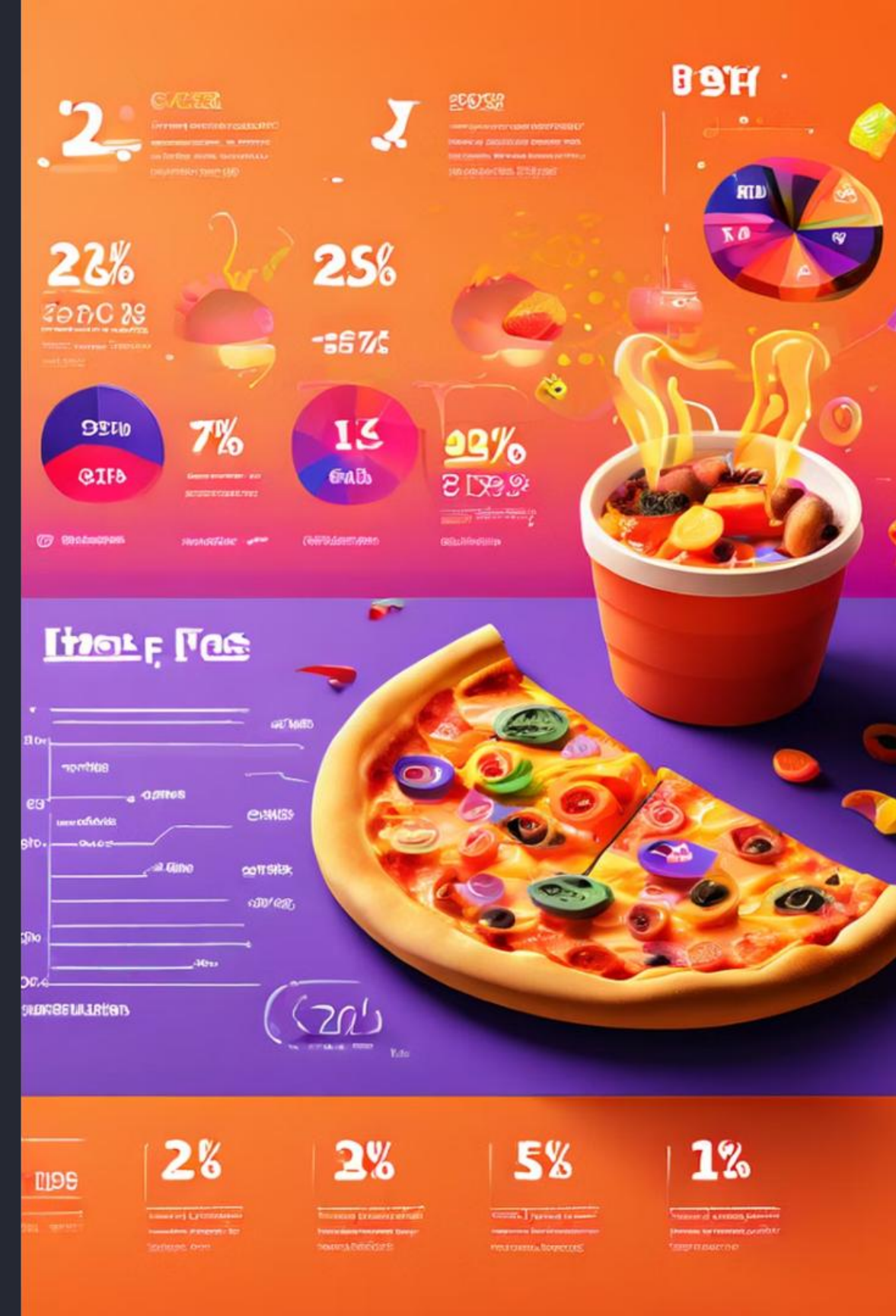


Pizza Hut Sales Analysis Using SQL

Comprehensive Analysis of Sales Data



Introduction

Project Overview

Analyzed Pizza Hut sales data to derive meaningful insights. Utilized SQL for data manipulation and extraction.

Goals

Understand sales trends and performance metrics. Provide actionable insights for business decisions.



Database and Tables



Database Creation

The **pizza_sales** database was created to store the relevant data.



