

# Pizza Sales Analysis using SQL

Exploring trends in pizza sales and the effectiveness of SQL for data insights



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Presenter



# Agenda

## 01 Introduction to Analysis

Brief overview of the objective of the pizza sales analysis using SQL to enhance decision-making processes.

## 02 Data and Methodology

Explanation of the dataset used and the SQL approach adopted to conduct the analysis.

## 03 Total Number of Orders

Determining the overall count of orders placed for pizzas to gauge demand.

## 04 Total Revenue Generated

Calculating the total revenue accumulated from pizza sales to assess financial performance.

## 05 Highest-Priced Pizza

Identifying the pizza with the highest price to understand pricing strategies and customer preferences.

## 06 Most Common Pizza Size Ordered

Analyzing the most frequently ordered pizza size to optimize inventory and meet customer demands.

## 07 Top 5 Pizza Types with Quantities

Analyzing the top 5 most ordered pizza types and their quantities

## 08 Total Quantity by Pizza Category

Key findings from SQL query analysis showing the total quantity of each pizza category ordered.

## 09 Hourly Order Distribution: Peak and Off-Peak Hours

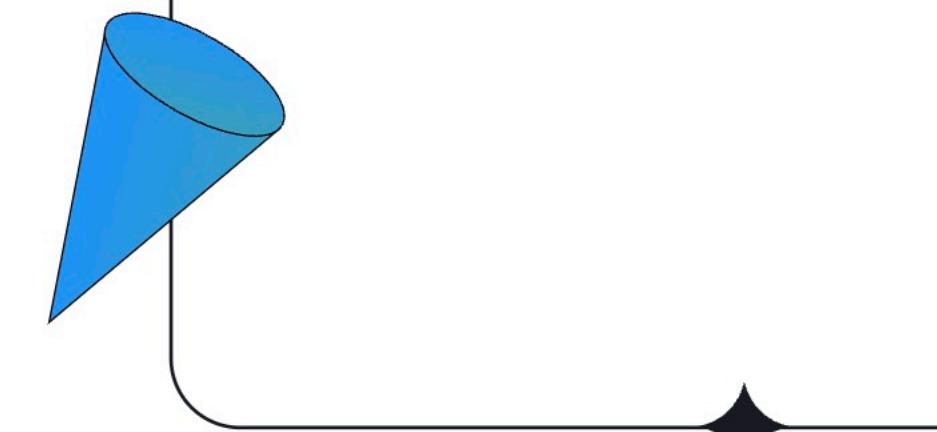
Analyzing Pizza Orders to Identify High and Low Demand Times

## 10 Category-Wise Pizza Variety: How Many Types Are Offered?

An Overview of the Number of Pizza Types in Each Category.

## 11 Average Number of Pizzas Ordered per Day

Analyzing the average daily pizza orders through SQL query results.

