PIZZA SALES ANALYSIS

Insights from Data Analysis

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Introduction to the Project

Unveiling Pizza Perfection: A Data-Driven Analysis of Sales

Welcome to a tantalizing exploration of pizza perfection through the lens of data analysis. In this article, we delve into the intricacies of pizza sales, customer behavior, and popular trends to uncover valuable insights that can optimize sales strategies and enhance customer satisfaction.

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Project Title & Introduction

Welcome, pizza enthusiasts and data explorers! Today, we embark on a delicious journey – analyzing pizza sales data to unlock valuable insights. This project aims to understand customer behavior, popular pizza types, sales trends, and overall performance. We'll leverage the power of SQL queries to analyze four key tables: order_details, orders, pizza_type, and pizza.

Data Exploration

the four tables in your dataset, highlighting their key columns (order_details_id, order_id, pizza_id, quantity, date, time, pizza_type_id, name, category, ingredients, size, price).

This slide introduces the building blocks of our analysis. Briefly explain the role of each table and its relevant columns.

Analysis Goals

List

- Identifying customer behavior patterns
- Discovering popular pizza types and sizes
- Understanding sales trends
- Evaluating overall pizza sales performance

Sample SQL Queries

Example 1:

```sql
-- Q1: The total number of order place

select count(distinct order_id) as 'Total Orders' from orders;
```

100 %

Results | Messages

	Total Orders
1	21350

Example 2:

```sql
-- Q3: The highest priced pizza.

select top 1 pizza_types.name as 'Pizza Name', cast(pizzas.price as decimal(10,2)) as 'Price'
from pizzas
join pizza_types on pizza_types.pizza_type_id = pizzas.pizza_type_id
order by price desc
```

100 %

Results | Messages

	Pizza Name	Price
1	The Greek Pizza	35.95

Key Findings - Order & Revenue

Our analysis unveils pivotal findings related to order volume and revenue generation. By dissecting data insights such as the total number of orders placed and the revenue generated through pizza sales, we gain a comprehensive understanding of sales volume and revenue metrics that drive business performance.

Top Performers - Pizzas & Sizes

- Most common pizza size ordered
- Top 5 most ordered pizza types (including quantity)

Example 1:

```sql
-- Q4: The most common pizza size ordered.

with cte as (
select pizza_types.name as 'Pizza Name', cast(pizzas.price as decimal(10,2)) as 'Price',
rank() over (order by price desc) as rnk
from pizzas
join pizza_types on pizza_types.pizza_type_id = pizzas.pizza_type_id
)
select [Pizza Name], 'Price' from cte where rnk = 1
```

100 %

Results | Messages

	Pizza Name	(No column name)
1	The Greek Pizza	Price

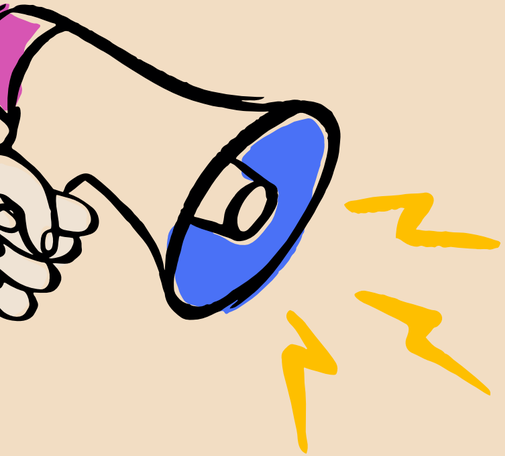
Example 2:

```sql
select top 5 pizza_types.category, sum(quantity) as 'Total Quantity Ordered'
from order_details
join pizzas on pizzas.pizza_id = order_details.pizza_id
join pizza_types on pizza_types.pizza_type_id = pizzas.pizza_type_id
group by pizza_types.category
order by sum(quantity)  desc
```

100 %

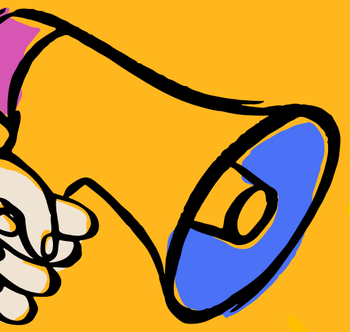
Results | Messages

	category	Total Quantity Ordered
1	Classic	14888
2	Supreme	11987
3	Veggie	11649
4	Chicken	11050



Deep Dive - Categories & Ordering Patterns

Taking a deep dive into pizza categories and ordering patterns, we analyze the quantity of each pizza category ordered and the distribution of orders by hours of the day. This exploration sheds light on popular pizza categories and ordering trends, offering a nuanced understanding of customer preferences and consumption patterns.



Revenue Champions

Identifying the revenue champions among pizza types, we pinpoint the top three most ordered pizza variants based on revenue and analyze their contribution to overall sales. By understanding the revenue drivers in our dataset, we can fine-tune marketing strategies and product offerings to maximize profitability and customer engagement.

Sales Over Time & Category Champions

Examining sales trends over time and category-specific best sellers, we unearth valuable insights into revenue generation and customer preferences. By tracking cumulative revenue over time and identifying top-selling pizza types within each category, we gain a holistic view of sales dynamics and category trends that can inform strategic decision-making.

Conclusion & Actionable Insights

In conclusion, our data-driven analysis of pizza sales has provided a comprehensive overview of customer behavior, popular pizza types, and sales trends. By leveraging actionable insights such as optimizing menu offerings, tailoring promotions, adjusting staffing based on peak ordering times, and experimenting with new flavors, businesses can enhance their sales strategies and elevate customer satisfaction in the competitive landscape of pizza sales.

Thank You!

#Mentorness

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