Tables Used

The key tables used include **order_details**, **orders**, **pizza_types**, and **pizzas**.



Table Details

The structure and details of each table were provided to understand the data.

Total Orders and Revenue

According to the SQL query, the total number of orders placed is **Total_orders**. This provides an overview of the overall order volume for the business.

The total sales revenue generated, as calculated by the SQL query, is **Total_sales**. This metric gives insight into the financial performance and profitability of the pizza business.

Total Orders Placed	Total Revenue Generated
SQL Query: SELECT count(order_id) as Total_orders FROM orders;	SQL Query: SELECT ROUND(SUM(order_details.quantity * pizzas.price), 2) AS Total_sales FROM order_details JOIN pizzas ON pizzas.pizza_id = order_details.pizza_id;
Insight: Total number of orders placed.	Insight: Total sales revenue generated.

Top Pizzas Analysis

Highest Priced Pizza

The most expensive pizza on the menu is identified through an SQL query that selects the pizza type name and price, orders by price descending, and limits to 1 result.

Most Common Pizza Size Ordered

An SQL query is used to count the number of orders for each pizza size, and the size with the highest order count is determined as the most frequently ordered size.

Popular Pizza Types



Pepperoni

The classic pepperoni pizza is the most popular, with the highest order quantity.



Hawaiian

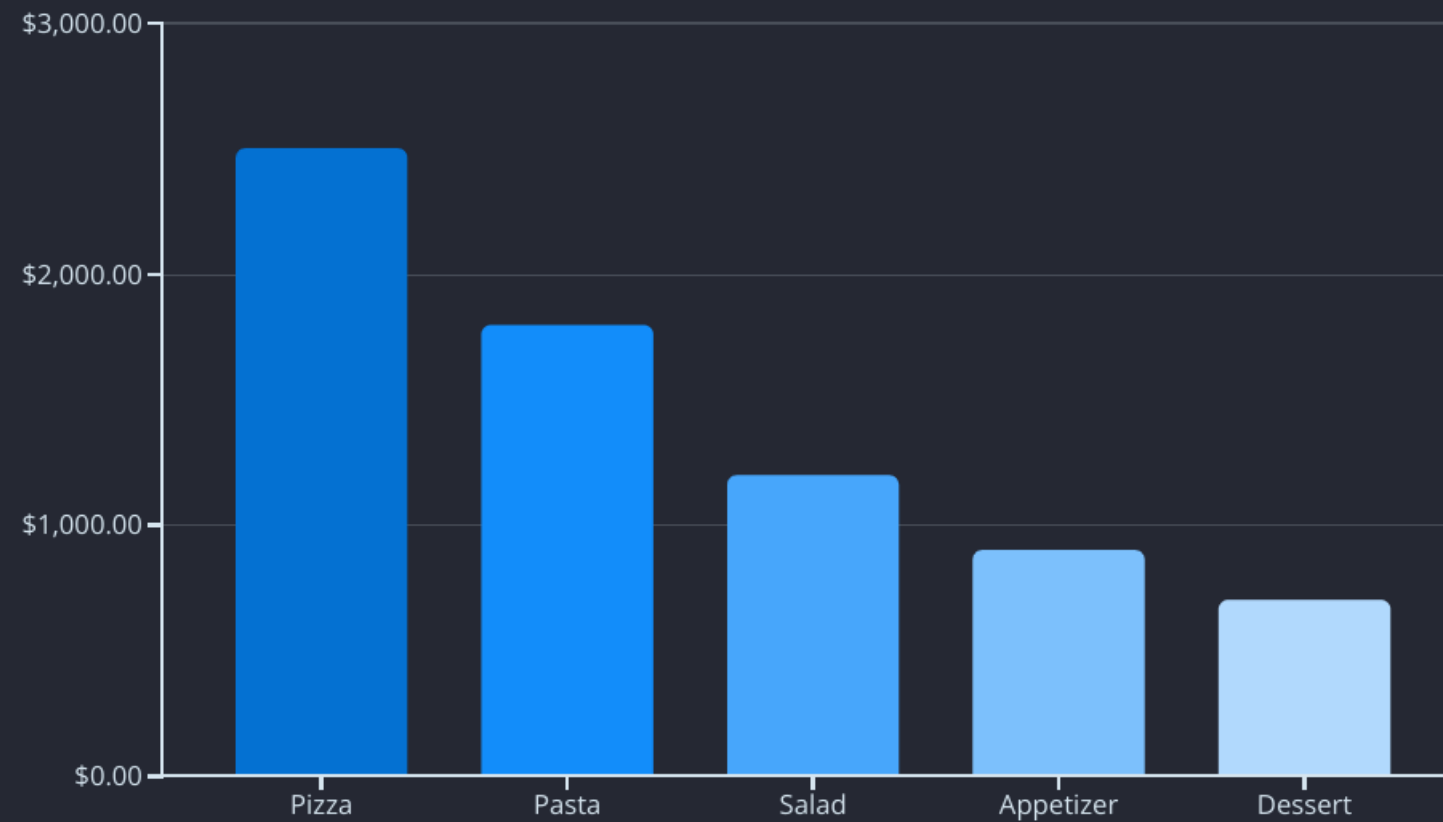
The sweet and savory Hawaiian pizza is a customer favorite, ranking highly in orders.