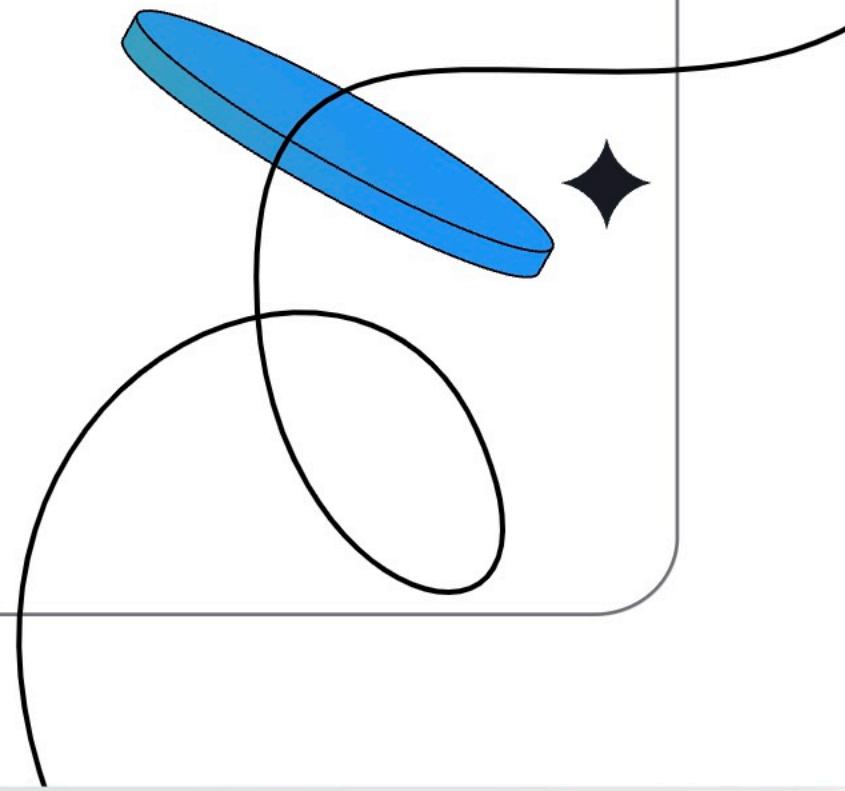




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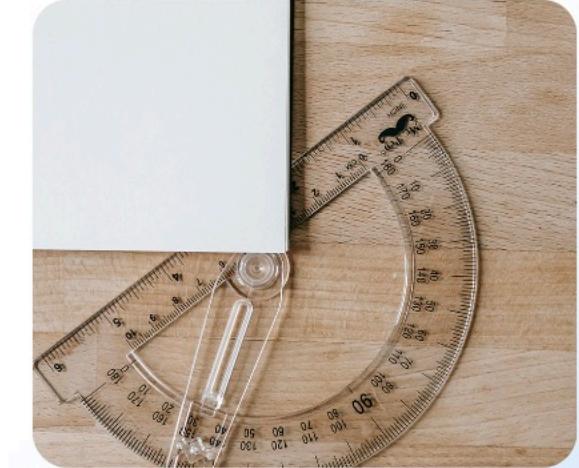
# Introduction to Analysis

Exploring Pizza Sales through SQL for Actionable Insights



# Data and Methodology

Exploring Pizza Sales Analysis Through SQL Queries



## Data Source: Pizza sales transaction database

The analysis is conducted using transaction data from a pizza sales database, providing insights into customer preferences and buying patterns.

## Methodology: SQL queries executed in MySQL Workbench

SQL queries are utilized in MySQL Workbench to extract, analyze, and visualize data, enabling the identification of sales trends and performance metrics.

## Import data into SQL database

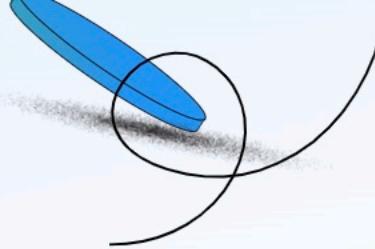
The initial step involves importing the pizza sales data into the SQL database for further manipulation and analysis, ensuring data integrity and consistency.

