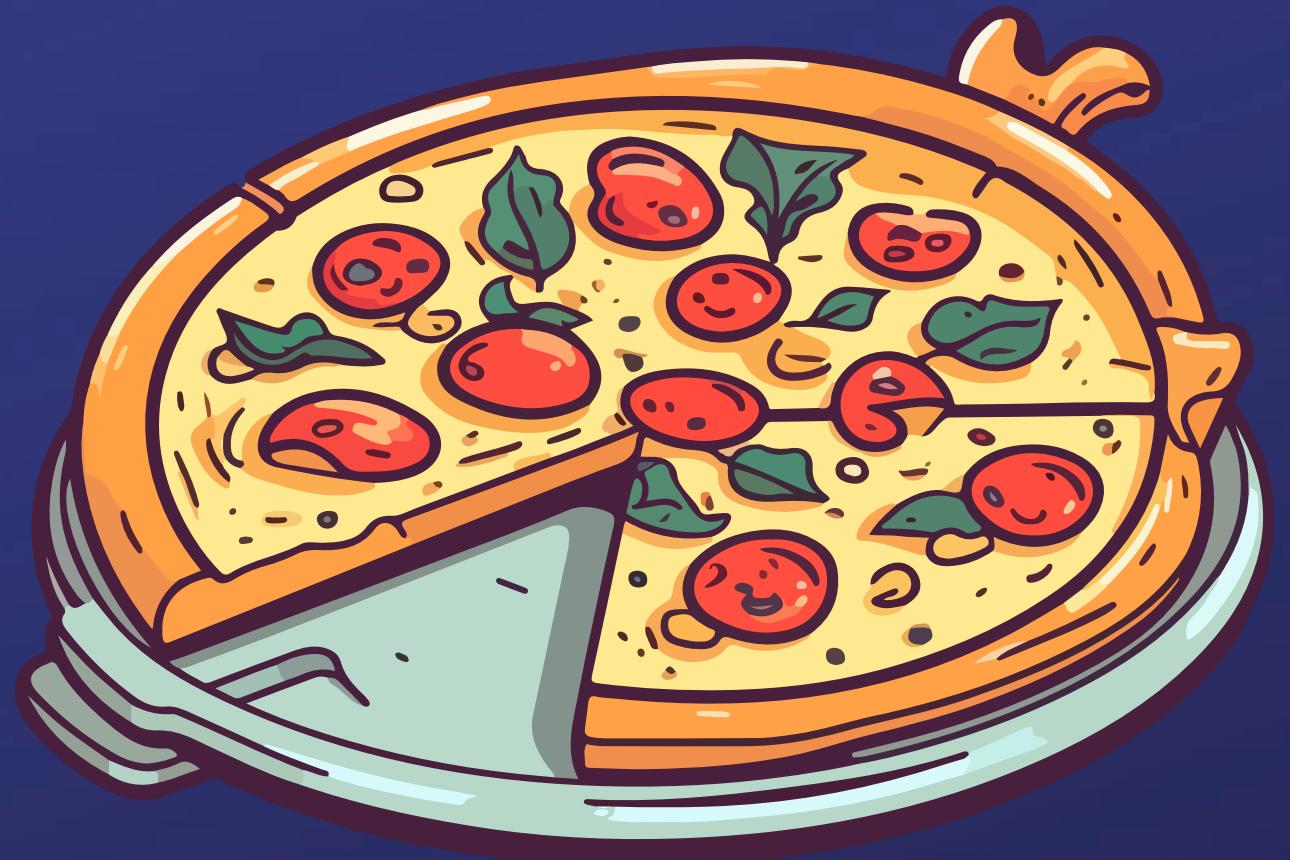
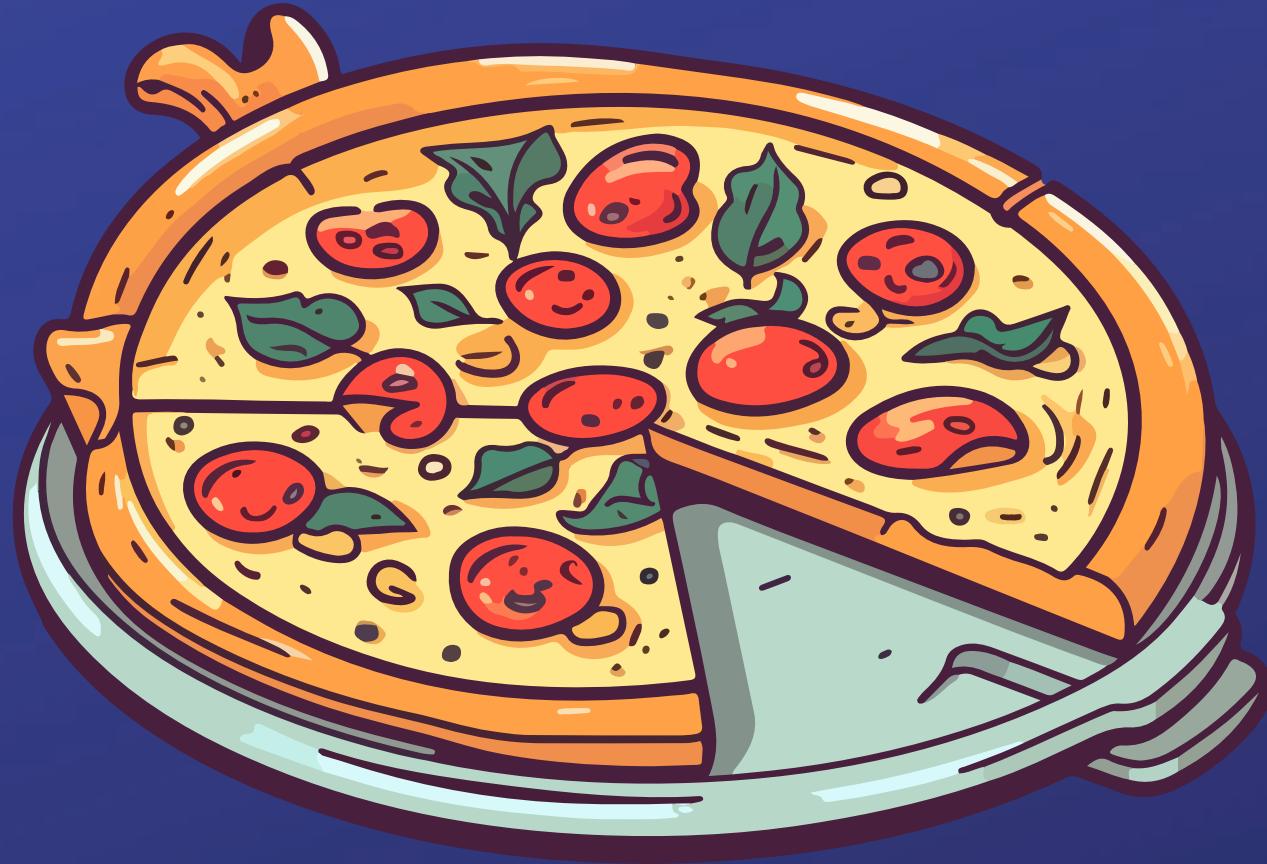


