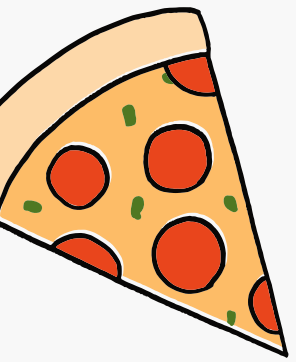


Project Overview

Pizza Hut

Sales Analysis Using SQL

Ankit Shrivastava, Data Analyst



Introduction

Objective

To analyze Pizza Hut sales data for insights on order volumes, revenue, and customer preferences.

Focus Areas

Order count, revenue generation, high-value items, popular sizes, and top pizza varieties.



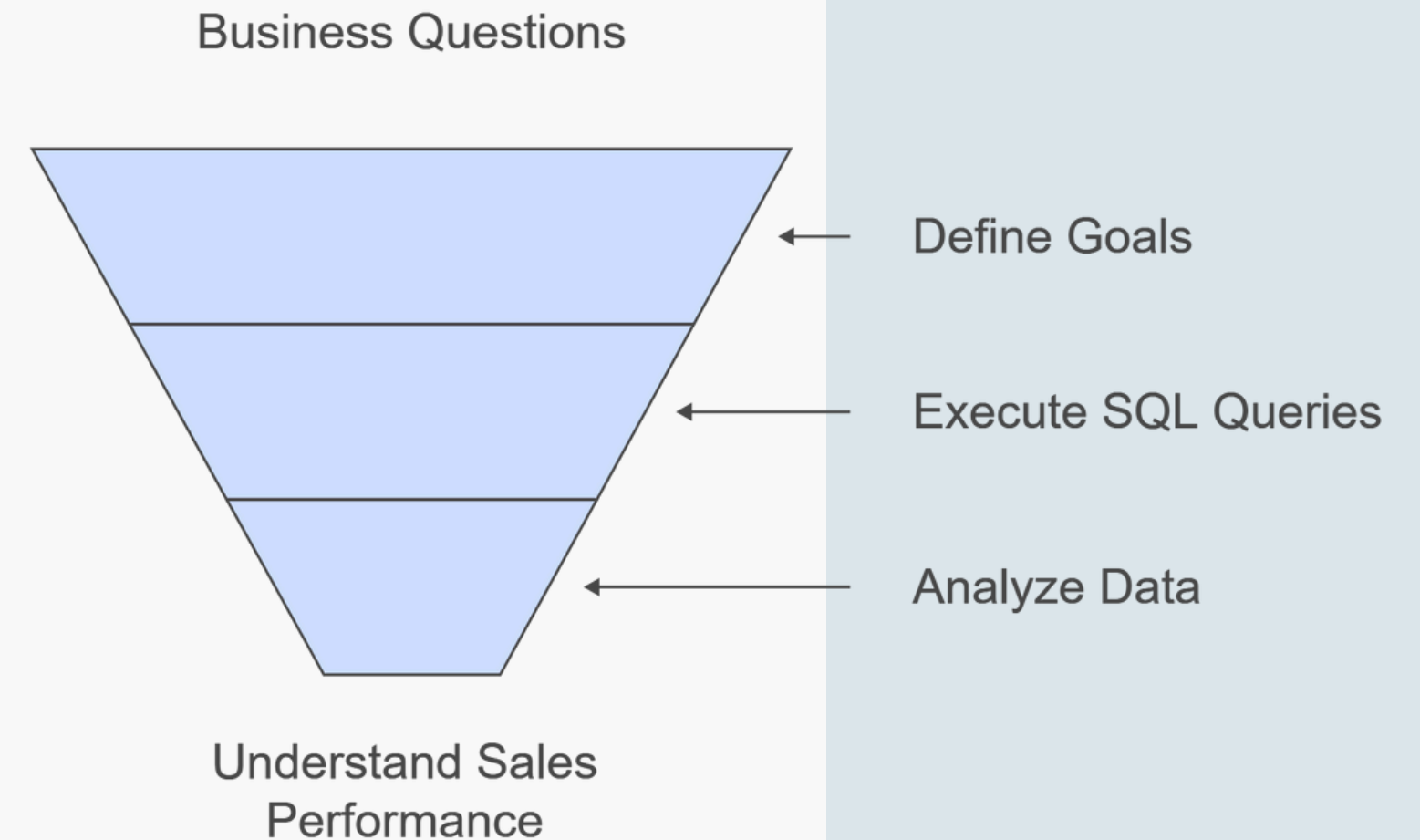
Key Questions and Analysis Approach

Analysis Goals

Address specific business questions to understand sales performance and customer preferences.

