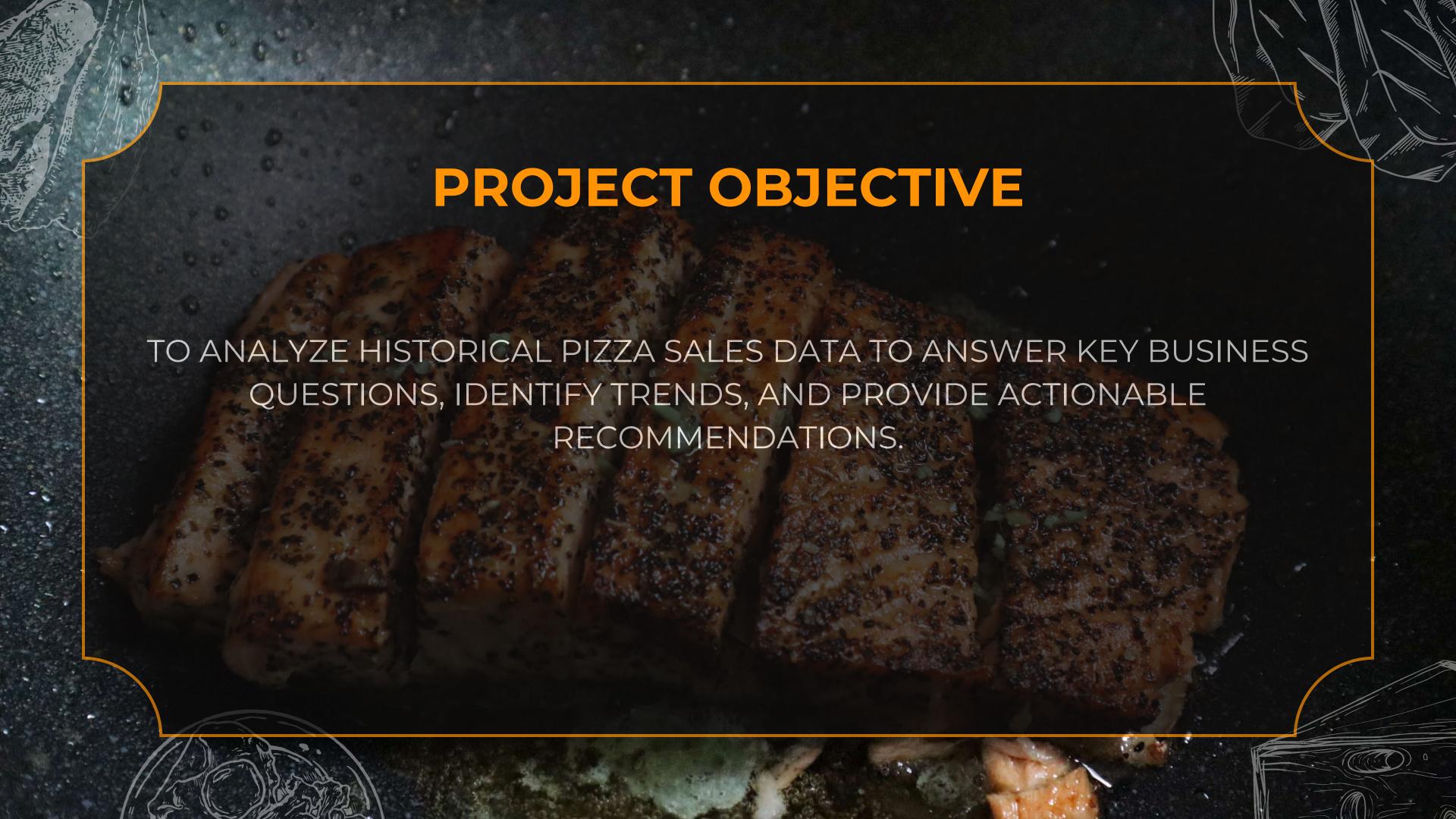