

The Pizza Spot

SALES REPORT

22 March, 2025

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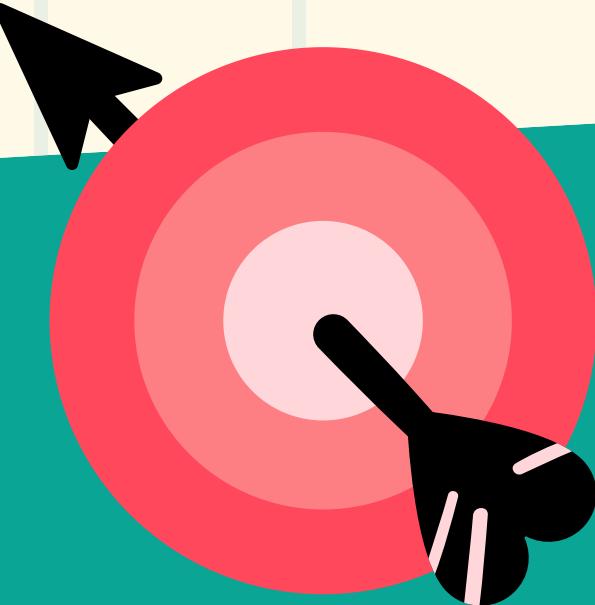
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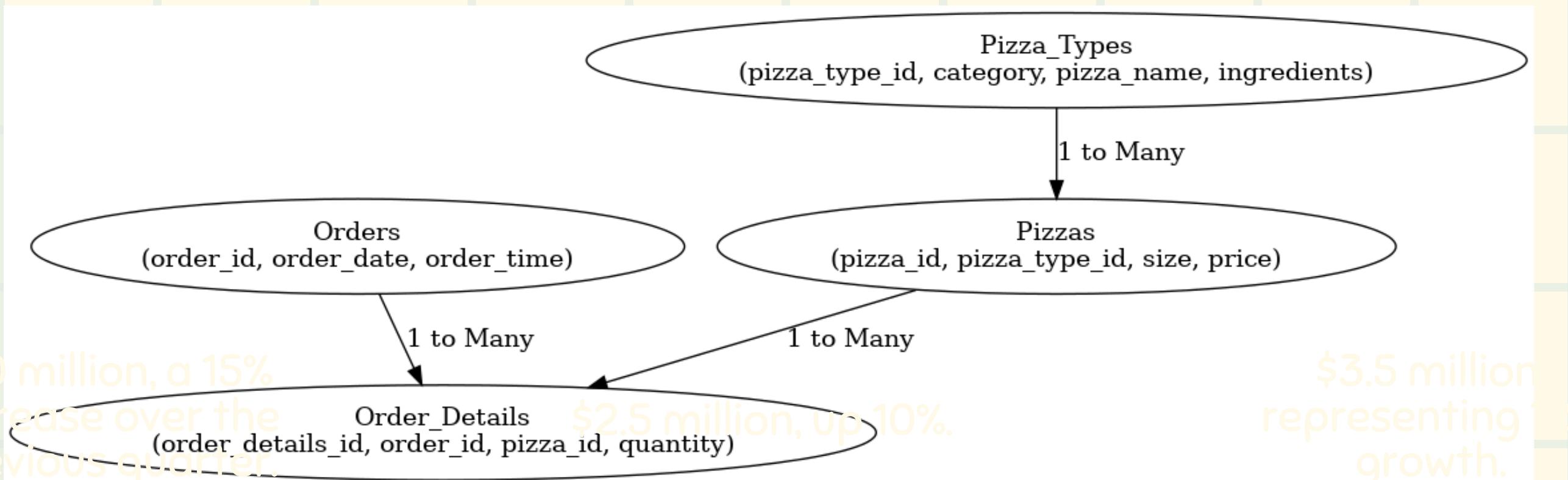
OverView

This project analyzes sales data from The Pizza Spot to uncover key insights that can enhance business performance. Using SQL queries, we examined total orders, revenue trends, popular pizza choices, and peak sales periods. The goal is to understand customer preferences, optimize menu offerings, and improve operational efficiency. The insights gained will help The Pizza Spot make data-driven decisions to maximize sales and customer satisfaction.



