PIZZAS HUT SALES ANALYSIS REPORT

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1.Executive Summary

This report presents an in-depth analysis of Pizza Hut sales data to uncover key business insights. The dataset consists of four tables: Orders, Order Details, Pizzas and pizza types. The primary objectives of this analysis are to:

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

2.Dataset Overview

Orders Table

- Order_id: Unique identifier for each order
- Date: The date the order was placed
- Time: The time order was placed

Order Details Table

- Order-details-id: Unique identifier for each order detail entry
- Order-id: Links to the orders table
- Pizza-id: Links to the pizzas table
- Quantity: The number of pizzas ordered

Pizzas table

- Pizza_id: Unique identifier for each pizza
- Pizza_type_id: Links to the pizza types table
- Size: Size of the pizza (small,medium,large,etc)
- Price: Price of the pizza

Pizza Types Table

- Pizza_type_id: Unique identifier for each pizza type
- Name: Name of the pizza type
- Category: Category of the pizza
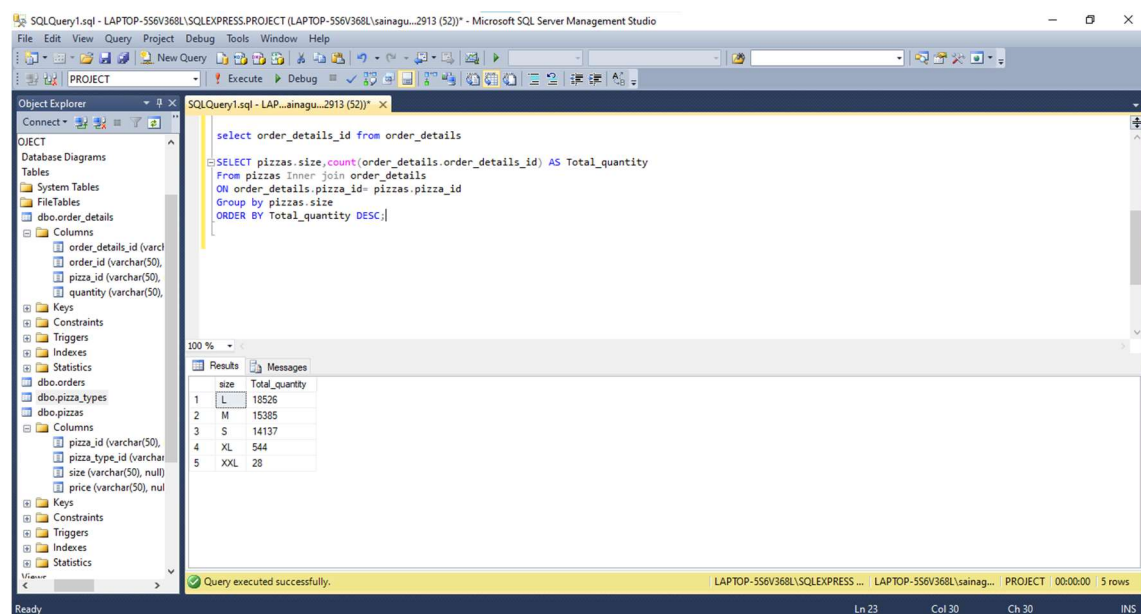
3.Data Analysis & Results

Total Number of Orders Placed

      Select Count(order_id) as Total_Orders From orders;
      RESULT:48620 orders placed

Total Revenue Generated from pizza sales

      SELECT SUM((CAST(order_details.quantity AS INT) * CAST(pizzas.price AS
      DECIMAL))) AS Total_Sales
      FROM order_details INNER JOIN pizzas
      ON pizzas.pizza_id=order_details.pizza_id;
      RESULT:827450

Most common pizza size ordered.

      Select pizzas.size, count(order_details.order_details_id) AS Total_quantity
      From pizzas Inner join order_details
      ON order_details.pizza_id= pizzas.pizza_id
      Group by pizzas.size
      ORDER BY Total_quantity DESC;

RESULT: The most commonly ordered pizza size is large

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

      Select top 5 pizza_types.name, Count(order_details.quantity) as total_quantity
      FROM pizza_types INNER JOIN pizzas
      ON pizzas.pizza_type_id=pizza_types.pizza_type_id
      INNER JOIN order_details
      ON order_details.pizza_id=pizzas.pizza_id
      Group by pizza_types.name
      ORDER BY total_quantity desc;

```sql
Select top 5 pizza_types.name, Count(order_details.quantity) as total_quantity
FROM pizza_types INNER JOIN pizzas
ON pizzas.pizza_type_id=pizza_types.pizza_type_id
INNER JOIN order_details
ON order_details.pizza_id=pizzas.pizza_id
Group by pizza_types.name
ORDER BY total_quantity desc;
```

	name	total_quantity
1	The Classic Deluxe Pizza	2416
2	The Barbecue Chicken Pizza	2372
3	The Hawaiian Pizza	2370
4	The Pepperoni Pizza	2369
5	The Thai Chicken Pizza	2315

Result: Above are the top 5 most ordered pizza types.

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CONCLUSION

This analysis provided key insights into Pizza Hut's sales performance. We determined the total number of orders, revenue, highest-priced pizza, most popular pizza size and the top selling pizzas per category. These insights can help optimize menu offerings and marketing strategies for better profitability.

RECOMMENDATIONS:

- Promote best selling pizzas with combo offers.
- Introduce variations of the highest revenue generating category
- Target peak order hours with special discounts.