# Pizza Sales DATA ANALYSIS



- By Param Dhingana

# Project Overview



This SQL project undertakes a detailed analysis of pizza sales data, exploring order quantities, pizza types, sizes, and revenue to uncover key insights. The objective is to generate actionable insights and KPIs that will guide strategic decisions for the pizza business. The project involved solving a range of queries, from simple to complex, including identifying peak sales periods, top-selling pizzas, and calculating average order values. The analysis provided a broad understanding of sales patterns, customer behavior, and overall operational performance.

# Data Overview

## Table: order\_details

**Columns:**

<u>order_details_id</u>	int PK
order_id	int
pizza_id	text
quantity	int

## Table: pizza\_types

**Columns:**

pizza_type_id	text
name	text
category	text
ingredients	text

## Table: orders

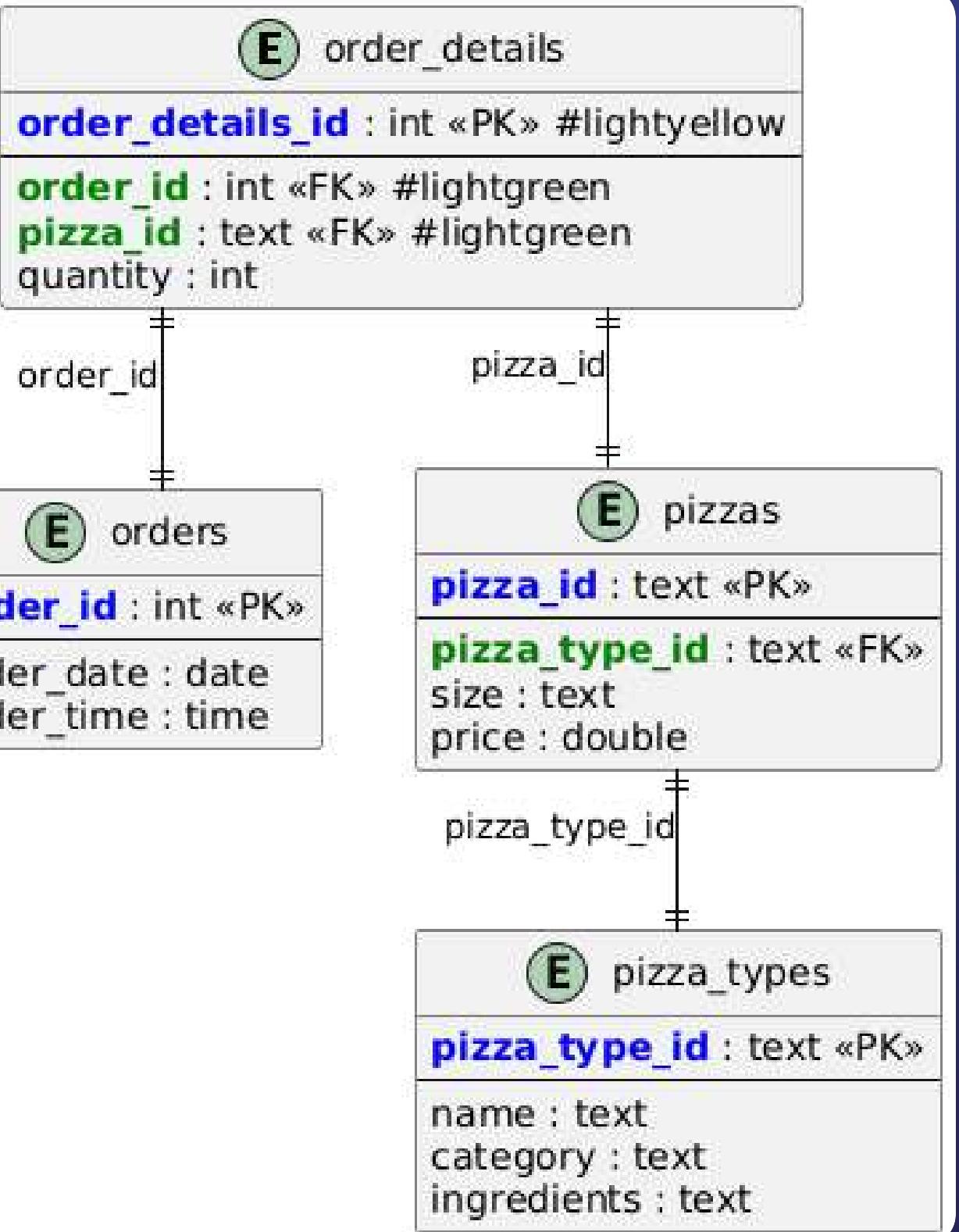
**Columns:**

<u>order_id</u>	int PK
order_date	date
order_time	time

## Table: pizzas

**Columns:**

pizza_id	text
pizza_type_id	text
size	text
price	double





21350

Total Orders



**\$ 817860.05**

Total Revenue



# THE GREEK PIZZA | \$ 35.95

Highest Priced  
Pizza





THE PEPPERONI PIZZA | \$ 9.75

Lowest Priced  
Pizza





Most Common  
Pizza-Size  
Ordered

LARGE  
18956 [QUANTITY]