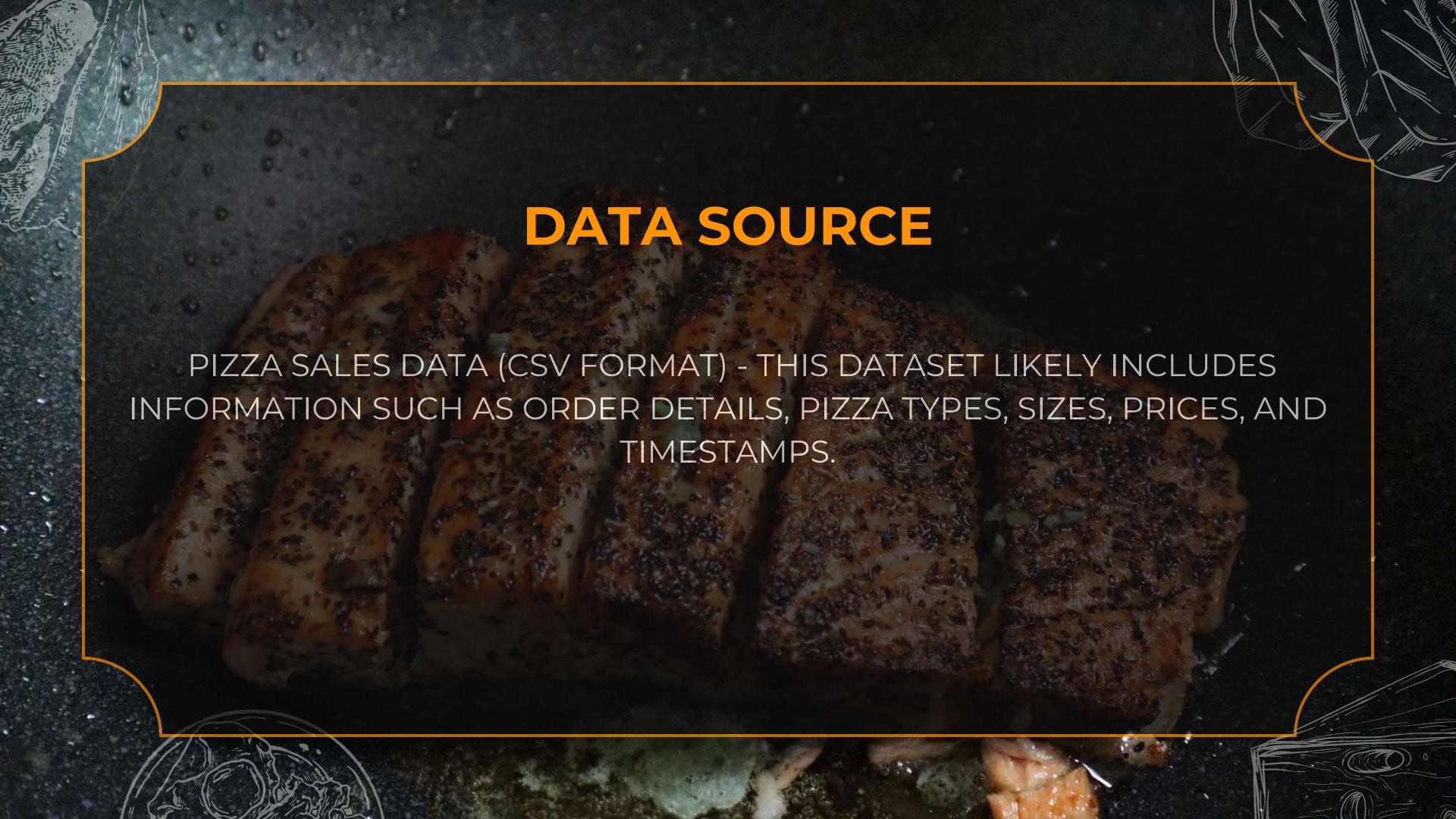