DATABASE STRUCTURE

The database consists of four tables: Orders, Order_Details, Pizzas, and Pizza_Types, structured to track orders, pizza details, and sales performance. Relationships are established using foreign keys to ensure efficient data retrieval and analysis.



Key Metrics Analyzed

Key metrics include total orders, revenue, top-selling pizzas, and order trends by time and category.

Total Revenue



\$8.17 million.

Most Ordered Pizza Type



The Classic Deluxe Pizza

Most Common Pizza Size Ordered



Large (L)

SQL CONCEPTS USED

In this analysis, we explored key sales metrics using SQL to uncover valuable business insights



Aggregation: Counted total orders, revenue, and average pizzas per day.



Sorting & Filtering: Identified top-selling pizzas and highest-priced pizza.



Joins & Grouping: Analyzed sales by category using joins.



Time Analysis: Tracked hourly and daily trends.



Ranking: Found top pizzas in each category.

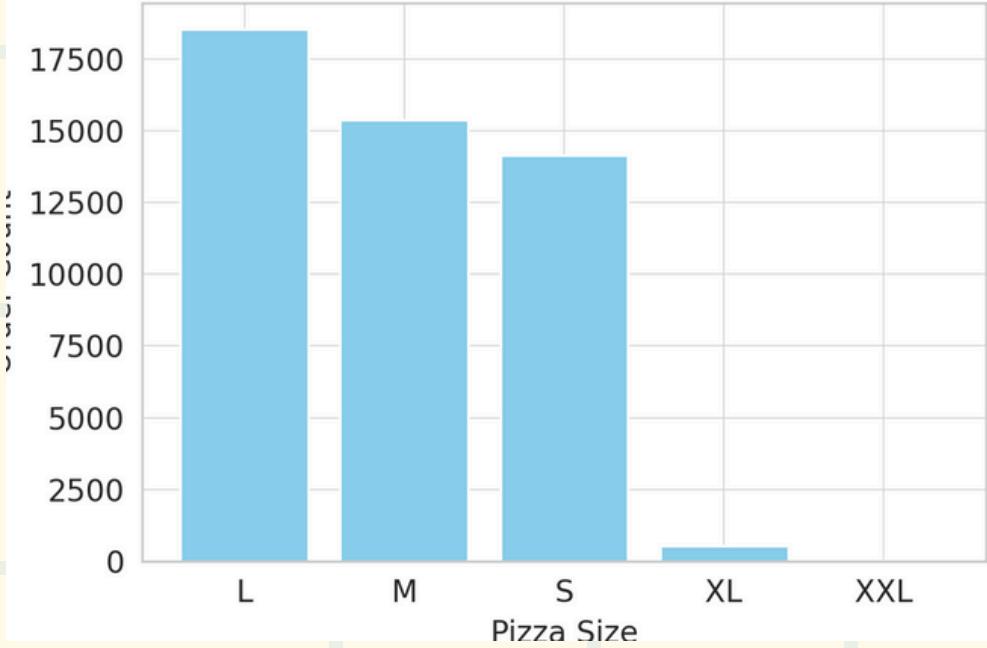




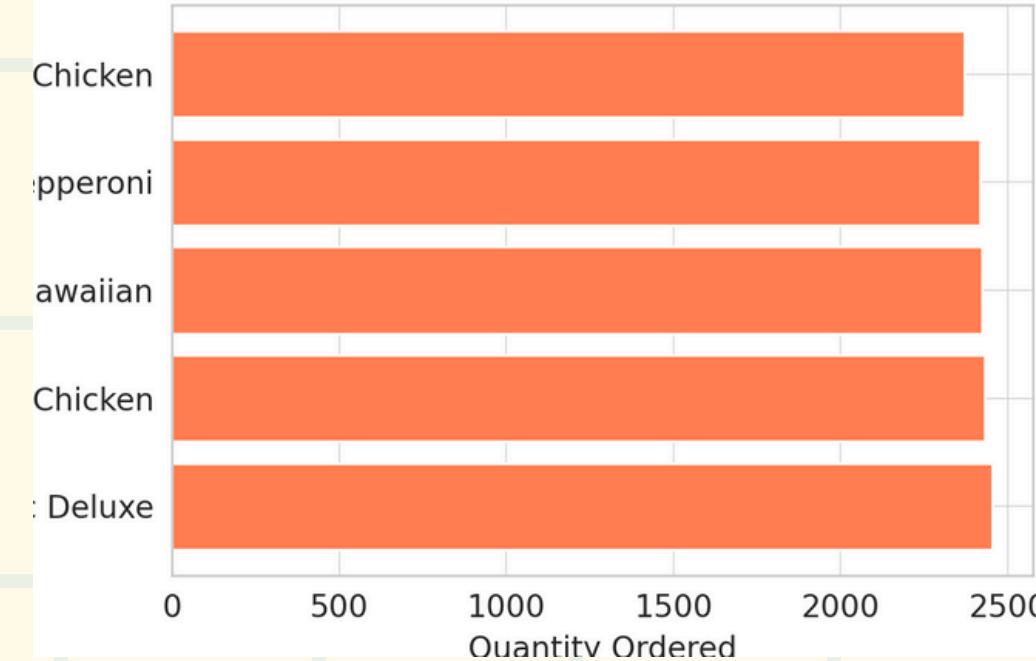
Data Visualization

Visualizing key sales and order trends using charts and graphs for better insights.

