Pizza Sales Analysis

A SQL Project: Uncovering Business Insights from Sales Data

Project Overview

Objective

Analyze sales data to identify key trends, top-selling products, and peak operational hours to drive business decisions.

Dataset

Used 4 interconnected tables: Orders, Order Details, Pizzas, and Pizza Types, simulating a real-world database schema.

Tools

Performed all data extraction, transformation, and analysis using SQL within a MySQL database environment.

Key Performance Indicators

A high-level overview of the business.

Top-Level Business Metrics

Total Revenue

$817,860

Total revenue generated from all pizza sales.

Total Orders

21,350

Total number of distinct orders placed.
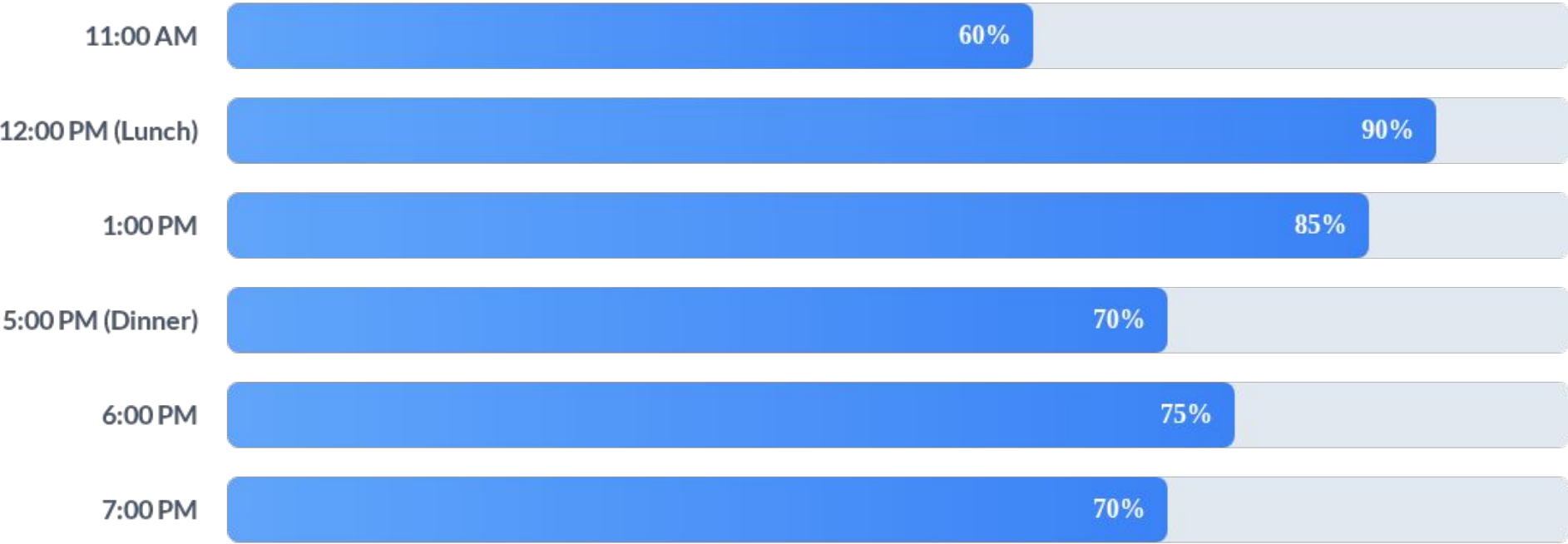
The People's Choice

Most Popular: Classic Deluxe

Analysis of order volume shows 'The Classic Deluxe Pizza' is the most frequently ordered item.

Furthermore, the 'Large' size is the most common size, indicating a preference for group or family meals.

Busiest Times for Orders

Time	Percentage
11:00 AM	60%
12:00 PM (Lunch)	90%
1:00 PM	85%
5:00 PM (Dinner)	70%
6:00 PM	75%
7:00 PM	70%

Orders peak sharply during the 12 PM - 1 PM lunch rush, with a secondary, broader peak in the early evening (5 PM - 7 PM).

