Pizza Sales Analysis

Insight into order patterns and revenue generation.

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Overview

1 Objective

Analyze pizza sales data for business insights.

2 Key Questions

Orders, revenue, preferences, and trends.

3 Scope

Comprehensive analysis of pizza sales performance.

Order and Revenue Analysis

Total Orders

Significant number indicating business business performance.

Total Revenue

Reflects overall sales success.

Highest-Priced Pizza

Implications for pricing strategy.

```sql
SELECT
    ROUND(SUM(order_details.quantity * pizzas.price),
        2) AS total_sales
FROM
    order_details
        JOIN
    pizzas ON pizzas.pizza_id = order_details.pizza_id
```

```sql
SELECT
    pizza_types.name, pizzas.price
FROM
    pizza_types
        JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
ORDER BY pizzas.price DESC
LIMIT 1;
```

Customer Preferences

Most Common Size

Indicates customer size preference.

```
SELECT pizzas.size,COUNT(order_details.order_details_id) AS order_count
FROM pizzas JOIN order_details ON pizzas.pizza_id = order_details.pizza_id
GROUP BY pizzas.size
ORDER BY order_count DESC
LIMIT 1;
```

Top 5 Pizza Types

Highlights popular choices among customers.

```
SELECT pizza_types.name, SUM(order_details.quantity) AS quantity
FROM pizza_types JOIN pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
JOIN order_details ON order_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.name
ORDER BY quantity DESC
LIMIT 5;
```

Category Quantities

Shows performance of different pizza categories.

```
SELECT pizza_types.category,SUM(order_details.quantity) AS quantity
FROM pizza_types JOIN pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
JOIN order_details ON order_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.category
ORDER BY quantity DESC;
```

Order Patterns

1 Hourly Distribution

Analyze peak ordering times.

2 Daily Average

Average pizzas ordered per day.

3 Implications

Insights for inventory and staffing decisions.