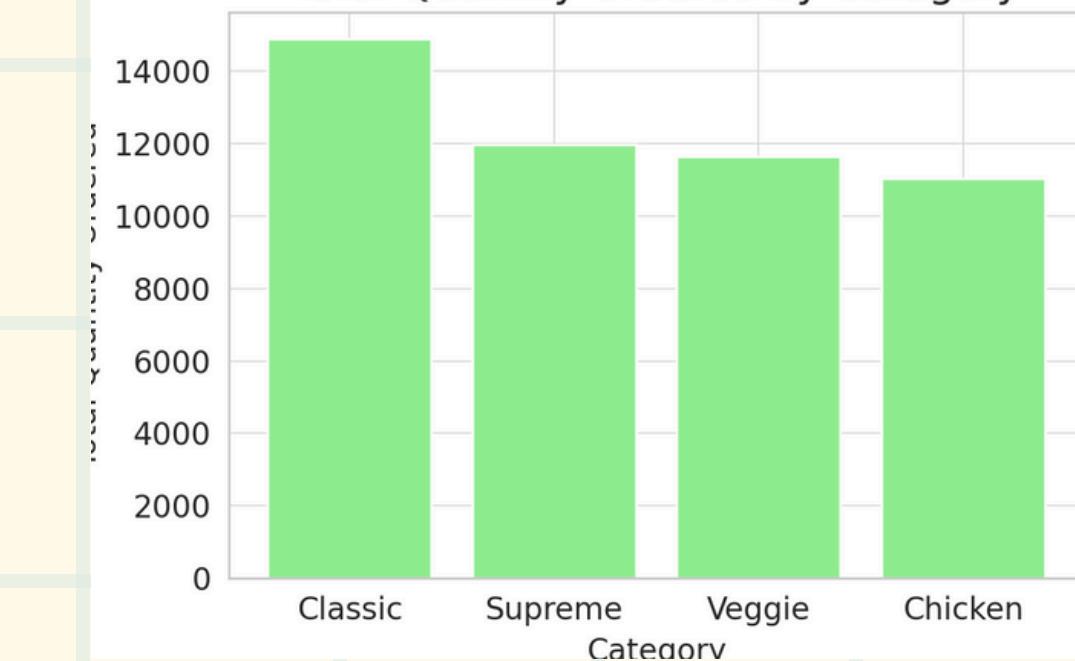
Most Common Pizza Size Ordered



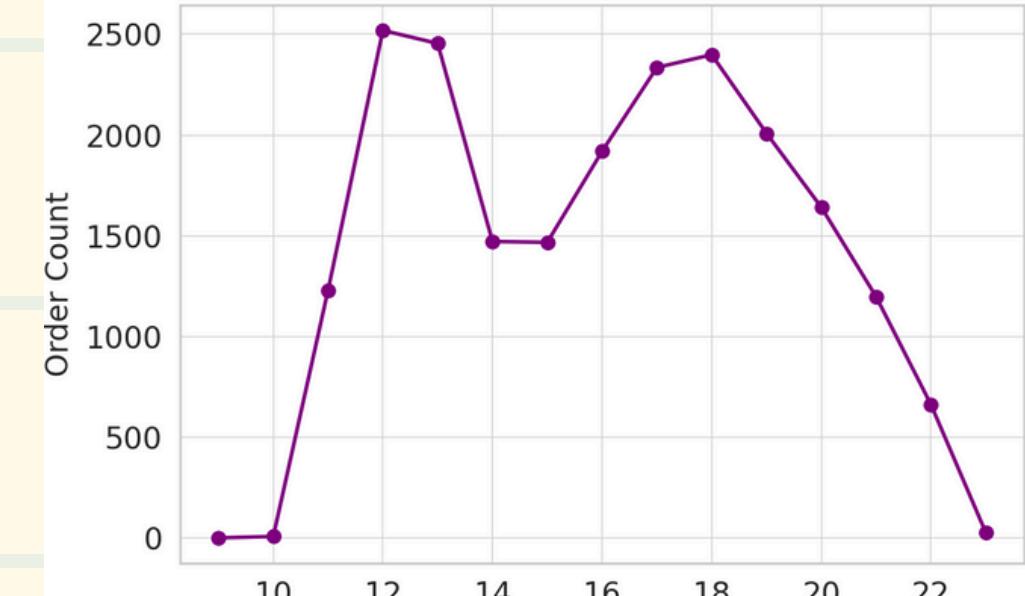
Top 5 Most Ordered Pizza Types



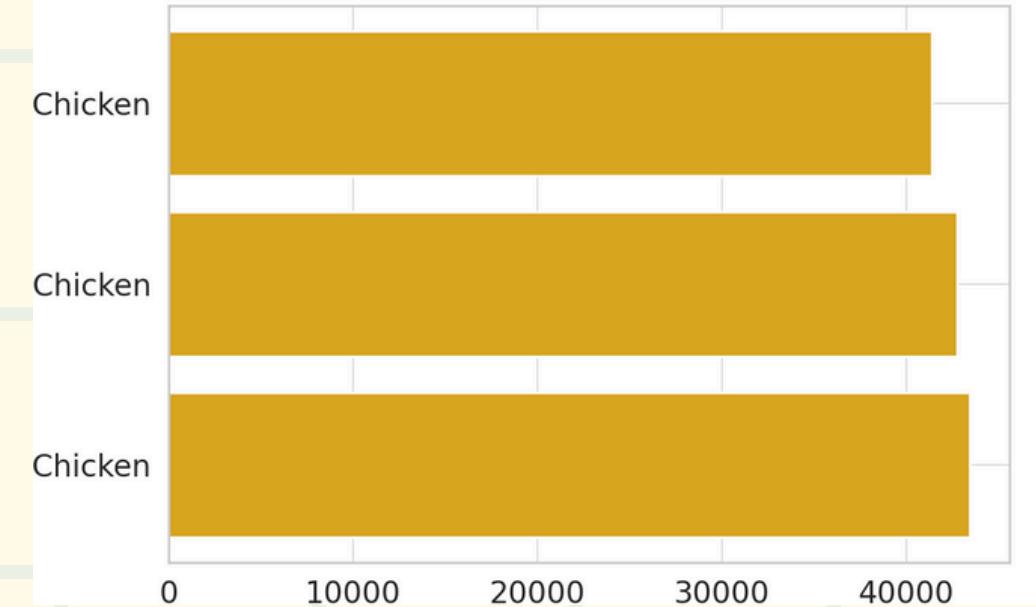
Total Quantity Ordered by Category



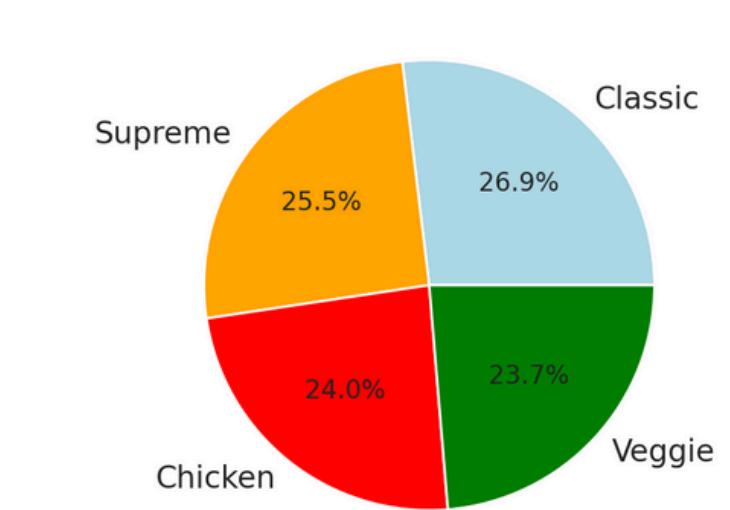
Order Distribution by Hour



Top 3 Revenue-Generating Pizzas



Revenue Contribution by Category



