Hello Everyone,

I’m excited to share my recent SQL project titled “Pizza Sales Analysis”.

**PROJECT DESCRIPTION**

This project uses SQL to analyze the dataset of a Pizza sales.

**PROJECT OBJECTIVE**

Dive into the world of pizza sales to analyze customer behavior and study sales data to identify key metrics and patterns. Understand how menu items and promotions influence customer choices, and provide insights to help Pizza Hut enhance its sales strategies. Join me on an exciting journey to decode pizza sales behavior and drive business growth.

**DATA SOURCE & METHODOLOGY**

Pizza Hut provided the primary data source for this project, focusing on pizza sales analysis. The dataset was imported into the pgAdmin database management system, ensuring reliable and efficient data storage. During data preparation, specific columns were restructured or modified to facilitate easier analysis and querying, resulting in clean, relevant, and user-friendly data.

The methodology involved solving 15 problem statements related to pizza sales using SQL queries. These problem statements, provided by Pizza Hut, guided the analysis and uncovered key insights into customer behavior and sales patterns. By leveraging SQL and the pgAdmin database system, we performed robust data manipulation and querying, enabling a comprehensive exploration of the dataset.

This systematic approach ensured a thorough analysis of Pizza Hut's sales data, leading to valuable insights and conclusions that can inform sales strategies and enhance the overall pizza ordering experience.

**DATASET**

The dataset consist of 4 tables which are:

The **order\_details** table consist of the order\_details\_id, order\_id, pizza\_id, quantity and its also contain 48,620 records.

The **orders** table consist of the order\_id, date, time. Its also contain 21,350 records.

The **pizza\_types** table consist of the pizza\_type\_id, name, category, ingredients and its also contains 32 different pizza types.

The **pizzas** table consist of the pizza\_id, pizza\_type\_id, size, price and its also contains 96 records of pizzas.

Queries of the project:

Q1: The total number of order place

Q2: The total revenue generated from pizza sales

Q3: The highest priced pizza.

Q4: The most common pizza size ordered.

Q5: The top 5 most ordered pizza types along their quantities.

Q6: The quantity of each pizza categories ordered.

Q7: The distribution of orders by hours of the day.

Q8: The category-wise distribution of pizzas.

Q9: The average number of pizzas ordered per day.

Q10: Top 3 most ordered pizza type base on revenue.

Q11: The percentage contribution of each pizza type to revenue.

Q12: The cumulative revenue generated over time.

Q13: The top 3 most ordered pizza type based on revenue for each pizza category.

**CONCLUSION**

Our project utilized Pizza Sales Analysis data, harnessing postgreSQL for efficient database management. Through meticulous data preparation and SQL analysis, we addressed key inquiries, revealing essential insights into pizza sales behavior.

These insights, ranging from popular pizza types to revenue trends, provide actionable implications for menu optimization and marketing strategies. Our project highlights the versatility of SQL in handling complex datasets, emphasizing the importance of systematic analysis in shaping Pizza Hut's strategies.

The outcomes of this project have the potential to drive decision-making with in Pizza Hut, showcasing the value of rigorous data analysis with in postgreSQL environments for the food industry.