**ANALYSIS REPORT: PIZZA SALES INSIGHTS**

**DATE: 31/12/2015**

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**EXECUTIVE SUMMARY:**

The following SQL queries were used to analyze the pizza sales data, providing valuable insights into the business operations. Each query addresses specific aspects of sales performance, allowing us to make informed decisions to improve what we offer customers and optimize revenue generation.

**Query 1: Total Pizzas Sold by Category**

Description: This query provides the total number of pizzas sold for each pizza category.

**SELECT** pizza\_category, COUNT(\*) AS Total\_pizzas\_sold

**FROM** pizza\_sales

**GROUP** BY pizza\_category;

Insights:

* Classic pizzas have the highest sales, indicating their popularity among customers.
* Chicken pizzas have the lowest sales, suggesting potential areas for improvement or promotion.

**Query 2: Top 3 Ingredients Ordered**

Description: This query identifies the top three ingredients ordered based on the total quantity.

**SELECT** TOP 3 pizza\_ingredients, SUM(quantity) AS Total\_ordered

**FROM** pizza\_sales

**GROUP** **BY** pizza\_ingredients

**ORDER BY** Total\_ordered DESC;

Insights:

* Pepperoni, cheese, and mushrooms are the top three ingredients ordered, highlighting customer preferences.
* These ingredients contribute significantly to total pizza orders.

**Query 3: Average Unit Price by Size**

Description: This query calculates the average unit price for each pizza size.

**SELECT** pizza\_size, AVG(unit\_price) AS Average\_Unit\_Price

**FROM** pizza\_sales

**GROUP BY** pizza\_size;

Insights:

* Large-sized pizzas have the highest average unit price, indicating potential opportunities for upselling or premium offerings.
* Small-sized pizzas have the lowest average unit price, suggesting they may be priced more competitively.

**Query 4: Total Revenue by Date**

Description: This query calculates the total revenue generated on each order date.

**SELECT** order\_date, SUM(total\_price) AS Total\_Revenue

**FROM** pizza\_sales

**GROUP BY** order\_date;

Insights:

* The query provides a breakdown of revenue generated for each order date, allowing us to identify peak sales days.
* Analyzing revenue trends over time can help us understand seasonal variations and plan promotions or marketing campaigns accordingly.

**Query 5: Multiple Orders of the Same Pizza**

Description: This query identifies pizza names that have been ordered more than once.

**SELECT** pizza\_name, COUNT(\*) AS Order\_Count

**FROM** pizza\_sales

**GROUP BY** pizza\_name

**HAVING** COUNT(\*) > 1;

Insights:

* The query helps identify popular pizza choices that are frequently ordered by customers.
* Understanding which pizza names have higher order counts can inform menu optimization and marketing strategies.

**Query 6: Day of the Week Revenue**

Description: This query retrieves the day of the week along with the total revenue generated on each order date.

**SELECT** DATENAME(DW, order\_date) AS Weekday, SUM(total\_price) AS Total\_Revenue

**FROM** pizza\_sales

**GROUP BY** order\_date;

Insights:

* Analyzing revenue by day of the week provides insights into sales patterns and customer behavior.
* We can identify weekdays with higher revenue potential and tailor promotions or offers to capitalize on these peak days.

**Query 7: Concatenating Pizza Name and Size**

Description: This query concatenates the pizza name and size columns to create a new column called "pizza\_description."

**SELECT** CONCAT(pizza\_name, ' - ', pizza\_size) AS pizza\_description

**FROM** pizza\_sales;

Insights:

* The concatenated column provides a clear and descriptive representation of each pizza, including both the name and size.
* This can be useful for analyzing sales trends and customer preferences based on specific pizza variations.

**CONCLUSION:**

These SQL queries collectively provide a comprehensive analysis of our pizza sales data, offering insights into sales performance, popular ingredients, pricing strategies, customer preferences, and revenue trends. By leveraging these insights, we can tailor our offerings, promotions, and pricing strategies to better meet customer demand and maximize revenue generation.

**RECOMMENDATIONS:**

* Further analysis can be carried out on sales trends over time to identify seasonal patterns or fluctuations.
* Customer surveys or feedback analysis to gather insights into preferences and satisfaction levels.
* Exploring opportunities for menu diversification or special promotions based on popular ingredients or pizza categories.