## Execute queries to analyze sales trends and metrics

Various SQL queries are executed to delve into the sales data, uncovering valuable insights regarding order patterns, revenue generation, and popular pizza types.

## Visualize findings using charts and tables

The analysis results are visualized through charts and tables, facilitating a clear presentation of key findings and aiding in the interpretation of complex data sets.



## Order Analysis

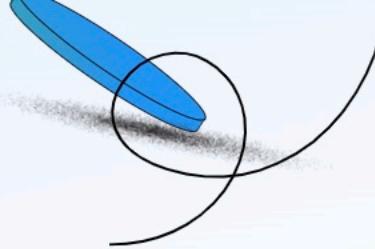
21,350<sup>K</sup>

# Total Number of Orders

Analyzing the total number of orders placed using SQL query results.

## Significant number of orders placed

The data reveals that a substantial total of 21,350 orders have been placed, indicating a high level of customer engagement and demand for the products.



## Total Revenue Generated

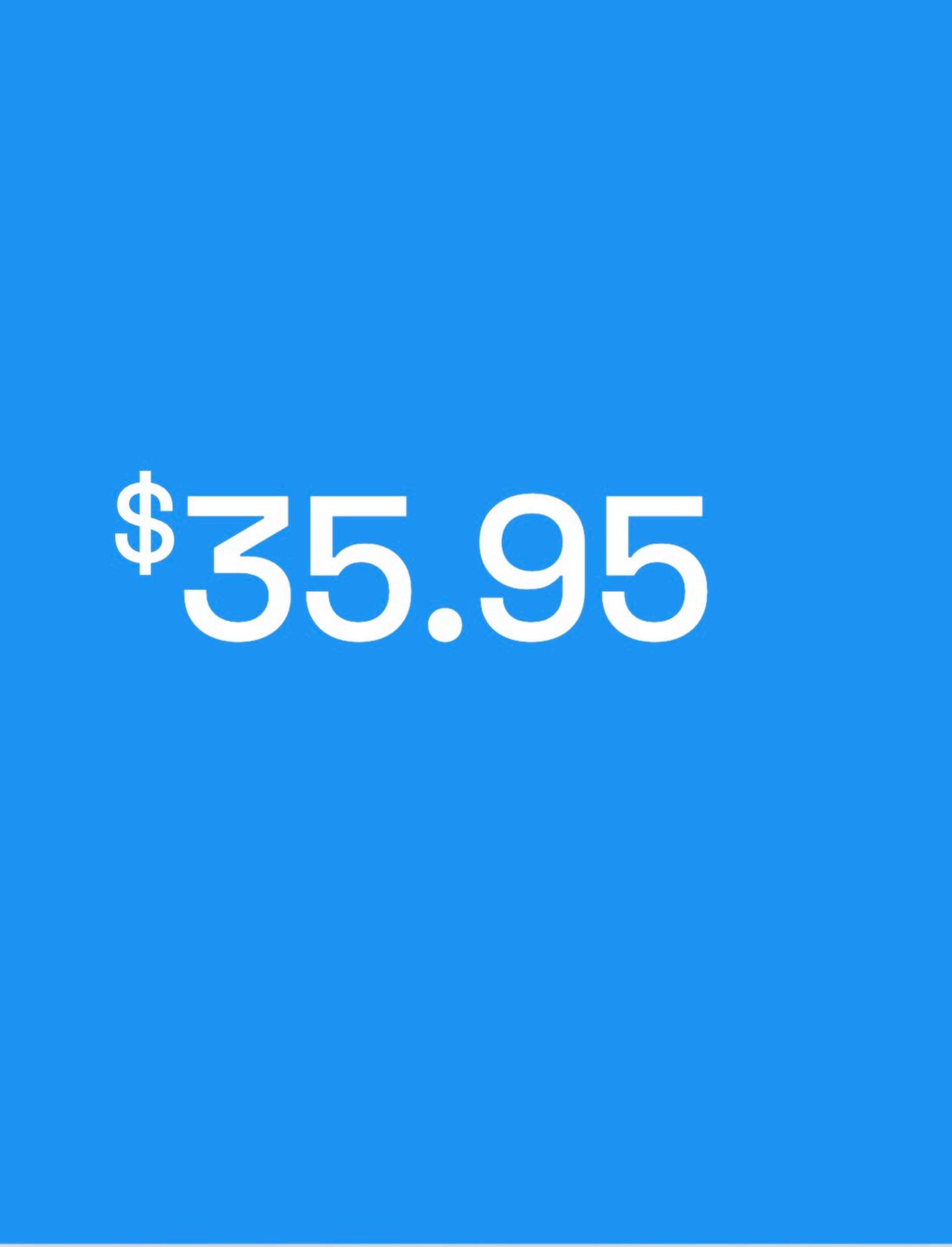
Highlighting the total revenue generated from pizza sales.