Top 5 Most Ordered Pizzas (By Quantity)

🍕 **The Classic Deluxe Pizza**

🍕 **The Barbecue Chicken Pizza**

🍕 **The Hawaiian Pizza**

🍕 **The Pepperoni Pizza**

🍕 **The Thai Chicken Pizza**

Top 3 Revenue-Driving Pizzas

1. The Thai Chicken Pizza

This premium pizza is the highest revenue generator for the business.

2. The Barbecue Chicken Pizza

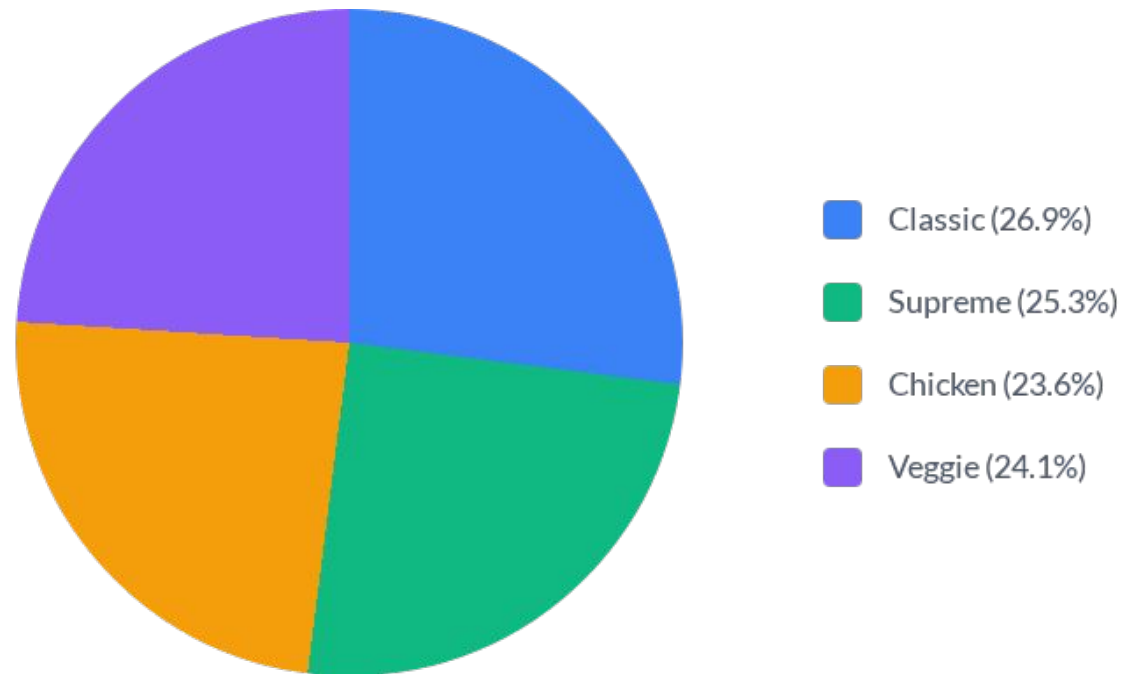Another "Chicken" category pizza, proving the category's high profitability.