SQL Queries Executed

Used SQL to retrieve, calculate, and categorize key data points.

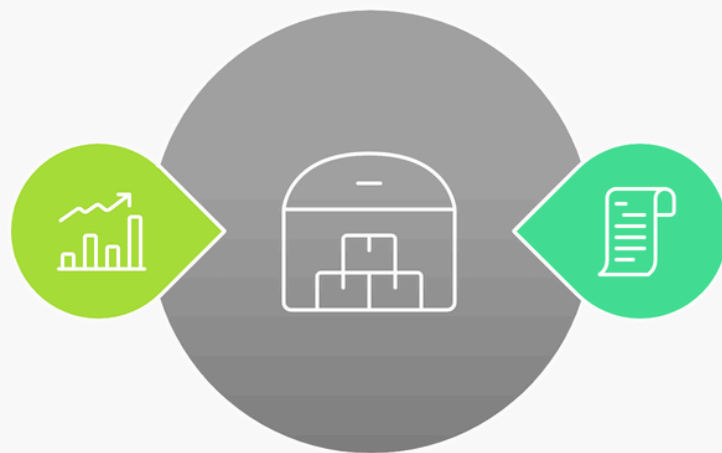


Total Orders Placed

Factors Influencing Business Operations

Business Impact

The effect of order volume on inventory and staffing.



Total Orders

The total number of orders received by the business.

Query Objective

Determine the total volume of orders placed.

Total Orders

21,350

Business Impact

Understanding the overall order volume helps in managing inventory and staffing requirements.

Query Objective

Calculate the total revenue generated from pizza sales.