# 5 Most Ordered Pizzas



■ Quantity

The Classic Deluxe Pizza

2453

The Barbecue Chicken Pizza

2432

The Hawaiian Pizza

2422

The Pepperoni Pizza

2418

The Thai Chicken Pizza

2371

0 500 1000 1500 2000 2500



# 5 Least Ordered Pizzas



■ Quantity

The Brie Carre Pizza

490

The Mediterranean Pizza

934

The Calabrese Pizza

937

The Spinach Supreme Pizza

950

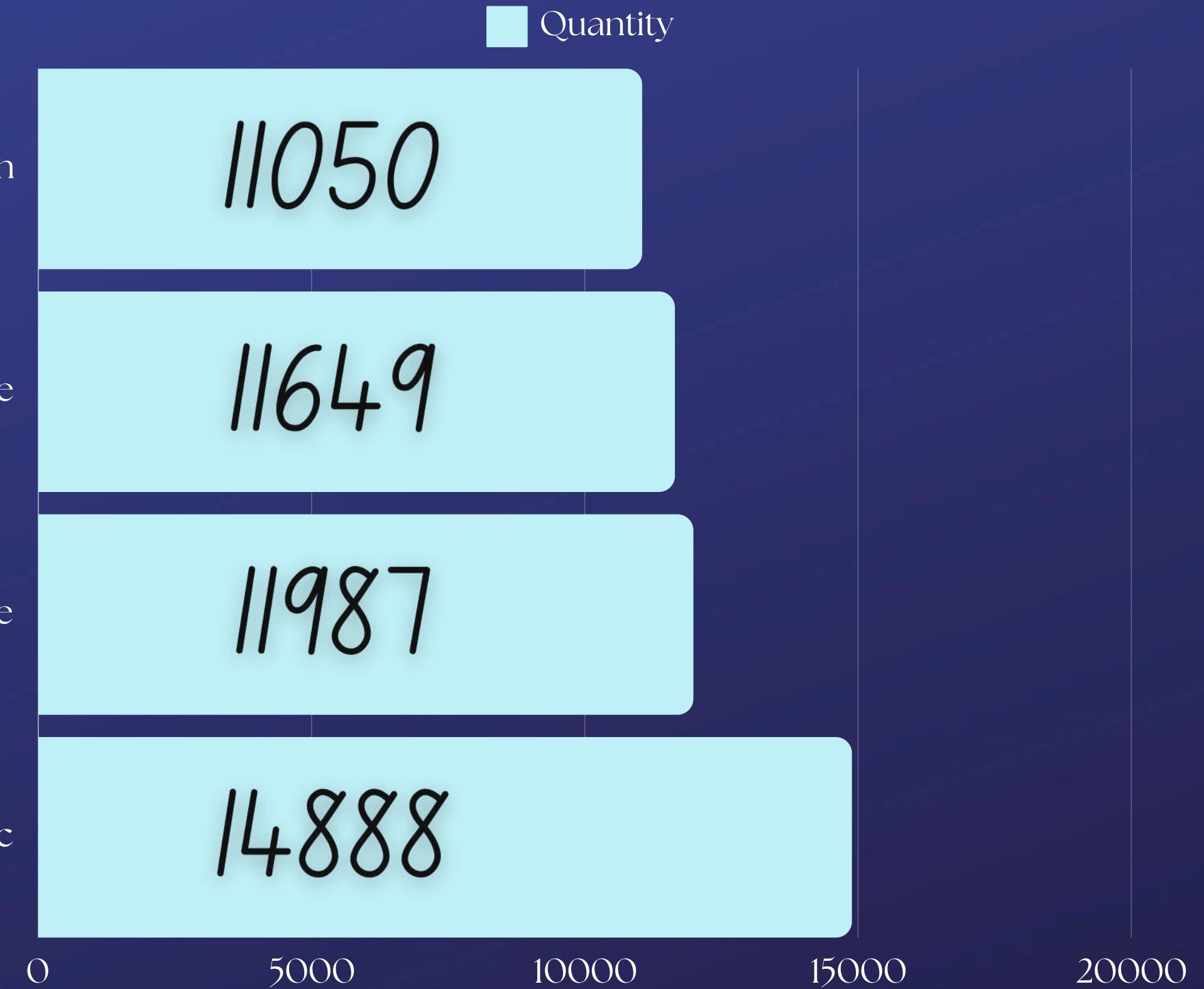
The Soppressata Pizza

