

Pizza Sales Performance Report

Executive Summary

- **Total Revenue: \$817,860**
- **Total Orders: 21,350**
- **Total Pizzas Sold: 49,574**
- **Average Order Value: \$38.31**
- **Average Pizzas per Order: 2.32**

Peak Sales Insights

Busiest Days:

- **Friday** (379 orders) and **Saturday** (303 orders)

Peak Hours:

- Orders spike between **12 PM – 1 PM** and **7 PM – 8 PM**
- **Most orders at 6 PM** (218 orders)

Category & Size Analysis

By Pizza Category:

- **Classic:** 27.26%
- **Supreme:** 26%
- **Veggie:** 24%
- **Chicken:** 23%
- *Classic category contributes the most to sales.*

By Pizza Size:

- **Regular:** 46.18%
- **XLarge:** 29.83%
- **Large:** 21.91%
- Others (Medium, XXL): Less than 2%
- *Regular and XL pizzas dominate sales.*

Sales Trends

Daily Order Trend:

- Highest on **Friday** (379)
- Followed by **Sunday** (262) and **Saturday** (303)

Hourly Order Trend:

- Peaks during **afternoon and evening hours**
- Major spikes at **12 PM – 1 PM** and **7 PM – 8 PM**

Best & Worst Performers

Top 5 Best-Selling Pizzas:

Pizza Name	Quantity Sold
The Pepperoni Pizza	241
The Barbecue Chicken Pizza	226
The Classic Deluxe Pizza	218
The California Chicken Pizza	198
The Hawaiian Pizza	194

Bottom 5 Worst-Selling Pizzas:

Pizza Name	Quantity Sold
The Spinach Supreme Pizza	85
The Chicken Alfredo Pizza	82
The Calabrese Pizza	80
The Chicken Pesto Pizza	79
The Brie Carre Pizza	46

*Note: The **Brie Carre Pizza** had the lowest performance in both quantity and revenue.*

SQL Insights Recap

Your SQL queries effectively supported the insights in this report:

- **Revenue, average order value, and quantity calculations** are derived using aggregation (SUM, COUNT).

- **Category and size distributions** use proportional calculations on SUM(total_price).
- **Trends by day/hour** rely on DAYNAME(order_date) and HOUR(order_time) groupings.
- **Best/Worst sellers** are based on SUM(quantity * total_price) logic.

Recommendations

- **Promote top-sellers** like Pepperoni and BBQ Chicken via combo deals or loyalty programs.
- **Reconsider inventory** for worst sellers like Brie Carre or explore limited-time promotions.
- Focus on **weekend marketing** and **lunch/dinner campaigns** to align with peak sales hours.