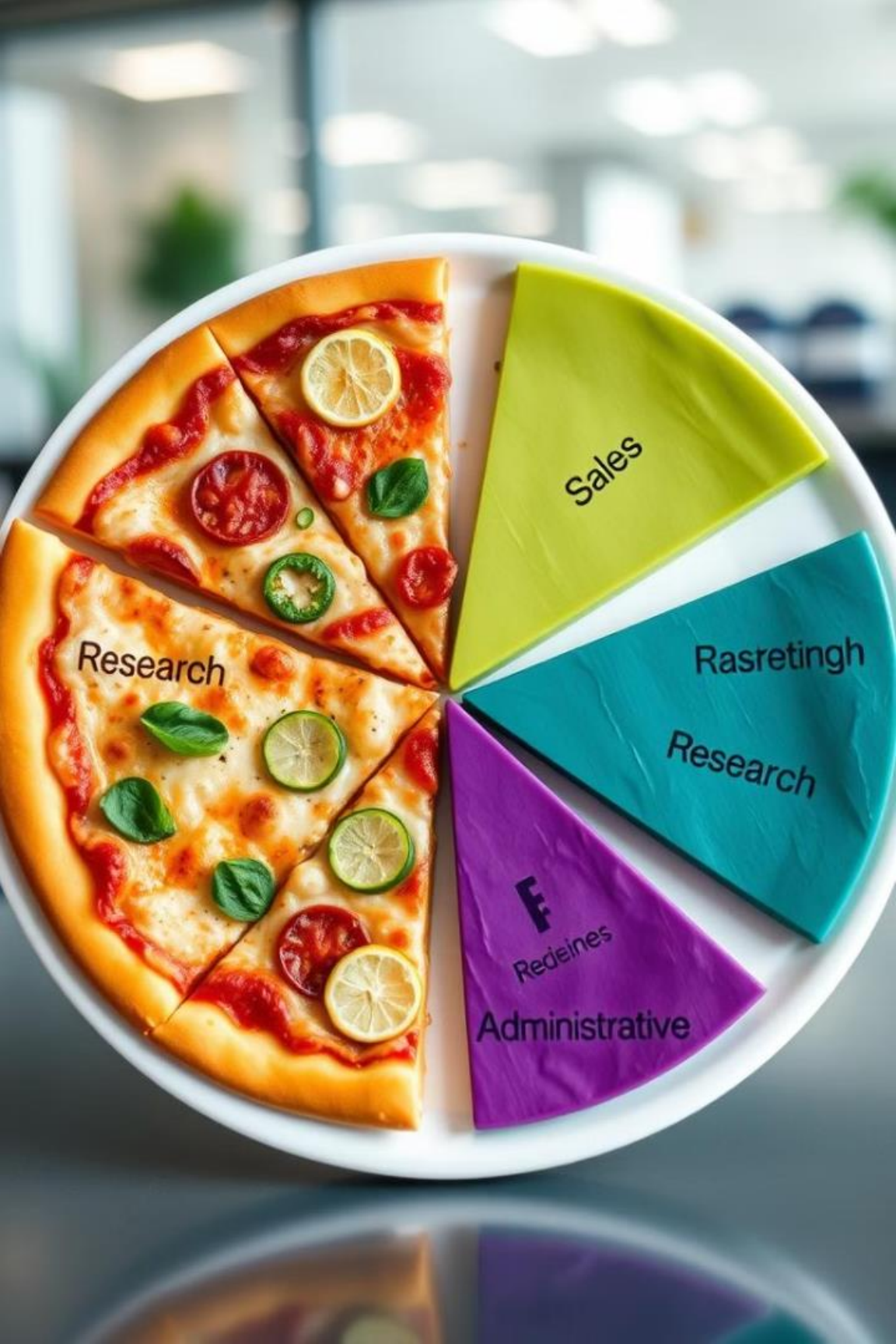# Revenue Breakdown

Top 3 by Revenue	Financial impact of popular pizzas
Category Contribution	Percentage of total revenue by category
Cumulative Revenue	Revenue trends over time

Category Performance

Identify

1

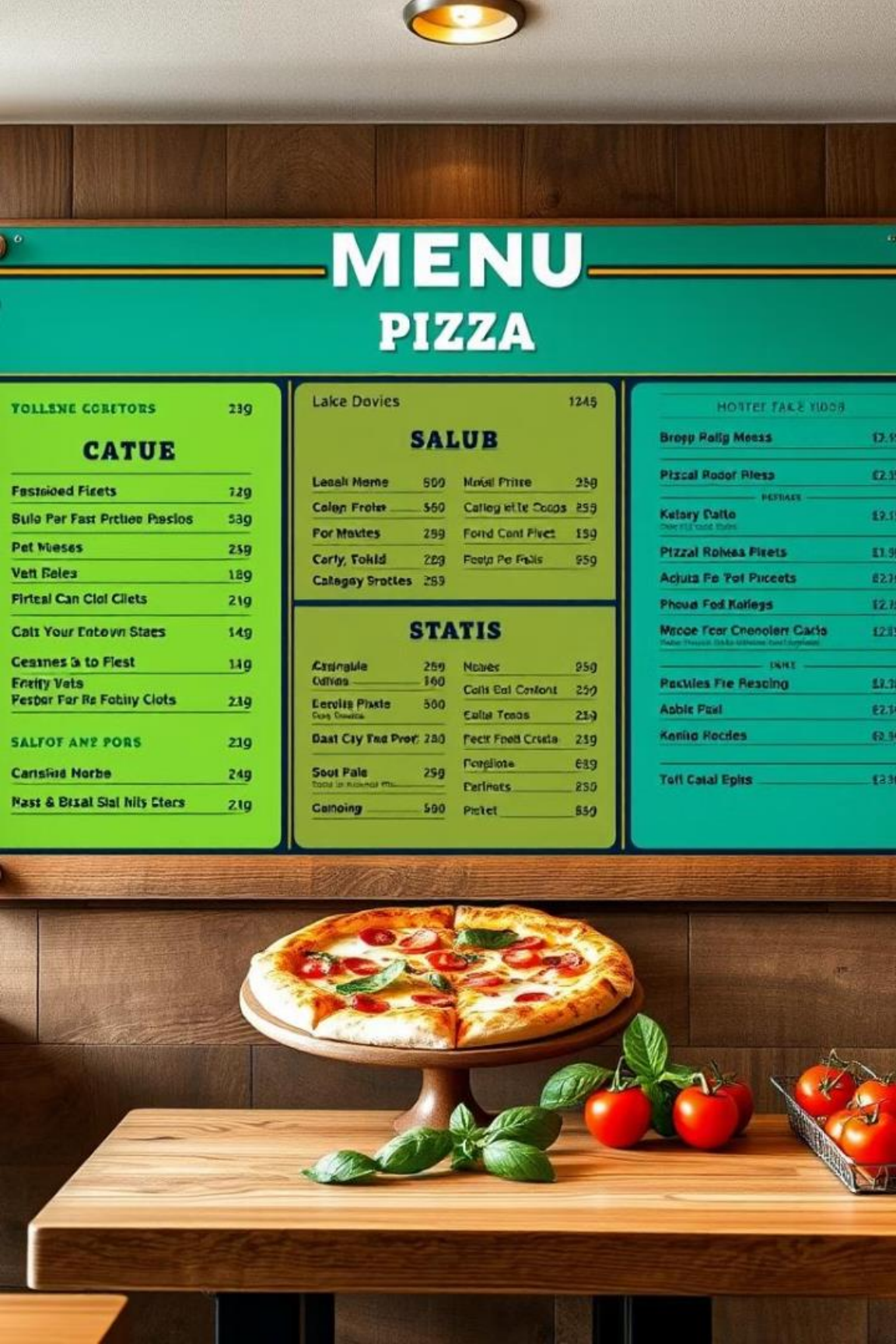Top 3 pizza types in each category.