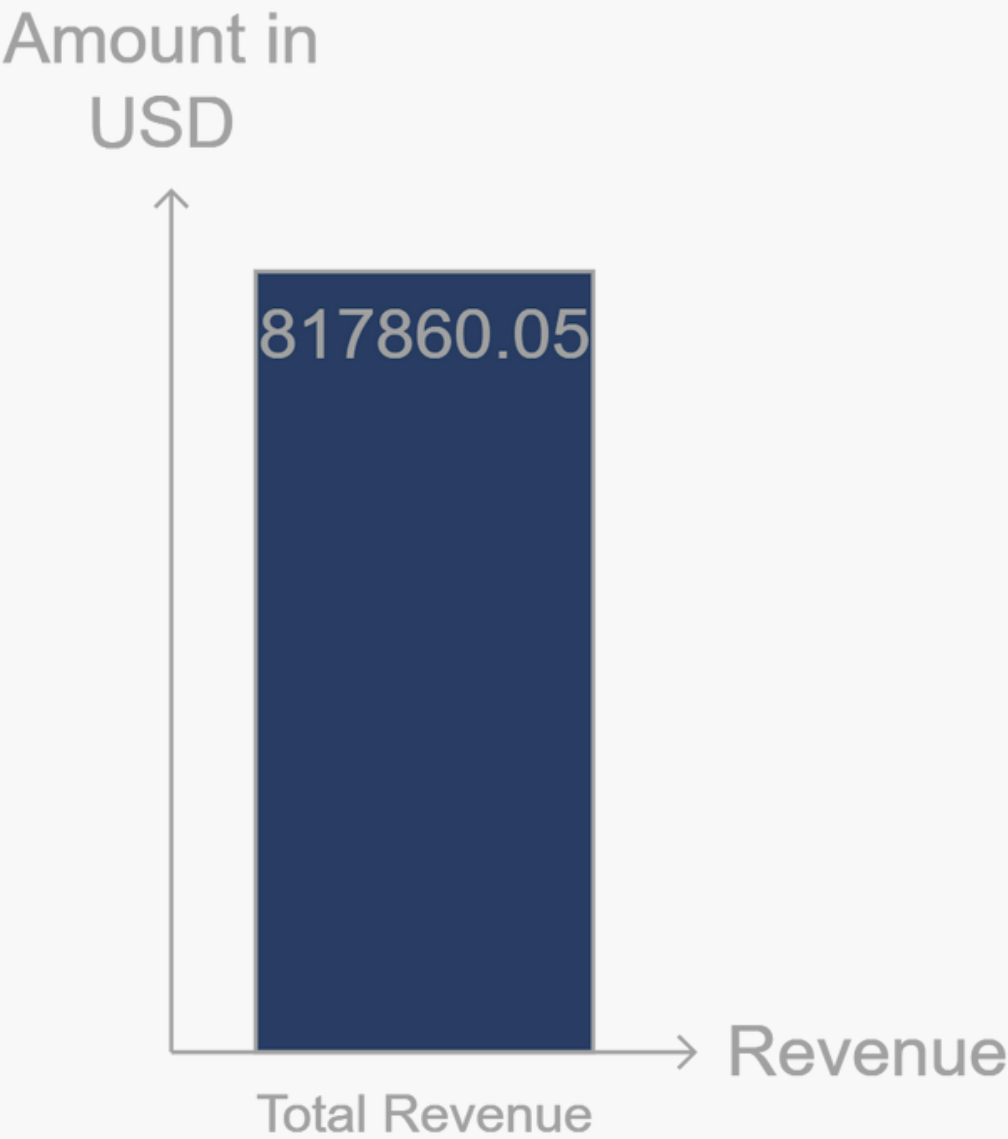
Total Revenue

\$817,860.05

Business Impact

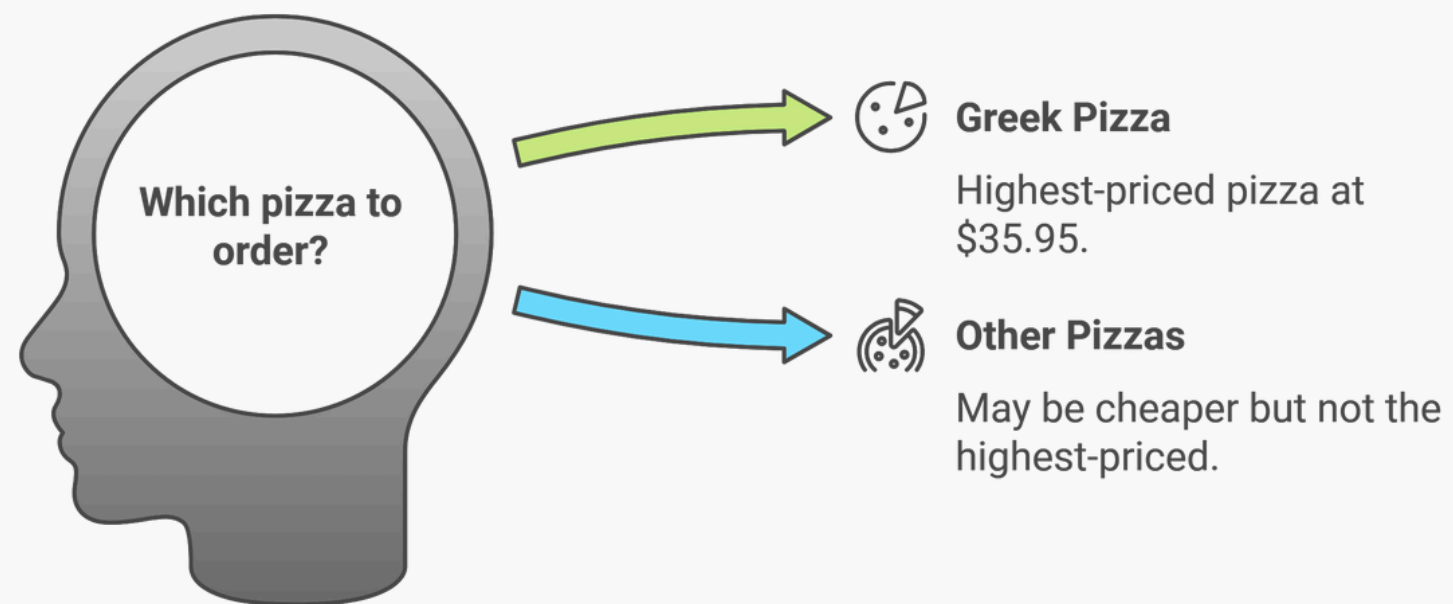
Tracking revenue is essential for evaluating profitability and planning promotions.

Total Revenue Generated



Total Revenue Generated

Highest-Priced Pizza



Query Objective

Identify the highest-priced pizza on the menu.