**\$817,860.05<sup>K</sup>**

### Significant Revenue

The total revenue generated from pizza sales amounts to \$817,860.05, showcasing the financial performance of the business.





\$35.95

## Pizza Pricing

# Highest-Priced Pizza

Analysis of the most expensive pizza available on the menu.

## Greek Pizza leads in price.

The Greek Pizza has the highest price point on the menu at \$35.95, indicating a premium offering that may include specialty ingredients or unique preparation methods, appealing to a niche market.

# Most Common Pizza Size Ordered

Large (L) is the most popular pizza size ordered based on analysis through SQL query.

38%

**Percentage of orders for Large (L) size pizzas.**

Large (L) pizzas account for the highest percentage of orders, indicating a strong preference for this size among customers.

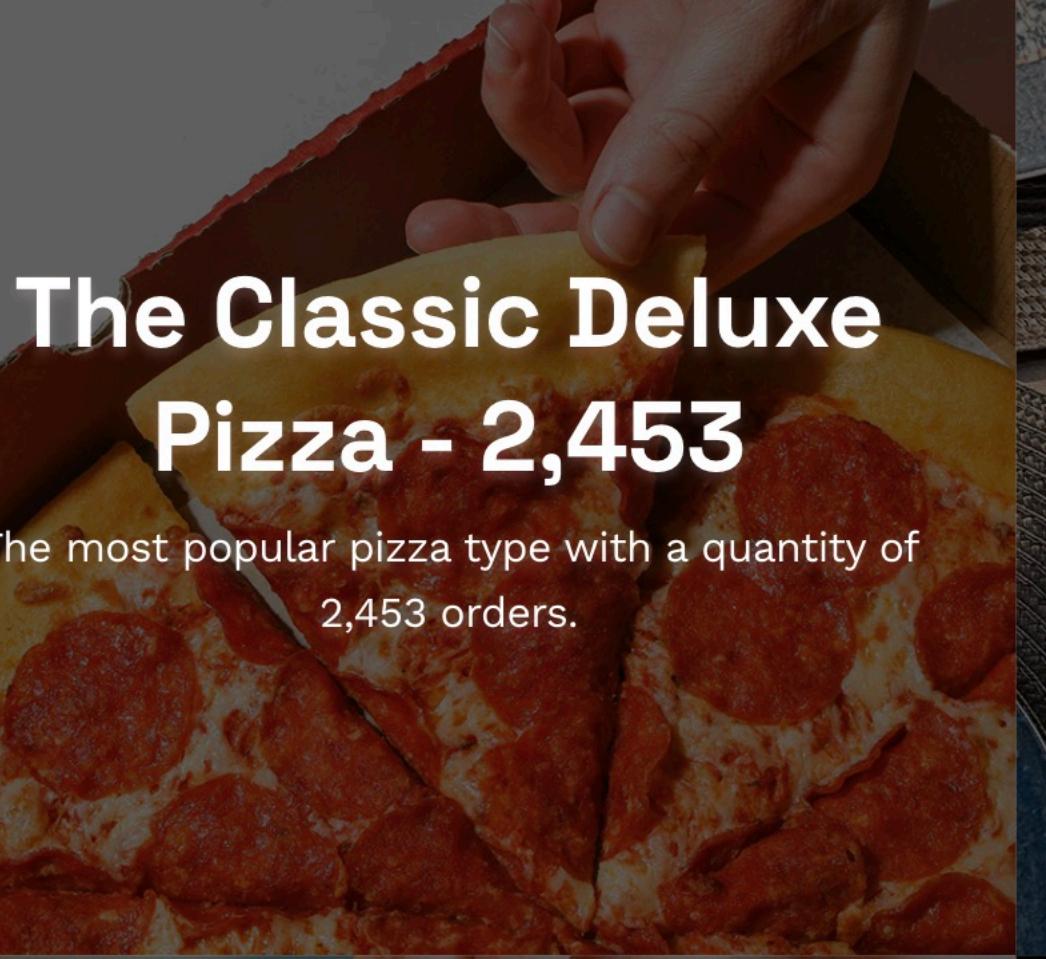
## Pizza Types Analysis

# Top 5 Pizza Types with Quantities

Analyzing the top 5 most ordered pizza types and their quantities

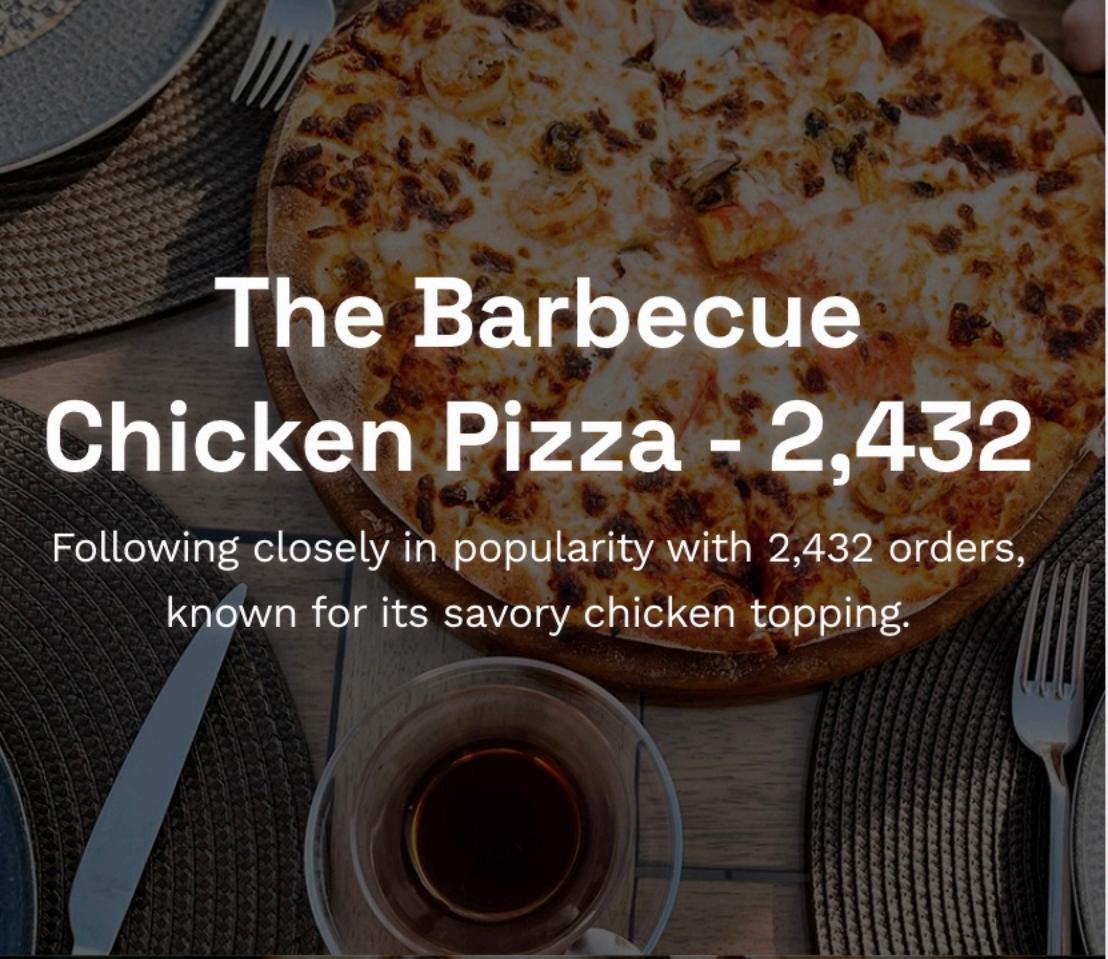
## The Hawaiian Pizza - 2,422

A favorite choice among customers, with 2,422 orders, featuring a blend of sweet and savory flavors.



## The Classic Deluxe Pizza - 2,453

The most popular pizza type with a quantity of 2,453 orders.