961

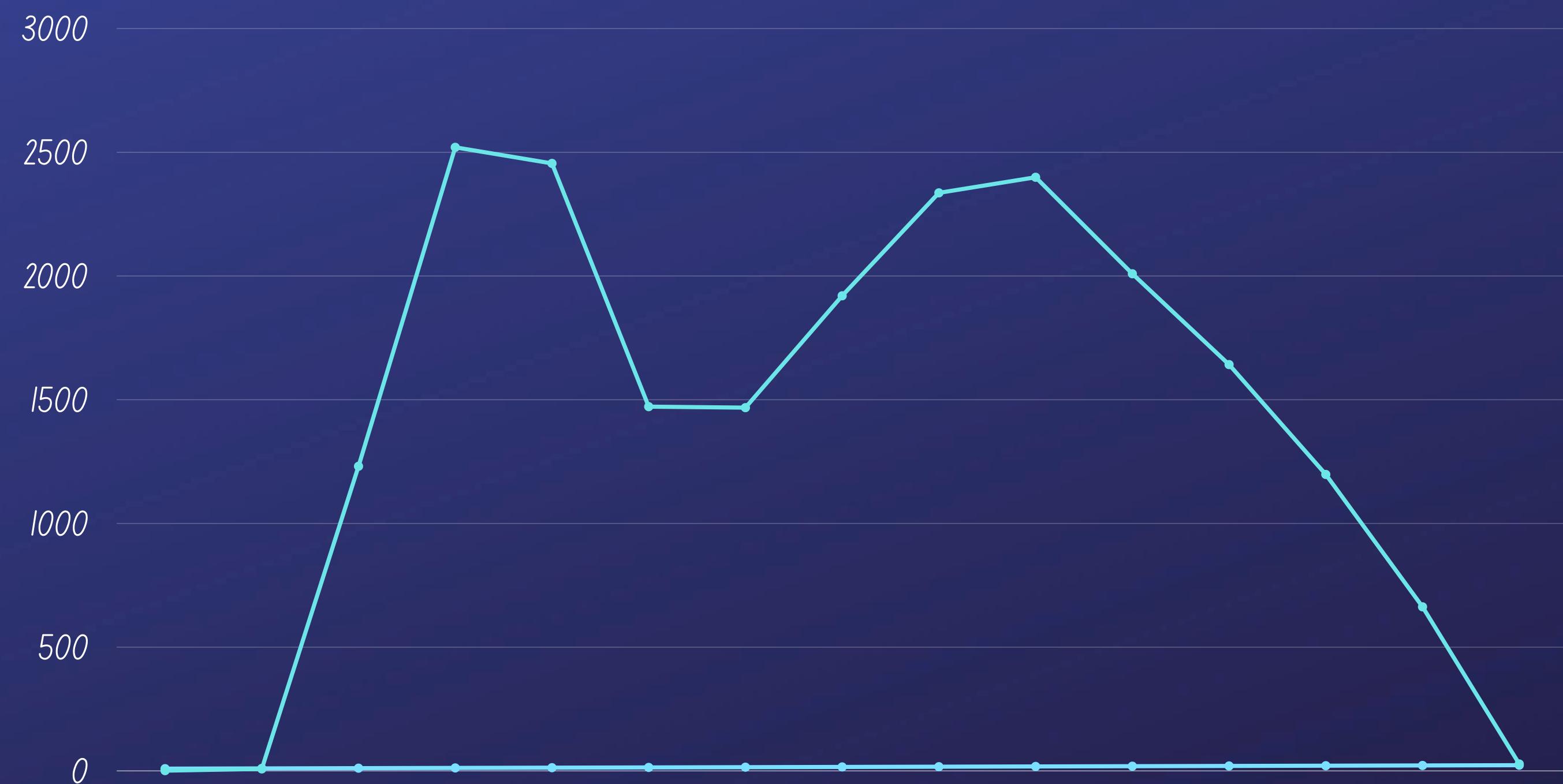
0 200 400 600 800 1000



# Total Quantity of each Pizza Category Ordered



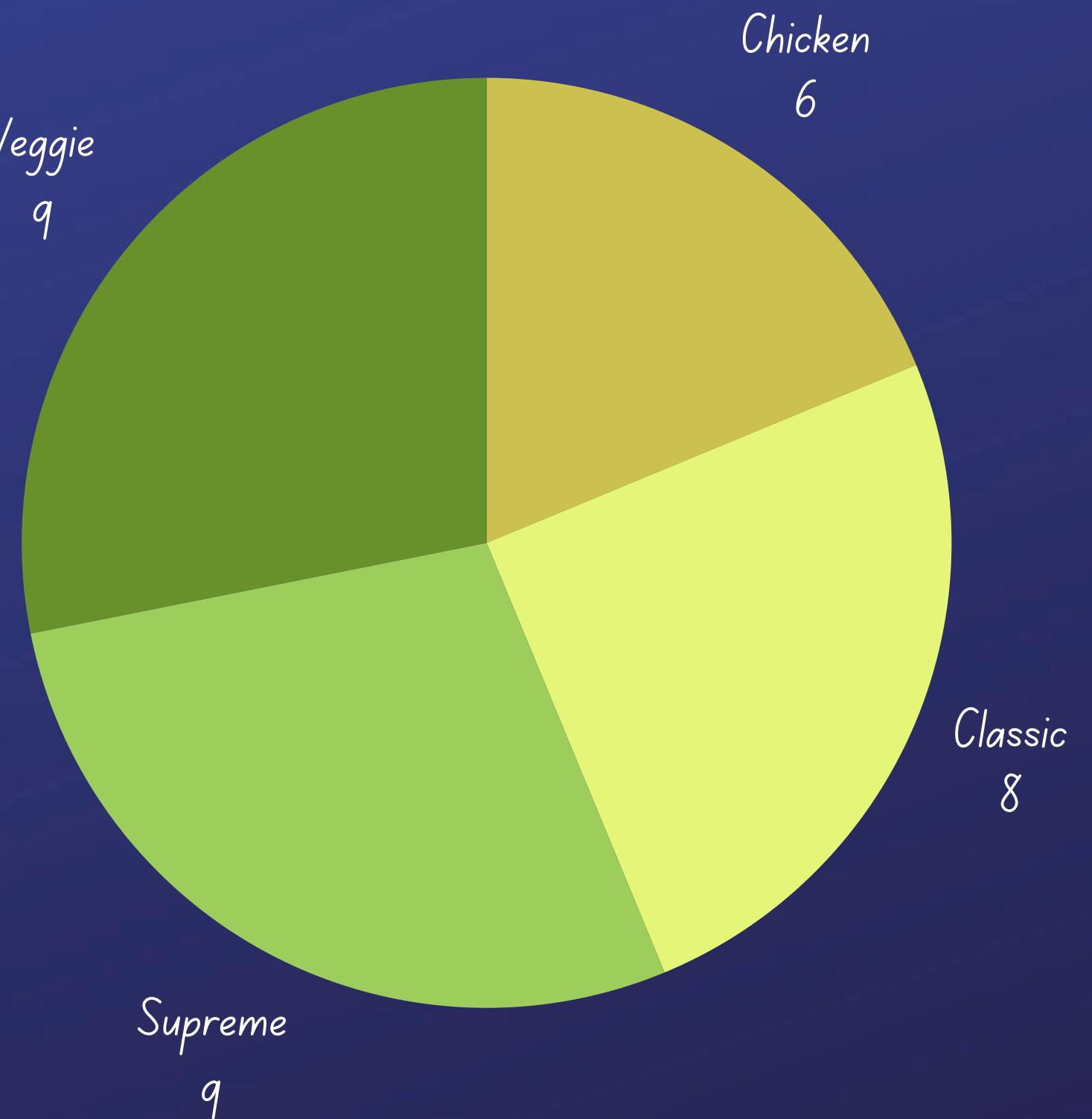
# Distribution of Orders By Hour of the Day