Analyze

2
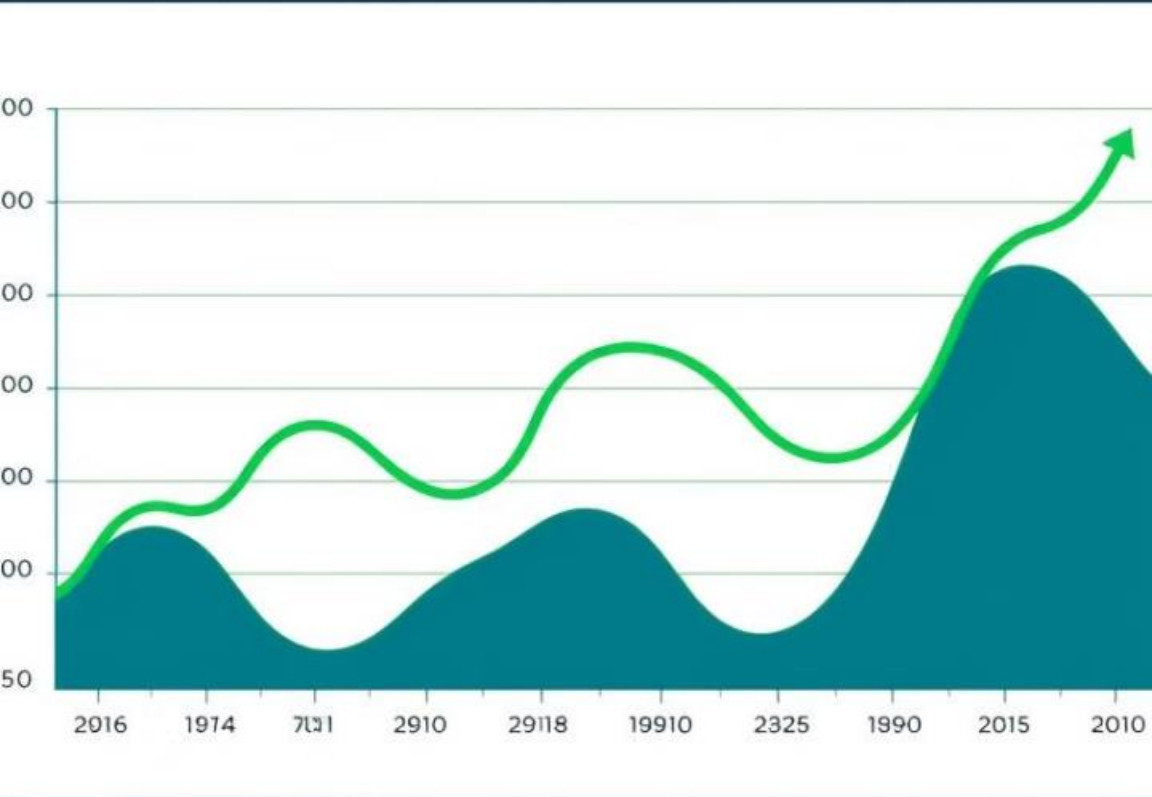
Revenue contribution of each category.

Optimize

3

Adjust menu based on category performance.

Pizza Sales

Style: platylalyl and fredths buery lfe velcen usiging info levorgtles an o creative pizzatse and worlne enfive using boldly andbe of ght cralily tolistly palate and call cal gizean blue furred, and cractime organic look.

Time-based Analysis

Hourly Trends

Identify busiest hours for staffing.

Daily Patterns

Recognize high and low sales days.

Long-term Growth

Analyze cumulative revenue over time.

Conclusion and Recommendations

1   Key Findings

Summarize main insights from analysis.

2   Strategy

Recommend actions based on data.

3   Next Steps

Outline future analysis and implementation plans.