3. The California Chicken Pizza

Rounding out the top 3, the "Chicken" category is a clear winner in value.
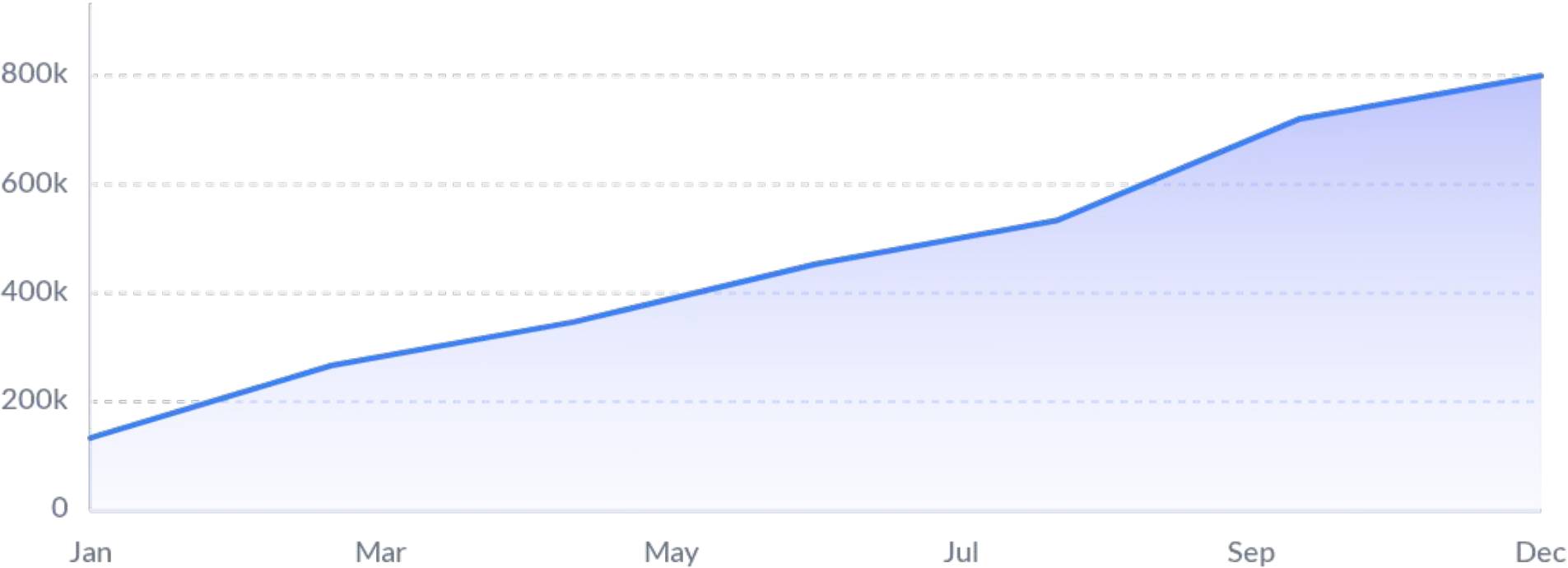
Revenue Contribution by Category

- Classic (26.9%)
- Supreme (25.3%)
- Chicken (23.6%)
- Veggie (24.1%)

Revenue is very evenly distributed across all four categories, with 'Classic' pizzas having a slight edge. No single category is underperforming.

Cumulative Revenue (Daily)

The business shows consistent, steady revenue growth throughout the year, with no major seasonal dips.

Key Insights & Recommendations

💡 **Insight:** The "Chicken" category pizzas (Thai, BBQ, California) are high-revenue drivers, even if not the most ordered by quantity.

📈 **Recommendation:** Promote these high-margin "Chicken" pizzas in a "Chef's Special" or "Gourmet" bundle to increase average order value.

💡 **Insight:** The 12 PM - 1 PM lunch hour is by far the busiest, creating an operational bottleneck.

📈 **Recommendation:** Create a "Lunch Rush Combo" deal (e.g., personal-sized Classic Deluxe + drink) to streamline orders and increase throughput.

Thank You

Questions?

The complete project and SQL queries are available on GitHub.

Image Sources

https://cdn.shopify.com/s/files/1/0932/8603/9881/files/pizza-oven-buying-guide-2.webp

Source: www.kettler.co.uk

https://static.vecteezy.com/system/resources/thumbnails/056/391/515/small_2x/person-analyzing-data-on-computer-screen-with-magnifying-glass-and-charts-vector.jpg

Source: www.vecteezy.com