

# 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

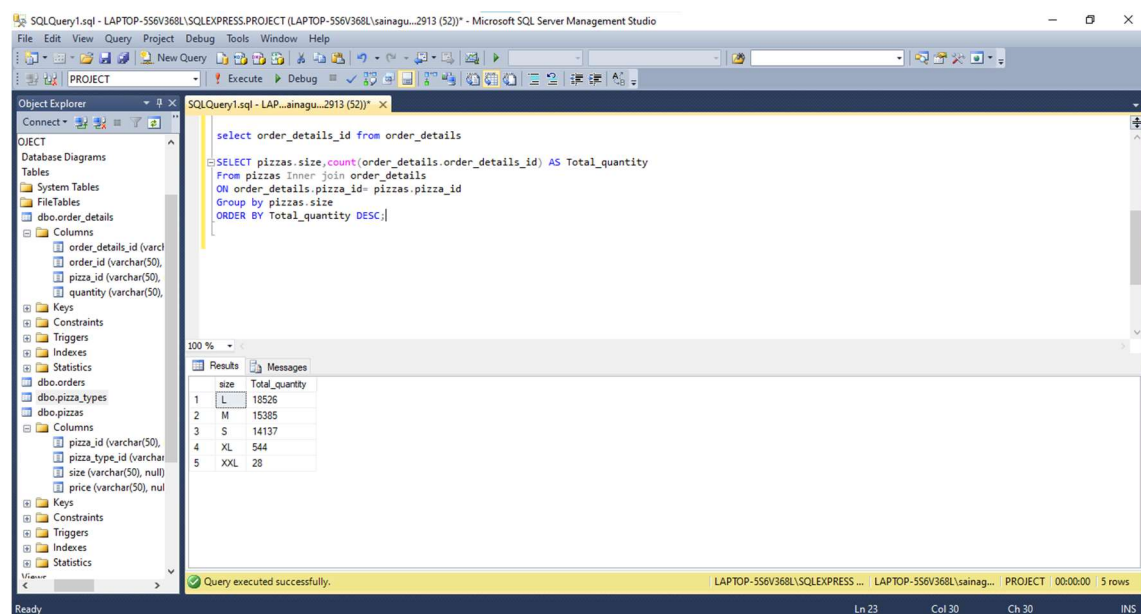
```
Select Count(order_id) as Total_Orders From orders;  
RESULT:48620 orders placed
```

#### 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;
```



The screenshot shows the Microsoft SQL Server Management Studio interface. The query editor contains the following SQL query:

```
select order_details_id from order_details  
  
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;
```

The Results pane displays the following data:

size	Total_quantity
L	18526
M	15385
S	14137
XL	544
XXL	28

The status bar at the bottom indicates "Query executed successfully." and "5 rows".

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;
```

The screenshot shows the Microsoft SQL Server Management Studio interface. The Object Explorer on the left displays the database structure, including tables like `order_details`, `orders`, `pizza_types`, and `pizzas`. The central query editor contains the following SQL query:

```
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;
```

The Results pane at the bottom displays the output of the query as a table with 5 rows:

	name	total_quantity
1	The Classic Deluxe Pizza	2415
2	The Barbecue Chicken Pizza	2372
3	The Hawaiian Pizza	2370
4	The Pepperoni Pizza	2369
5	The Thai Chicken Pizza	2315

The status bar at the bottom indicates the query was executed successfully, showing the file path, project name, and execution time (00:00:00) for 5 rows.

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

## **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.