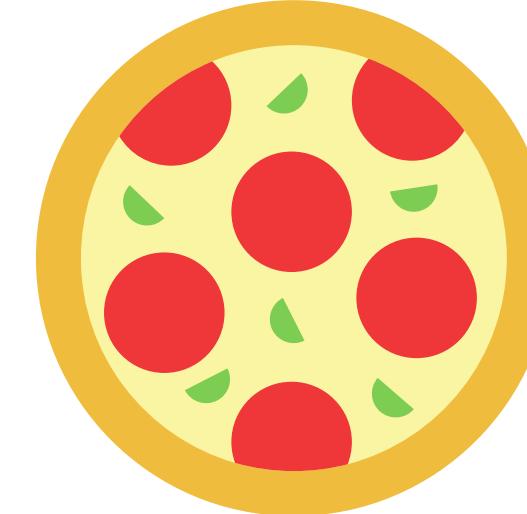
Business Insights

We have focused on improving our operational efficiency:



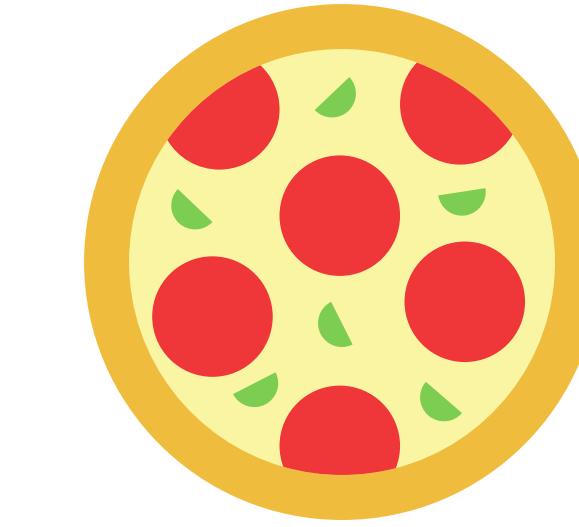
Peak Order Timing

Most orders are placed between 12 PM and 6 PM, indicating high demand during lunch and early dinner hours.



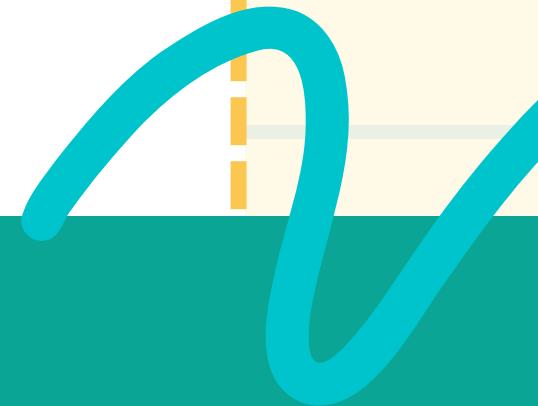
Best-Selling Pizza Size

Large (L) pizzas are the most ordered, suggesting customer preference for bigger portions.



Top Revenue-Generating Pizzas

The Thai Chicken Pizza, Barbecue Chicken Pizza, and California Chicken Pizza contribute the most to total revenue.



FUTURE OUTLOOK

These insights can help improve business strategy, customer retention, and operational efficiency.

