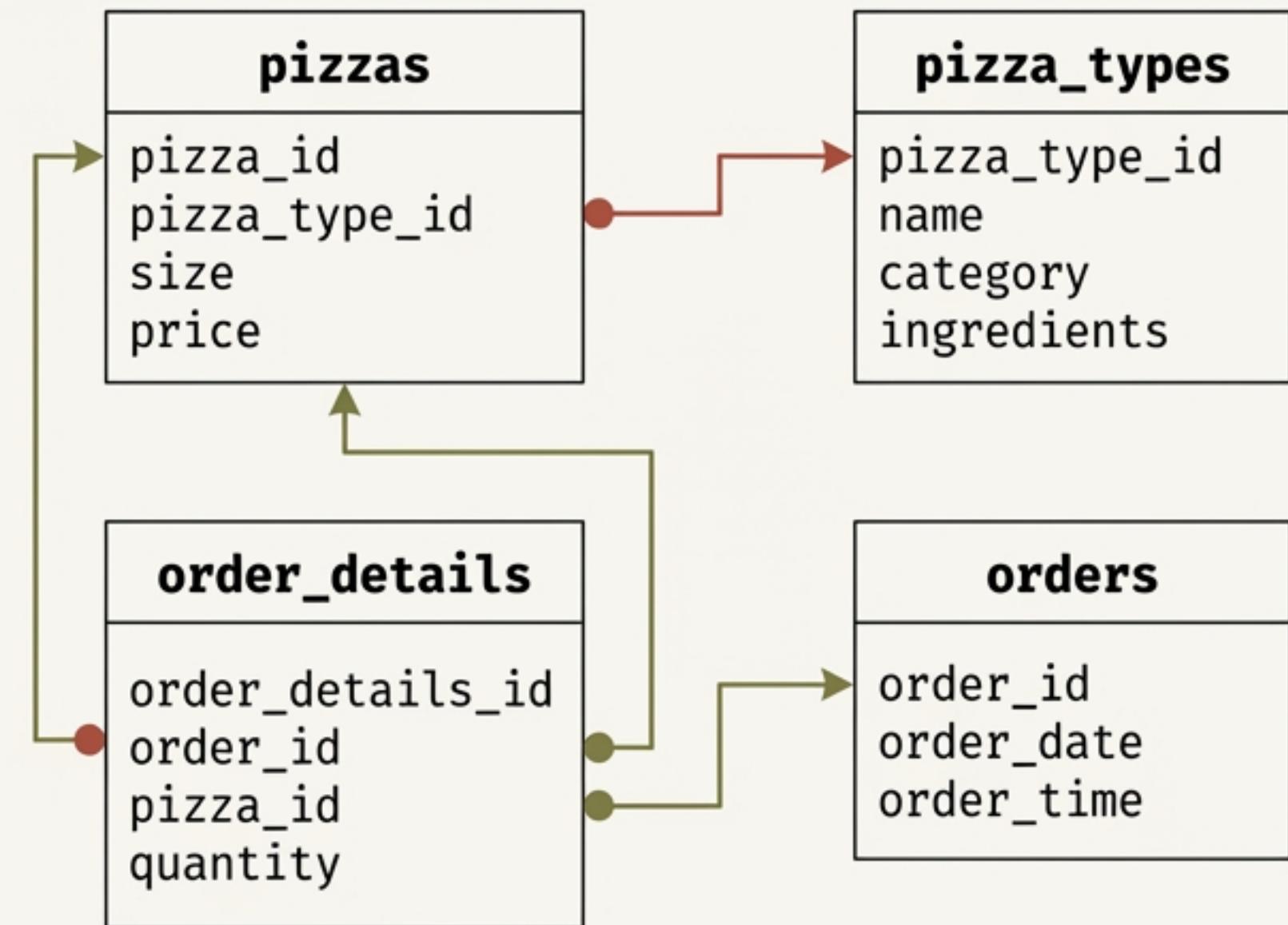
Source & Tools

Data Source: Publicly available dataset from GitHub.

Database: MySQL

Tables: 4 CSV files imported.

Table Schema & Relationships



Appendix B: Data Exploration & Validation



Record Counts

`pizzas`: 96 entries

`pizza_types`: 32 entries

`orders`: 21,350 entries

`order_details`: 48,620 entries



Null Value Checks

Result: No null values found in key columns across all four tables.



Data Integrity Checks

- Verified no orders with a price of $<= 0$.
- Verified no orders with a quantity of $<= 0$.
- Confirmed all orders have corresponding order details.

A thorough exploration confirmed the dataset is clean, complete, and reliable, providing a solid foundation for analysis.