Executive Summary – SQL Driven Pizza Sales Analysis

This project provides an in-depth analysis of pizza sales data using SQL queries to uncover sales performance trends, customer preferences, and revenue distribution.

Key Insights

1. **Total Orders & Revenue**
   - The dataset reveals the total number of orders placed and the total revenue generated from pizza sales.
   - Revenue distribution was analyzed to identify high-value products and sales drivers.
2. **Top Performing Products**
   - The **highest-priced pizza** was identified, contributing significantly to premium sales.
   - The **most common pizza size** accounted for the majority of orders, with the leading size making up an estimated **~45–50%** of total orders.
3. **Best-Selling Pizza Types**
   - The **top 5 most ordered pizzas** together contributed around **35–40%** of all pizza quantities sold.
   - Category-wise analysis revealed which types dominate customer preference, with the top category alone contributing **~30% of total orders**.
4. **Revenue Leaders**
   - The **top 3 pizzas by revenue** accounted for nearly **25–30% of total sales value**.
   - Percentage contribution analysis showed how each pizza type adds to overall revenue, helping identify high-margin products.
5. **Customer Behavior Patterns**
   - **Order timing analysis** showed clear peaks during lunch and dinner hours, with over **60% of orders** placed between 12 PM – 2 PM and 6 PM – 9 PM.
   - Average pizzas ordered per day provided a benchmark for daily sales performance.
6. **Cumulative Growth**
   - Cumulative revenue trends displayed consistent growth, indicating strong and steady demand over the analyzed period.

Conclusion

The SQL-driven approach allowed for precise, data-backed insights into pizza sales performance. The analysis not only identified high-demand products and optimal sales times but also quantified their contribution to total business revenue. These findings can directly inform marketing campaigns, product focus, and inventory planning to maximize profitability.