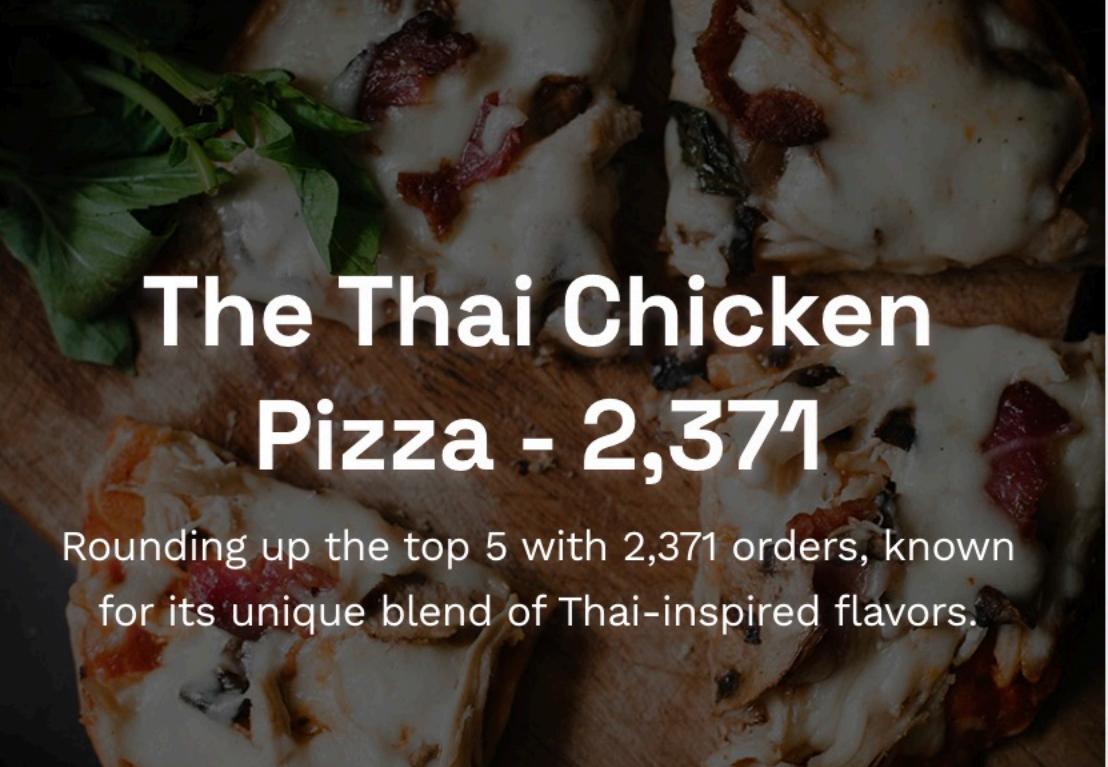
## The Barbecue Chicken Pizza - 2,432

Following closely in popularity with 2,432 orders, known for its savory chicken topping.



## The Pepperoni Pizza - 2,418

A classic favorite, garnering 2,418 orders, loved for its zesty pepperoni topping.



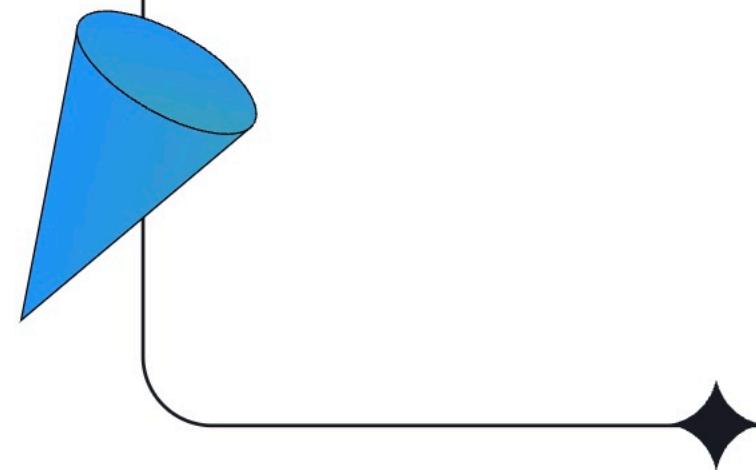
## The Thai Chicken Pizza - 2,371

Rounding up the top 5 with 2,371 orders, known for its unique blend of Thai-inspired flavors.