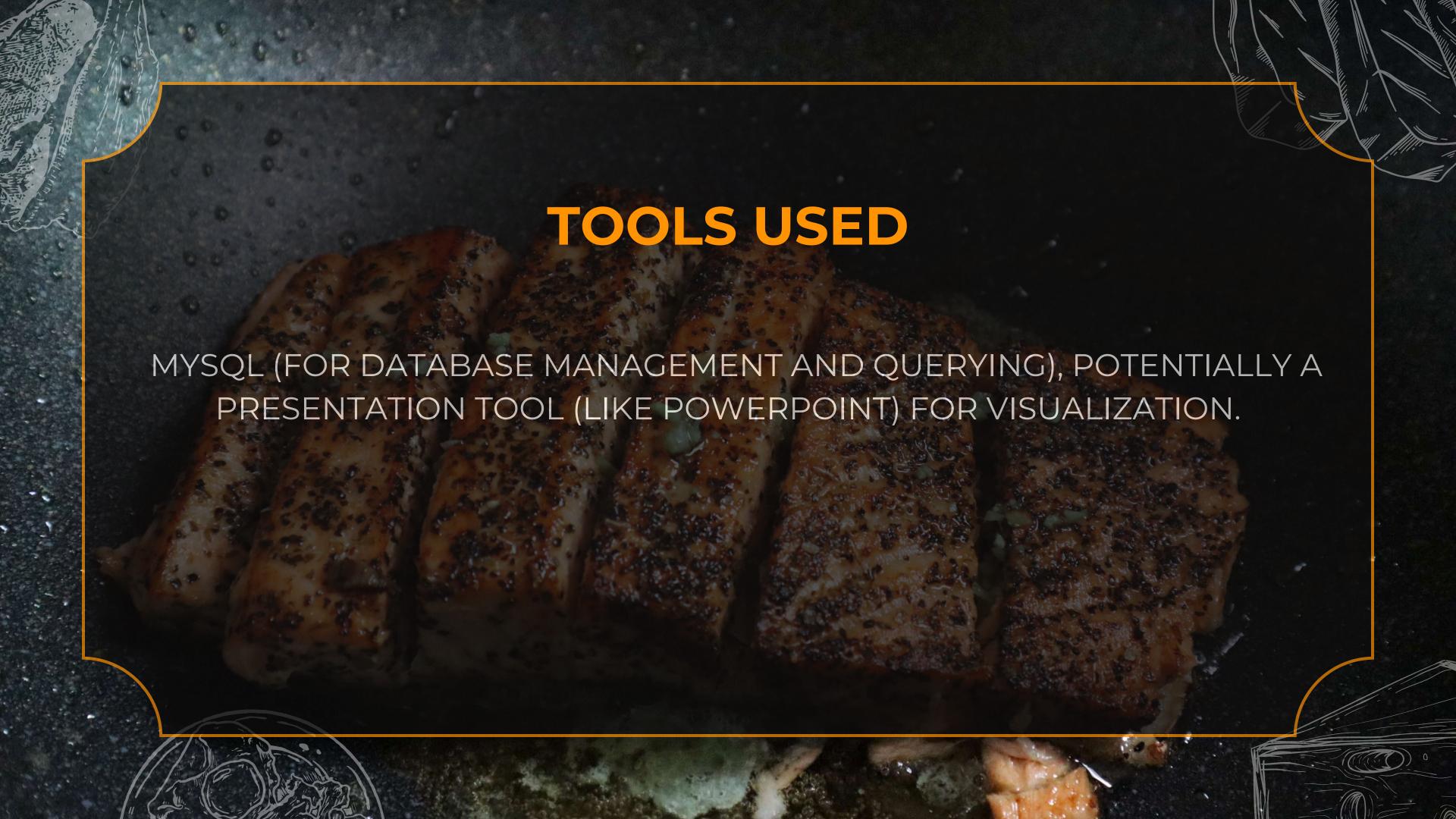# PROJECT BRIEFING

