

# ANALYSIS OF PIZZA SALES DATA FOR 2025

**Type: Optimization & Performance Report**

## **Project Summary**

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**Completion Date:** December 10, 2025

**Technologies Utilized:** SQL (MySQL Workbench), Google Sheets

## 1. Executive Summary

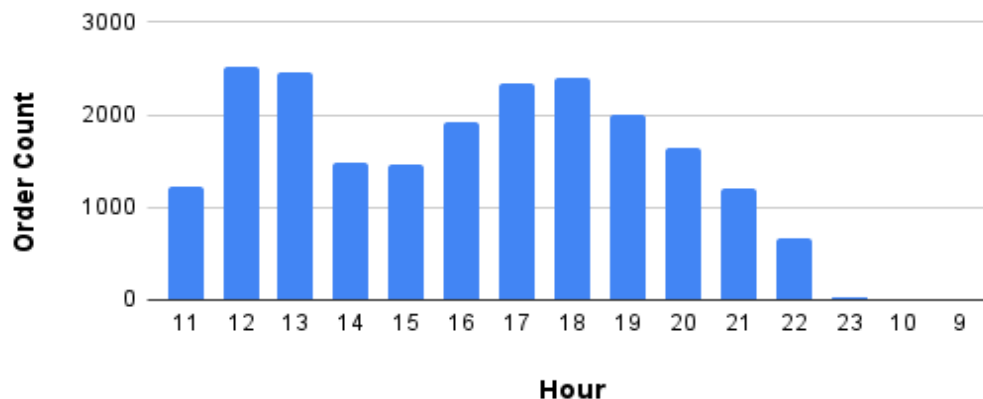
This project undertakes an analysis of over 20,000 order records to discern sales trends and pinpoint opportunities for operational enhancement. Utilizing SQL for data extraction and dedicated visualization tools for analysis, we have successfully identified the principal revenue drivers and periods of peak operational demand.

- **Peak Operations:** The store's peak operational periods occur between 12:00 PM and 1:00 PM, corresponding to the Lunch Rush, and again at 6:00 PM, aligning with the Dinner Rush.
- **Top Performers:** The "Thai Chicken Pizza" generates the highest revenue, suggesting a significant customer preference for specialty chicken pizzas.
- **Category Trends:** The "Classic" category generates the highest volume of orders, while the "Chicken" category contributes the most to total revenue, attributable to its elevated unit prices.

## 2. Sales Trends & Operational Insights

### 2.1 Busiest Times of Day

#### Order Count vs. Hour



**Insight:** Staffing should be increased by 20% during the 12 PM - 1 PM window to handle the 3x increase in order volume compared to standard hours.

## 3. Recommendations

- **Inventory Management:** Increase stock of chicken ingredients on Thursday nights to prepare for the Friday/Weekend rush.
- **Marketing Promotion:** Launch a "Happy Hour" discount between 3:00 PM and 5:00 PM to boost sales during the low-traffic afternoon slump.