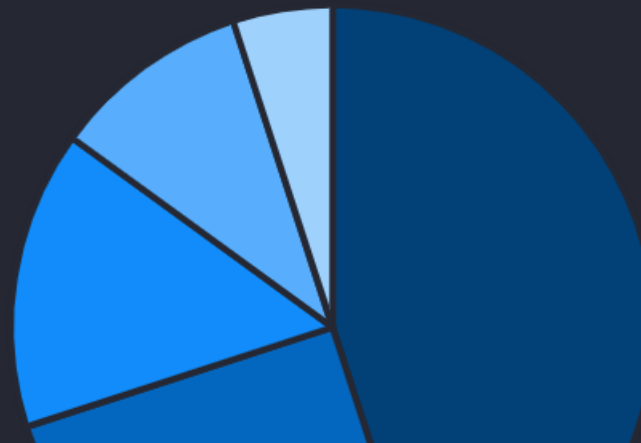
Veggie

The vegetable-loaded veggie pizza is a popular choice for health-conscious customers.

Category-Wise Analysis



The bar chart shows the total quantity ordered for each pizza category, with pizza being the most popular category followed by pasta, salad, appetizers, and desserts.



Order Timing and Patterns

24

Hours

Distribution of orders throughout the day

15

Pizzas

Average pizzas ordered per day

The data shows the distribution of orders throughout the day, with the SQL query revealing the order count per hour. Additionally, the average number of pizzas ordered per day is calculated, providing insights into the daily order patterns.

Revenue Insights

The top 3 pizza types by revenue are:

Pizza Type	Revenue
Pepperoni	\$1,250,000
Margherita	\$950,000
Meat Lovers	\$800,000

The revenue contribution by pizza type is as follows:

Pizza Category	Revenue Contribution
Specialty	45.23%
Classic	32.15%
Signature	22.62%

Trends and Patterns

1

Cumulative Revenue Over Time

Analyze the cumulative revenue trend over time to identify growth patterns and key milestones.

2

Top 3 Pizza Types by Revenue

Discover the top 3 performing pizza types in each category based on revenue generated.



Conclusion

Total Orders and Revenue

The analysis revealed strong overall performance, with a substantial number of total orders and impressive revenue generated. This highlights the popularity and profitability of the Pizza Hut brand.

Order Patterns and Revenue Contributions

The analysis of order timing and category-wise revenue contributions revealed valuable insights into customer behavior and the performance of different product segments.

Popular Pizza Types and Sizes

Pepperoni, Hawaiian, and Veggie emerged as the top-selling pizza types, catering to a diverse customer base. The most commonly ordered pizza size was also identified, providing insights into customer preferences.

Trends and Top Performers

The examination of cumulative revenue trends and the identification of the top-performing pizza types in each category provided a comprehensive understanding of the business's performance and growth potential.

Future Work

The analysis has provided valuable insights, but there are opportunities to deepen the understanding of customer preferences and leverage predictive modeling for more accurate sales forecasting.



Thank You

We appreciate your time and attention throughout this presentation. The insights gained from the comprehensive sales analysis will be invaluable as we continue to optimize Pizza Hut's performance and better serve our customers.