Highest-Priced Pizza

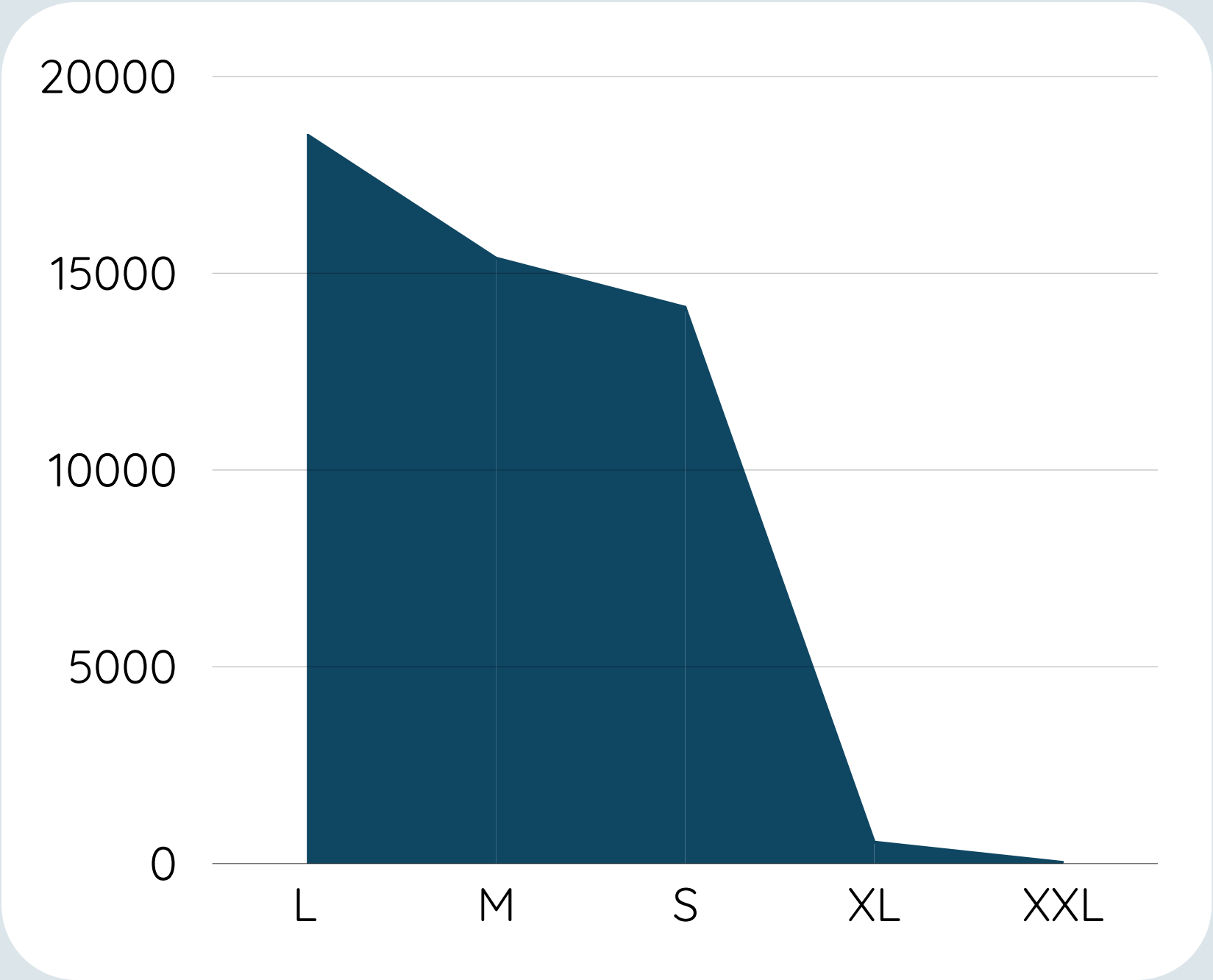
The Greek Pizza - \$35.95

Business Impact

The pricing of premium products can help inform strategies for upselling and menu diversification.

Most Common Pizza Size Ordered

Find the most frequently ordered pizza size.



Top Size

Large (L) - 18,526 orders

Business Impact

Knowing the preferred pizza size aids in optimizing kitchen resources and meeting customer demands efficiently.