Seasonal Sales Trends

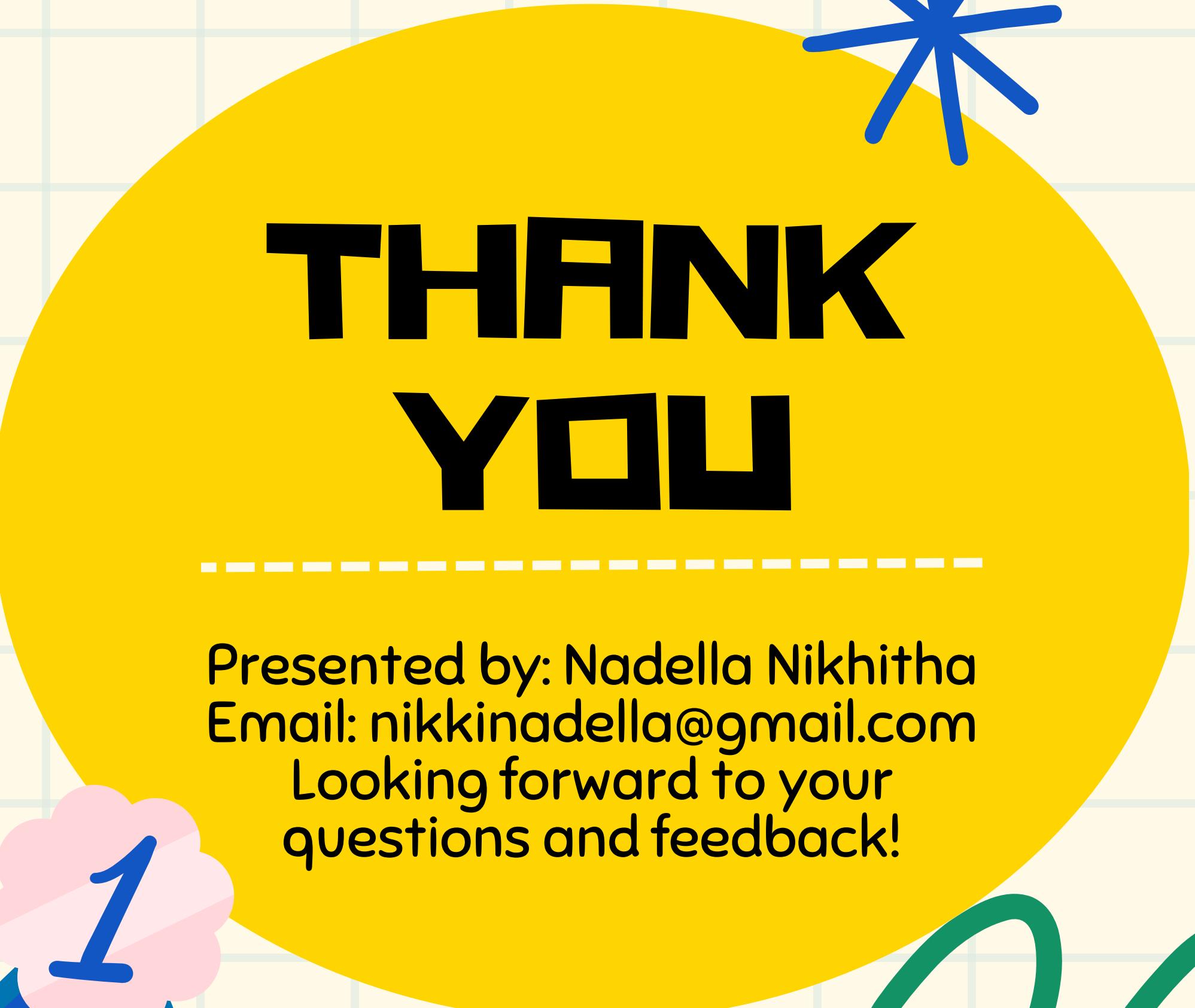
Identify peak months for pizza sales to optimize marketing campaigns and inventory management.

Customer Preferences

Analyze repeat orders and popular choices to introduce personalized deals and loyalty programs.

Menu Optimization

Evaluate low-performing pizzas and adjust the menu based on sales trends to maximize profitability.



THANK YOU

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Looking forward to your
questions and feedback!

