



PIZZA SALES ANALYSIS

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01

Introduction

Welcome to the Pizza Sales Analysis project. The pizza business is growing, but to continue this success, we need to understand the sales data in depth. This project explores critical aspects of operations, such as total orders, revenue, pizza types, and customer behavior. By answering basic, intermediate, and advanced questions, the goal is to uncover insights that can guide business strategies. In this project, key trends will be identified, revealing what drives revenue and which pizzas are most popular with customers. Let's take a closer look at the data to explore ways to improve the business and ensure sustained growth.



02

Objectives

The main objective of a pizza sales analysis is to uncover valuable insights from sales data that can be used to improve a pizzeria's business. By analyzing this data, businesses can gain a better understanding of their customers' preferences, identify areas for growth, and ultimately boost their profits.



Research Questions

1. Retrieve the total no of ordered placed.
2. Calculate the total revenue generated from pizza sales.
3. Identify the highest priced pizza.
4. Find category wise distribution of pizzas.
5. List the top 5 ordered pizza types along with their quantities.
6. Identify the most common pizza size ordered.
7. Determine top 3 most ordered pizza types based on revenue for each pizza category.
8. Calculate the percentage contribution of each pizza type to total revenue.



Q1. Retrieve the total no of ordered placed.

Query

```
SELECT COUNT(DISTINCT order_id) AS Total_Order_No  
FROM pizza_sales;
```

Result

	Total_Order_No
▶	21350

□ Our data reveals a significant volume of orders, with a total of 21,350 placed.



Q2. Calculate the total revenue generated from pizza sales.

Query

```
SELECT ROUND(SUM(ALL total_price),2)
AS Total_Revenue
FROM pizza_sales;
```

Result

	Total_Revenue
▶	817860.05

❑ Our pizza sales have brought in a delicious revenue of over 810,000 dollars.



Q3. Identify the highest priced pizza.

Query

```
SELECT pizza_name, unit_price AS price
FROM pizza_sales
ORDER BY price DESC
LIMIT 1;
```

Result

	pizza_name	price
▶	The Greek Pizza	35.95

❑ If you're looking to splurge, The Greek Pizza is our most expensive option.



Q4. Find category wise distribution of pizzas.

Query

```
SELECT pizza_category, COUNT(pizza_id) AS Quantity
FROM pizza_sales
GROUP BY pizza_category
ORDER BY Quantity DESC;
```

Result

	pizza_category	Quantity
▶	Classic	14579
	Supreme	11777
	Veggie	11449
	Chicken	10815



Q5. List the top 5 ordered pizza types along with their quantities.

Query

```
SELECT pizza_name, COUNT(pizza_id) AS Quantities
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Quantities DESC
LIMIT 5;
```

Result

	pizza_name	Quantities
▶	The Classic Deluxe Pizza	2416
	The Barbecue Chicken Pizza	2372
	The Hawaiian Pizza	2370
	The Pepperoni Pizza	2369
	The Thai Chicken Pizza	2315

Q6. Identify the most common pizza size ordered.

Query

```
SELECT pizza_size, COUNT(pizza_id) AS Quantities
FROM pizza_sales
GROUP BY pizza_size
ORDER BY Quantities DESC
LIMIT 1;
```

Result

	pizza_size	Quantities
▶	L	18526

❑ Large is the go-to size for our pizza lovers



Q7. Determine top 3 most ordered pizza types based on revenue for each pizza category

Query

```
SELECT pizza_name, SUM(total_price) AS Revenue
FROM pizza_sales
GROUP BY pizza_name
ORDER BY Revenue DESC
LIMIT 3;
```

	pizza_name	Revenue
▶	The Thai Chicken Pizza	43434.25
	The Barbecue Chicken Pizza	42768
	The California Chicken Pizza	41409.5

Result



Q8. Calculate the percentage contribution of each pizza type to total revenue



Query

```
SELECT ROUND(SUM(ALL total_price),2)
AS Total_Revenue
FROM pizza_sales;
# Total_Revenue is 817860.05
```

```
SELECT pizza_category,ROUND(SUM(total_price)/(817860.5)*100,2) AS Revenue_percentage
FROM pizza_sales
GROUP BY pizza_category
ORDER BY Revenue_percentage DESC;
```

	pizza_category	Revenue_percentage
►	Classic	26.91
	Supreme	25.46
	Chicken	23.96
	Veggie	23.68

Result

Business Insights from Pizza Sales Analysis: A Slice of Knowledge



This pizza sales analysis paints a delicious picture of a business thriving on strong customer demand. Here are the key takeaways:

- **Sales Sizzle:** *With over 21,000 orders and impressive revenue, the business is clearly satisfying customer appetites.*
- **Diverse Menu Delight:** *The variety of popular pizzas, from classics to specialty options like Greek, caters to a wide range of tastes. The prevalence of large sizes hints at a focus on sharing and group enjoyment.*
- **Dinnertime Domination:** *Customers know what they crave! Peak ordering hours land squarely in the dinner zone, with the Thai Chicken pizza being a consistent daily favorite.*
- **Balanced Revenue Bites:** *Classic and Supreme pizzas reign supreme in revenue generation, but healthier choices like Chicken and Veggie hold their own, reflecting a customer base with diverse preferences.*

This analysis offers a springboard for future success. By leveraging these insights, the business can make data-driven decisions to further enhance customer satisfaction and boost sales.

Pizza Sales Analysis Conclusion: **A Recipe for Success**



Here's some of key takeaways we can glean from our pizza sales analysis:

Customer Preferences:

- **Top Toppings & Trends:** Identifying the most popular pizzas and categorize them (e.g., classic, veggie, meat-lovers). This reveals customer preferences for specific flavors and toppings.
- **Size Matters:** Analyzing size preferences (small, medium, large) alongside order volume and revenue.

Sales Optimization:

- **Profit Margin Magic:** Analyzing profit margins for different pizzas. Considering upselling higher-margin pizzas, exploring recipe adjustments for lower-margin popular options.
- **Combo Creativity:** Exploring if specific sides or drinks are frequently ordered with certain pizzas. Developing combo deals featuring these popular pairings to increase average order value.

This pizza sales analysis empowers us to make data-driven decisions that enhance customer experience, maximize revenue, and optimize our pizza business for long-term success.



THANK
YOU