### Pizza Category Quantity

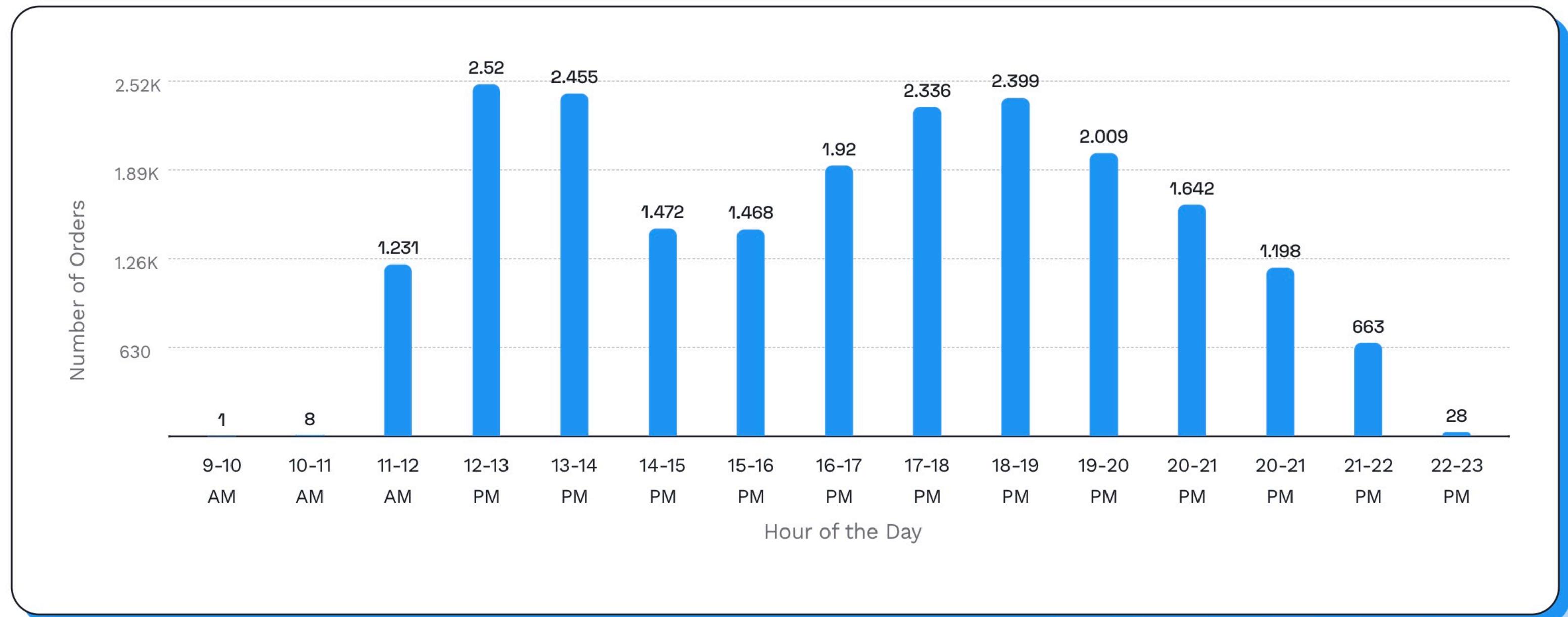
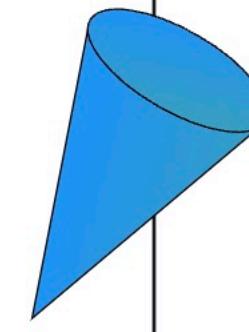
# Total Quantity by Pizza Category

Key findings from SQL query analysis showing the total quantity of each pizza category ordered.



Pizza Category	Total Quantity
Classic	14888
Supreme	11987
Veggie	11649
Chicken	11050

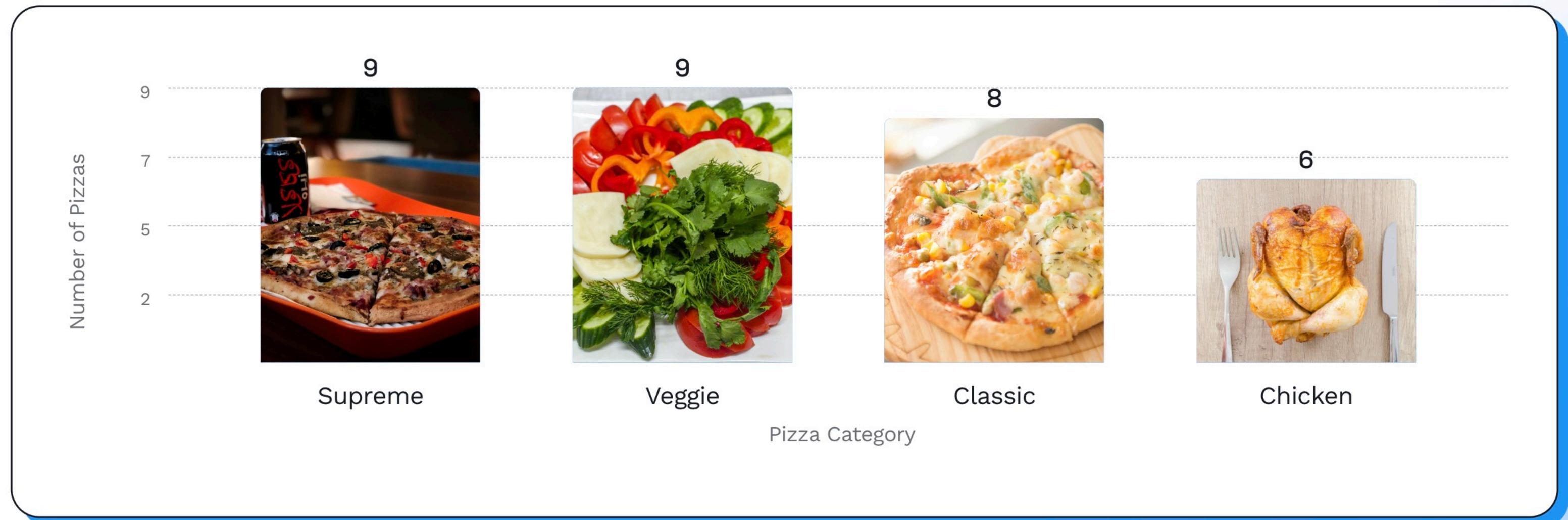
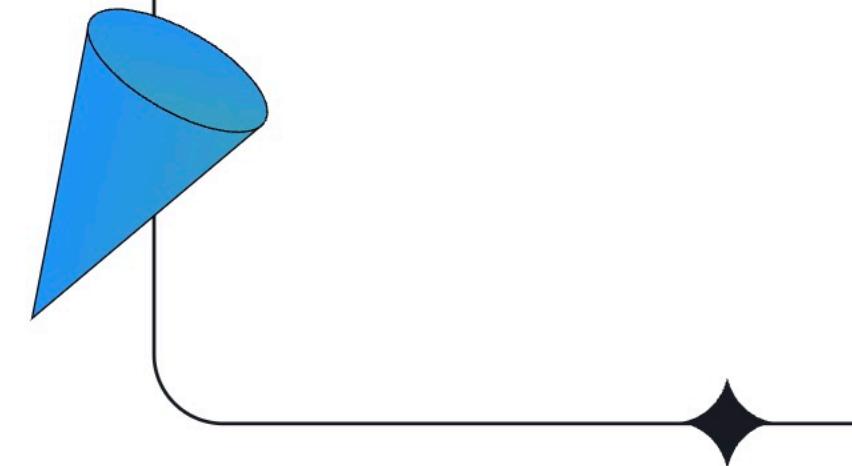
# Hourly Order Distribution: Peak and Off-Peak Hours



