

Project Title: Analysis of Pizza Hut's sales performance

Problem Statement:

This case study aims to analyze pizza sales data for a pizza delivery business to gain insights into customer preferences, order trends, and revenue generation. By querying the relevant data, the goal is to extract actionable information that can help improve decision-making around pizza offerings, pricing, and sales strategies. The analysis will cover basic sales metrics, intermediate trends, and advanced revenue contributions, leveraging SQL queries.

Findings to be Uncovered:

- **Total Number of Orders:** Determine how many pizza orders were placed.
- **Total Revenue from Pizza Sales:** Calculate the overall revenue generated.
- **Highest-Priced Pizza:** Identify which pizza has the highest price.
- **Most Common Pizza Size:** Discover the size that is ordered the most (small, medium, large, etc.).
- **Top 5 Most Ordered Pizza Types:** Identify the five most popular pizzas and their quantities.
- **Quantity of Each Pizza Category Ordered:** Break down the total quantity of pizzas ordered by category (e.g., vegetarian, non-vegetarian).
- **Distribution of Orders by Hour:** Analyze order times to find peak ordering hours.
- **Category-Wise Pizza Distribution:** Find how different categories of pizzas (such as vegetarian, non-vegetarian) are distributed in terms of orders.
- **Average Pizzas Ordered per Day:** Group the data by date and calculate the daily average number of pizzas ordered.
- **Top 3 Pizza Types by Revenue:** Determine which pizza types generate the highest revenue.
- **Percentage Contribution of Each Pizza Type to Total Revenue:** Analyze how much revenue each pizza type contributes to the total revenue.
- **Cumulative Revenue Over Time:** Calculate the cumulative revenue to understand the revenue growth trend.
- **Top 3 Pizza Types by Revenue per Category:** For each pizza category, determine which pizza types generate the most revenue.

Results:

A total of 21,350 pizza orders were placed, generating ₹817,860.05 in total revenue from pizza sales. The highest-priced pizza is "The Greek Pizza." The most commonly ordered pizza size is "Large," with 18,526 orders. The top five most popular pizzas are:

1. "The Classic Deluxe Pizza" – 2,453 orders
2. "The Barbecue Chicken Pizza" – 2,432 orders
3. "The Hawaiian Pizza" – 2,422 orders
4. "The Pepperoni Pizza" – 2,418 orders
5. "The Thai Chicken Pizza" – 2,371 orders.

"The Thai Chicken Pizza," "The Barbecue Chicken Pizza," and "The California Chicken Pizza" are the top pizza types contributing the highest revenue.