Top 5 Most Ordered Pizza Types

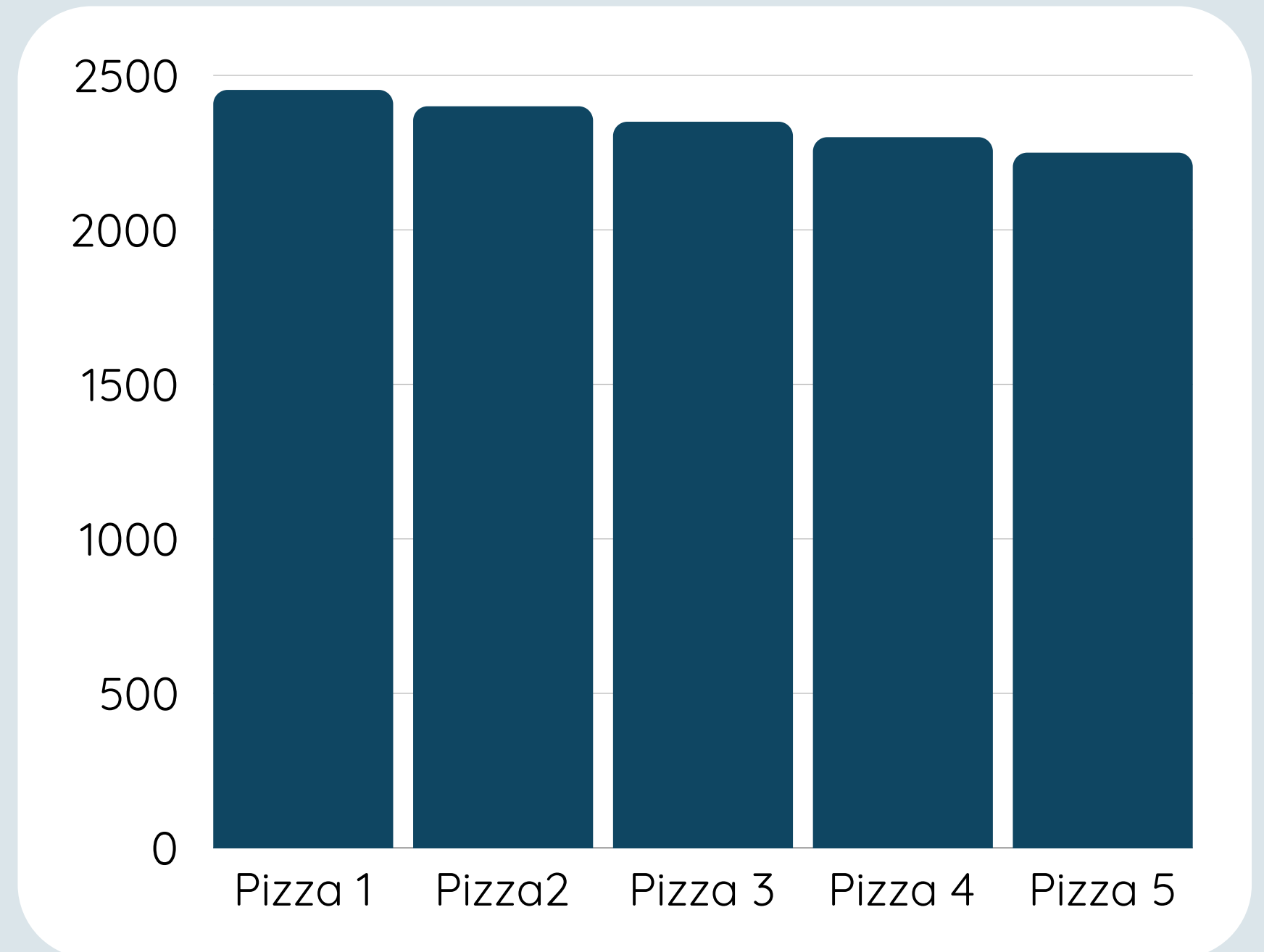
List the top 5 most ordered pizza types and their order quantities.

5 Most Ordered Pizza Types

1. **The Classic Deluxe Pizza: 2,453**
2. **The Barbecue Chicken Pizza: 2,432**
3. **The Hawaiian Pizza: 2,422**
4. **The Pepperoni Pizza: 2,418**
5. **The Thai Chicken Pizza: 2,371**

Business Impact

Popular pizza types reflect customer preferences, which can guide targeted marketing campaigns and menu adjustments.



Conclusion

Key Findings

Summarize major insights (e.g., high-order volumes, customer preferences for size and type).

Strategic Recommendations

- Inventory Management

Summarize major insights (e.g., high-order volumes, customer preferences for size and type).
- Pricing Strategy

Consider promotional offers on high-priced items to increase sales.
- Customer Engagement

Use data insights to tailor promotions for the most popular pizza types.





Thank you

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