

SQL SALES ANALYSIS REPORT

Pizza Hut Sales – Business Insights & Recommendations Report

Project Objective

The objective of this project was to analyze **Pizza Hut sales data** using SQL to uncover revenue drivers, customer ordering patterns, and product-level performance insights that can support data-driven business decisions.

Key Insights

1. Revenue Concentration

- A small subset of pizza categories and sizes contributes to a **major share of total revenue**.
- Medium and Large pizzas dominate overall sales, indicating strong customer preference for value-sized offerings.

2. Category Performance

- Certain pizza categories consistently outperform others in terms of **order volume and revenue**.
- Lower-performing categories contribute marginally to total sales, signaling optimization opportunities.

3. Order Behavior Trends

- Peak ordering periods are clearly visible, with specific days and times generating **higher order volumes**.
- This pattern suggests predictable demand cycles that can be operationally leveraged.

4. Customer Purchase Patterns

- Customers tend to order **multiple items per order**, increasing average order value.
- Popular combinations of pizzas and sizes emerge repeatedly across transactions.

5. Product-Level Insights

- Top-selling pizzas account for a disproportionate share of total orders.
- Bottom-performing pizzas have low contribution despite occupying menu space.

Actionable Recommendations

1. Optimize Menu Strategy

- Promote top-performing pizzas prominently.
- Re-evaluate or redesign low-performing menu items to reduce complexity.

2. Time-Based Promotions

- Launch targeted offers during off-peak hours to stabilize demand.
- Strengthen staffing and inventory planning for peak periods.

3. Upselling & Bundling

- Create combo offers using frequently ordered pizza combinations.
- Encourage multi-item orders to increase average order value.

4. Size-Based Pricing Strategy

- Focus pricing and marketing on Medium and Large pizzas, which show strong customer demand.
- Experiment with premium pricing for high-demand items.

5. Data-Driven Inventory Planning

- Align ingredient procurement with demand patterns to reduce waste and stockouts.