Pizza Sales Analysis Project Report

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# 1. Executive Summary

This project analyzes a year’s worth of pizza sales data to uncover insights into customer behavior, sales trends, and product performance. By leveraging SQL and Power BI, we visualize KPIs, identify high and low performing pizzas, and offer actionable recommendations for improving revenue and order volume.

# 2. Project Objective

The objective of this analysis is to understand the sales dynamics of a pizza restaurant chain, identify best and worst-selling items, analyze order trends by day and month, and make data-driven recommendations to improve overall business performance.

# 3. Data Overview

The analysis is based on data collected from four primary tables:  
- orders: contains order\_id, order\_date, and time.  
- order\_details: includes pizza\_id, quantity, and total\_price.  
- pizzas: details about pizza size and price.  
- pizza\_types: information about pizza category and name.  
The timeframe for analysis is from January 1, 2015, to December 31, 2015.

# 4. Key Metrics (KPIs)

- Total Revenue: ₹817.86K  
- Average Order Value: ₹38.31  
- Total Orders: 21,350  
- Total Pizzas Sold: 49,574  
- Pizzas Per Order: 2.32

# 5. Trend Analysis

• Daily Trend: Orders are highest on Fridays (~3.5K) and lowest on Sundays (~2.6K).  
• Monthly Trend: July has the most orders (1,935), while September sees the least (1,661).  
• Peak periods: July and January, Friday/Saturday evenings.

# 6. Sales Performance

• By Category: 'Classic' pizzas sold the most (14,888 units), followed by Supreme, Veggie, and Chicken.  
• By Size: 'Large' pizzas dominate sales (45.89%), followed by Medium (30.49%) and Regular (21.77%).

# 7. Product Performance

• Best Sellers:  
 - By Revenue: Thai Chicken & Barbecue Chicken (~₹43K each)  
 - By Quantity: Classic Deluxe Pizza (~2.5K units)  
 - By Orders: Classic Deluxe Pizza (~2.3K orders)  
  
• Worst Sellers:  
 - By Revenue & Quantity: Brie Carre Pizza (~₹12K, 490 units)  
 - By Orders: Also Brie Carre Pizza (~480 orders)

# 8. Insights & Business Recommendations

• Focus promotions on high-performing categories like Classic and large-sized pizzas.  
• Consider removing or rebranding low performers like Brie Carre.  
• Launch campaigns during high-performing months (July, January) and days (Friday/Saturday).  
• Explore combo deals and upselling during peak times.

# 9. Tools & Techniques Used

- SQL: For data extraction and transformation.  
- Excel: For basic cleaning and formatting.  
- Power BI: For dashboard creation and DAX calculations.  
- Visualization Techniques: Bar charts, pie charts, line charts for trend analysis.

# 10. Conclusion

This pizza sales analysis project provides deep insight into sales performance, customer preferences, and operational efficiency. By understanding what drives revenue and order volume, the business can better target marketing, optimize the menu, and maximize profits.

# Thank You