## Pizza Types by Category

# Category-Wise Pizza Variety: How Many Types Are Offered?

An Overview of the Number of Pizza Types in Each Category.



138

Average Orders

## Average Number of Pizzas Ordered per Day

Analyzing the average daily pizza orders through SQL query results.

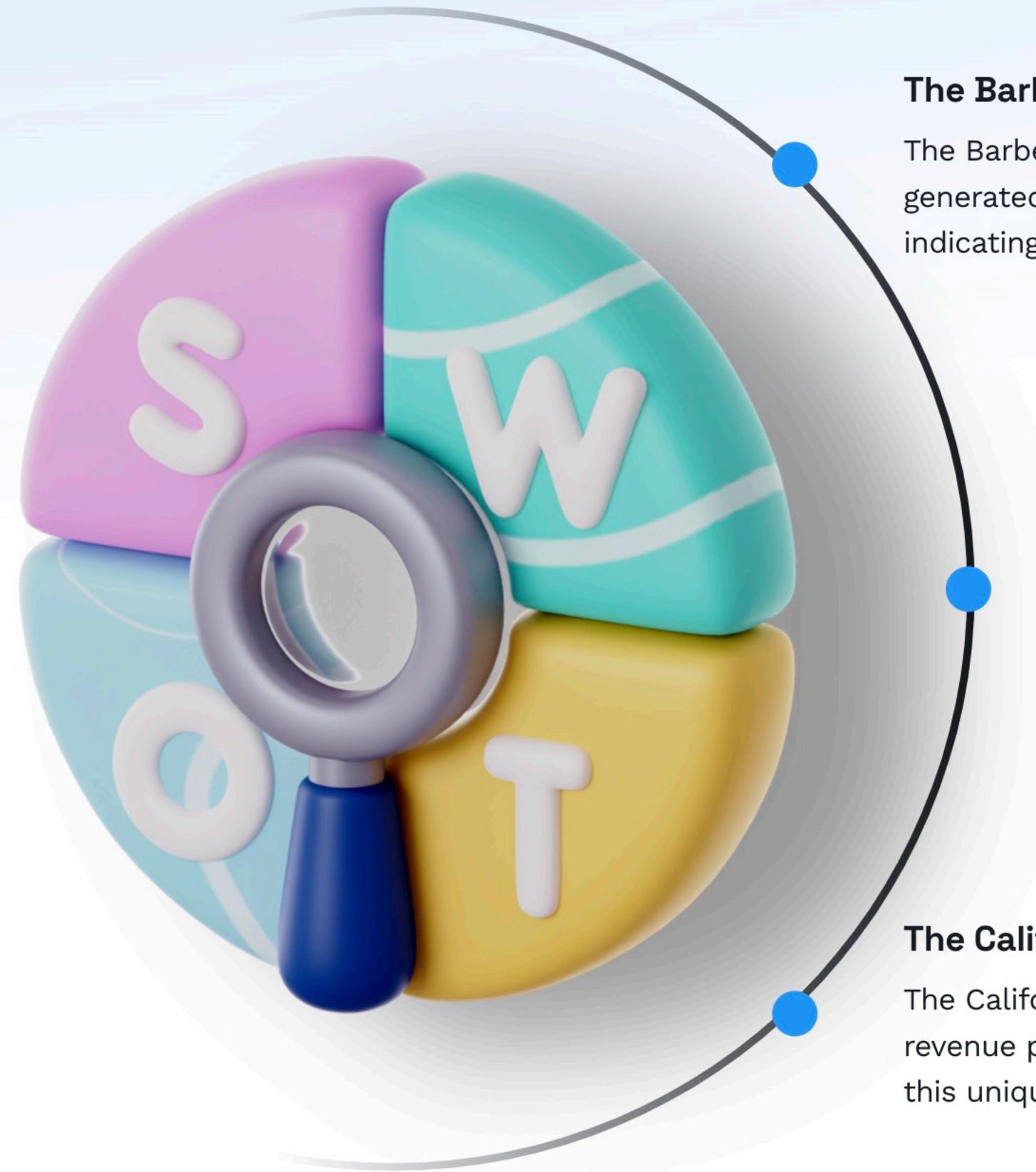
**The average number of pizzas ordered per day is 138.**

The calculation of the average daily pizza orders is crucial for understanding demand patterns and planning production and delivery logistics efficiently.