MYSQL PIZZA SALES ANALYSIS PROJECT

THIS PROJECT FOCUSES ON ANALYZING PIZZA SALES DATA TO EXTRACT MEANINGFUL INSIGHTS THAT CAN HELP IMPROVE BUSINESS STRATEGIES, OPTIMIZE OPERATIONS, AND UNDERSTAND CUSTOMER PREFERENCES. THE DATA, ORIGINALLY IN CSV FORMAT, WAS IMPORTED INTO A MYSQL DATABASE TO LEVERAGE ITS POWERFUL QUERYING CAPABILITIES FOR IN-DEPTH ANALYSIS.

PROJECT OBJECTIVE

TO ANALYZE HISTORICAL PIZZA SALES DATA TO ANSWER KEY BUSINESS QUESTIONS, IDENTIFY TRENDS, AND PROVIDE ACTIONABLE RECOMMENDATIONS.

DATA SOURCE

PIZZA SALES DATA (CSV FORMAT) - THIS DATASET LIKELY INCLUDES INFORMATION SUCH AS ORDER DETAILS, PIZZA TYPES, SIZES, PRICES, AND TIMESTAMPS.

TOOLS USED

MYSQL (FOR DATABASE MANAGEMENT AND QUERYING), POTENTIALLY A PRESENTATION TOOL (LIKE POWERPOINT) FOR VISUALIZATION.

KEY ANALYSIS AREAS

BASIC SALES METRICS & POPULARITY: THIS SECTION FOCUSES ON UNDERSTANDING THE FUNDAMENTAL ASPECTS OF PIZZA SALES.

TOTAL ORDERS & REVENUE: QUANTIFYING THE OVERALL BUSINESS VOLUME.

PRICING & SIZE ANALYSIS: IDENTIFYING PREMIUM PRODUCTS AND PREFERRED PIZZA SIZES.

TOP PIZZA TYPES: UNDERSTANDING CUSTOMER FAVORITES TO MANAGE INVENTORY AND PROMOTIONS EFFECTIVELY.

KEY ANALYSIS AREAS

INTERMEDIATE TRENDS & DISTRIBUTION:
THIS LEVEL OF ANALYSIS DELVES DEEPER INTO PATTERNS AND DISTRIBUTIONS ACROSS DIFFERENT DIMENSIONS.
CATEGORY-WISE QUANTITY: UNDERSTANDING WHICH PIZZA CATEGORIES (E.G., VEGGIE, NON-VEG) ARE MOST POPULAR.
HOURLY ORDER DISTRIBUTION: IDENTIFYING PEAK HOURS TO OPTIMIZE STAFFING AND DELIVERY.
CATEGORY-WISE PIZZA DISTRIBUTION: ANALYZING THE VARIETY WITHIN EACH PIZZA CATEGORY.
DAILY ORDER AVERAGES: UNDERSTANDING DAILY DEMAND FLUCTUATIONS.
TOP REVENUE GENERATORS: IDENTIFYING THE MOST PROFITABLE PIZZA TYPES.

KEY ANALYSIS AREAS

ADVANCED PERFORMANCE & STRATEGIC INSIGHTS:

REVENUE CONTRIBUTION BY PIZZA TYPE: UNDERSTANDING THE PROPORTIONAL IMPORTANCE OF EACH PIZZA TYPE TO OVERALL REVENUE.

CUMULATIVE REVENUE ANALYSIS: TRACKING REVENUE GROWTH OVER TIME TO IDENTIFY TRENDS AND ASSESS BUSINESS PERFORMANCE.

CATEGORY-SPECIFIC TOP REVENUE PIZZAS: IDENTIFYING TOP PERFORMERS WITHIN SPECIFIC PIZZA CATEGORIES, WHICH CAN INFORM TARGETED MARKETING AND MENU DEVELOPMENT.

OVERALL GOAL: BY ANSWERING THESE QUESTIONS USING MYSQL QUERIES, THE PROJECT AIMS TO PROVIDE A COMPREHENSIVE UNDERSTANDING OF PIZZA SALES PERFORMANCE, IDENTIFY OPPORTUNITIES FOR GROWTH, AND SUPPORT DATA-DRIVEN DECISION-MAKING FOR THE BUSINESS. THE INSIGHTS GAINED FROM THIS ANALYSIS WILL BE PRESENTED TO HIGHLIGHT KEY FINDINGS AND RECOMMENDATIONS

QUESTIONS

Basic:
- Retrieve the total number of orders placed.
- Calculate the total revenue generated from pizza sales.
- Identify the highest-priced pizza.
- Identify the most common pizza size ordered.
- List the top 5 most ordered pizza types along with their quantities.

Intermediate:
- Join the necessary tables to find the total quantity of each pizza category ordered.
- Determine the distribution of orders by hour of the day.
- Join relevant tables to find the category-wise distribution of pizzas.
- Group the orders by date and calculate the average number of pizzas ordered per day.
- Determine the top 3 most ordered pizza types based on revenue.

Advanced:
- Calculate the percentage contribution of each pizza type to total revenue.
- Analyze the cumulative revenue generated over time.
- Determine the top 3 most ordered pizza types based on revenue for each pizza category.