pizza sales analysis

Insights and Trends

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Introduction

The primary goal of this analysis is to uncover key insights and trends in pizza sales. By examining various aspects of the sales data, aim to identify top- selling products, understand customer preferences, and provide actionable recommendations for optimizing sales and inventory management

DATA BASE SCHEMA -pizzahut

Data base contains four tables contains annual data of Pizza Sales

1. Orders:- contains (order id, order date, order time)
2. Order details:- contains (order details id, order id, quantity, pizza id)
3. Pizza type:- contains (pizza type id, category, ingredients, name)
4. pizzas:- contains(pizza id, pizza type id, price, size)

in this presentation, we will cover

1. Retrieve the total number of orders placed.

2. Calculate the total revenue generated from pizza sales.

3. Identify the highest-priced pizza.

4. Identify the most common pizza size ordered.

5. List the top 5 most ordered pizza types along with their quantities.

6. Join the necessary tables to find the total quantity of each pizza category ordered.

7. Determine the distribution of orders by hour of the day.

8. Join relevant tables to find the category-wise distribution of pizzas.

9. Group the orders by date and calculate the average number of pizzas ordered per day.

10. Determine the top 3 most ordered pizza types based on revenue.

11. Calculate the percentage contribution of each pizza type to total revenue.

12. Analyze the cumulative revenue generated over time.

13. Determine the top 3 most ordered pizza types based on revenue for each pizza category.

Sales Trends

Total number of Order placed

There are total of 21350 Pizzas order placed

	total_order_placed
▶	21350

Total Revenue Generated from pizza sales

Total Revenue of Rupees, Eight Lakhs Seventeen Thousands Eight Hundred Sixty

	REVENUE
▶	817860.05

Highest Priced Pizza

Data told us that The Greek Pizza is

highest priced one, with a price of 35.95

₹

	name	price
▶	The Greek Pizza	35.95

Most Common size of Pizza ordered

Large size Pizza ordered by the

most, with the quantity of 18k

	size	total_quantity
▶	L	18526

Top Five Pizza, Ordered Pizzas

These are the Top Five Pizzas:

1. The Classic Deluxe Pizza
2. The Barbecue Chicken Pizza
3. The Hawaiian Pizza
4. The Pepperoni Pizza
5. The Thai Chicken Pizza

name	total_quantity
The Classic Deluxe Pizza	2453
The Barbecue Chicken Pizza	2432
The Hawaiian Pizza	2422
The Pepperoni Pizza	2418
The Thai Chicken Pizza	2371

Category wise Pizzas, Ordered Pizzas

quantity

1.Classic - 14888

2.Supreme - 11987

3.Veggie - 11649

4.Chicken - 11050

category	quantity
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

Distribution Of Orders by Hours Of the day

The table shows that people likes to eat pizza in evening time

hour	order_per_hour
9	1
10	8
11	1231
12	2520
13	2455
14	1472
15	1468
16	1920
17	2336
18	2399
19	2009
20	1642
21	1198
22	663
23	28

Average Number of Pizzas order per day

On an average the total of
138 pizzas are orderd per day

avg_order_perday
138

☀ Top Three Pizza, according to Revenue

These are the Top Three According to Revenue:

1. The Thai Chicken Pizza
2. The Barbecue Chicken Pizza
3. The California Chicken Pizza

name	revenue
The Thai Chicken Pizza	43434.25
The Barbecue Chicken Pizza	42768
The California Chicken Pizza	41409.5

Contribution of each Type of Pizza, According to percentage of Revenue

Results shows that Classic category

pizzas generates Highest revenue

category	revenue_percentage
Classic	26.91%
Supreme	25.46%
Chicken	23.96%
Veggie	23.68%

REcommedations

1.Promote Top-Selling Pizzas During Peak Hours:

Insight: The analysis shows that certain pizzas, such as The Classic Deluxe Pizza and The Barbecue Chicken Pizza, are consistently top sellers.

Recommendation: Implement targeted promotions and discounts for these top-selling pizzas during peak ordering times, especially in evenings, to boost sales further

REcommedations

2. Increase Inventory for Large-Sized Pizzas:

Insight: Large-sized pizzas are the most commonly ordered size, with a significant quantity of 18,000 orders.

Recommendation: Ensure adequate inventory levels of ingredients for large-sized pizzas to meet the high demand and avoid stockouts.

REcommedations

3. Consider Special Offers for Evening Orders:

Insight:The distribution of orders by the hour indicates a higher number of pizza orders in the evening.

Recommendation: Introduce special evening deals or discounts to capitalize on the higher demand during this time and attract more customers.

REcommedations

4. Focus Marketing on Classic Category Pizzas to Maximize Revenue:

   Insight: Classic category pizzas generate the highest revenue among all categories.

   Recommendation: Design marketing campaigns that highlight the Classic pizzas, showcasing their popularity and unique flavors to drive more sales and revenue.

Thankyou