# Distribution of Orders By Hour of the Day

Hour	Orders
9	1
10	8
11	1231
12	2520
13	2455
14	1472
15	1468
16	1920
17	2336
18	2399
19	2009
20	1642
21	1198
22	663
23	28

# Distribution of Pizzas By Category



# Average No. of Pizzas Ordered Per Day

138



# Average Revenue Per Order

\$ 38.31



# 5 Most Ordered Pizza Based on Revenue

The Thai Chicken Pizza

43434.25

The Barbecue Chicken Pizza

42768

The California Chicken Pizza

41409.5

The Classic Deluxe Pizza

38180.5

The Spicy Italian Pizza

34831.25

■ Quantity

0.00 10000.00 20000.00 30000.00 40000.00 50000.00



# 5 Least Ordered Pizza Based on Revenue

The Brie Carre Pizza

11588.5

The Green Garden Pizza

13955.75

The Spinach Supreme Pizza

15277.75

The Mediterranean Pizza

15360.5

The Spinach Pesto Pizza

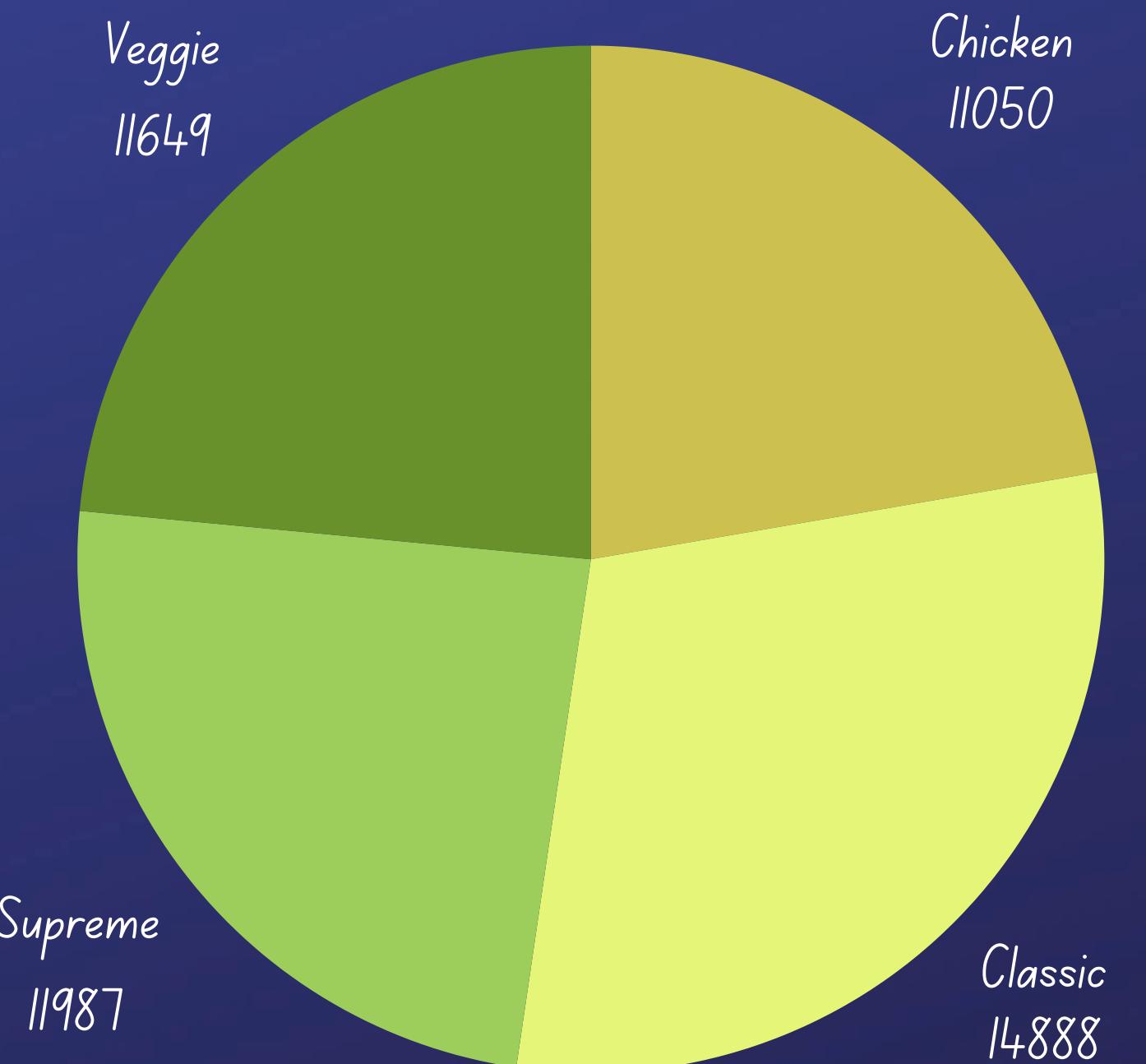
15596

■ Quantity

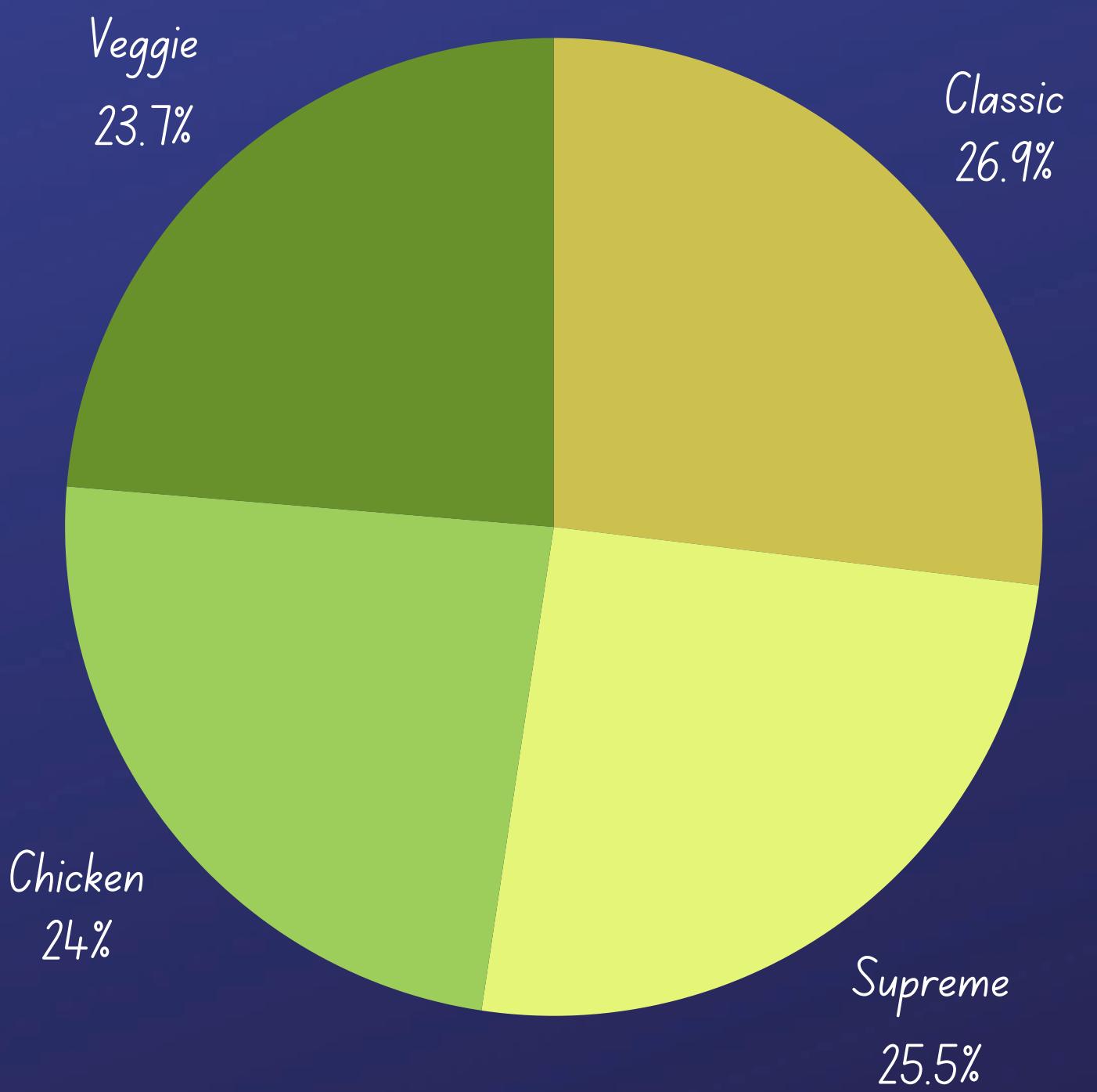
0.00 5000.00 10000.00 15000.00 20000.00



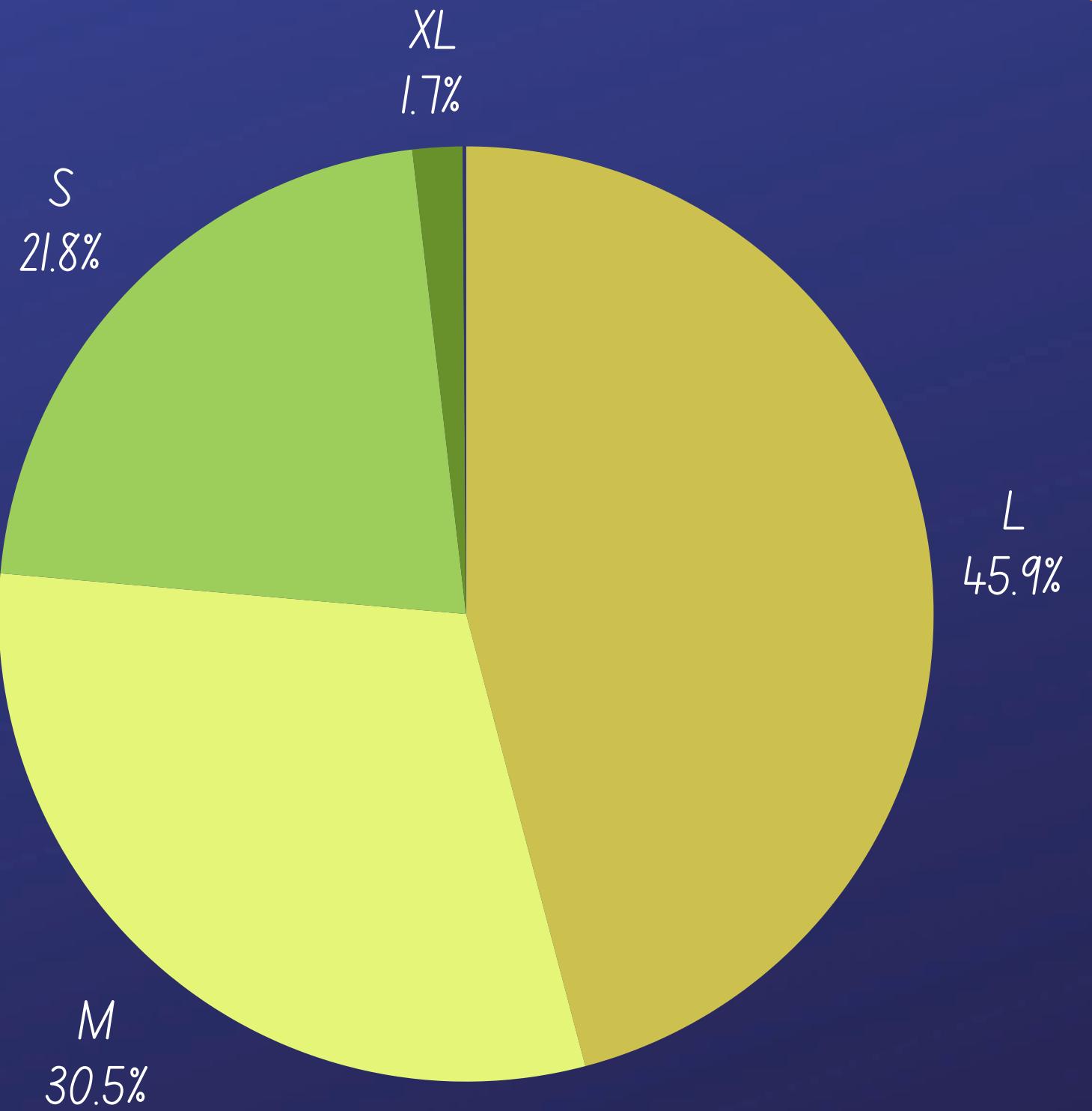
# No. of Pizzas Sold For Each Category



# Percentage Contribution of Each Category To Total Revenue



# Percentage Contribution of Each Pizza Size To Total Revenue



# Cumulative Revenue Generated Over Time



# Cumulative Revenue Generated Over Time

Period	Cumulative Revenue
1	69793.3
2	134952.9
3	205350
4	274086.8
5	345489.55
6	413719.75
7	486277.65
8	554555.9
9	618735.95
10	682763.55
11	753158.9
12	817860.05

# Top 3 Most Ordered Pizzas based on Revenue for each Pizza Category

Chicken

*The Thai Chicken Pizza*  
*The Barbecue Chicken Pizza*  
*The California Chicken Pizza*

43434.25  
42768  
41409.5

Classic

*The Classic Deluxe Pizza*  
*The Hawaiian Pizza*  
*The Pepperoni Pizza*

38180.5  
32273.25  
30161.75



# Top 3 Most Ordered Pizzas based on Revenue for each Pizza Category

Supreme

*The Spicy Italian Pizza*  
*The Italian Supreme Pizza*  
*The Sicilian Pizza*

34831.25  
33476.75  
30940.5

Veggie

*The Four Cheese Pizza*  
*The Mexicana Pizza*  
*The Five Cheese Pizza*

32265.7  
26780.75  
26066.5



THANK  
YOU