### Pizza Revenue Analysis

## Top 3 Pizza Types Based on Revenue

Identifying the top-performing pizza types based on revenue analysis



### The Barbecue Chicken Pizza

The Barbecue Chicken Pizza has consistently generated a significant amount of revenue, indicating its popularity among customers.

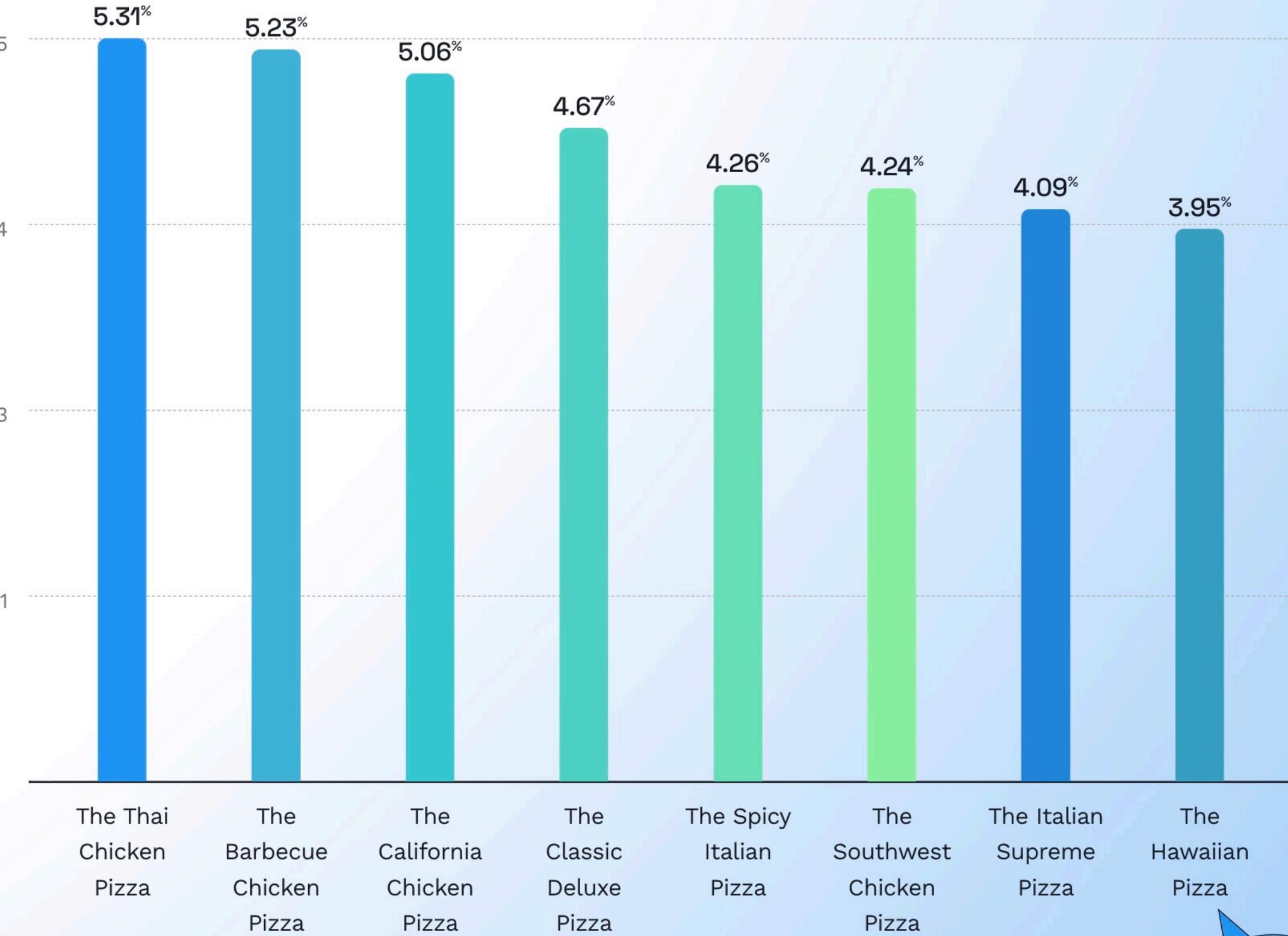
### The Thai Chicken Pizza

The Thai Chicken Pizza ranks high in revenue, appealing to a substantial portion of consumers seeking a flavorful option.

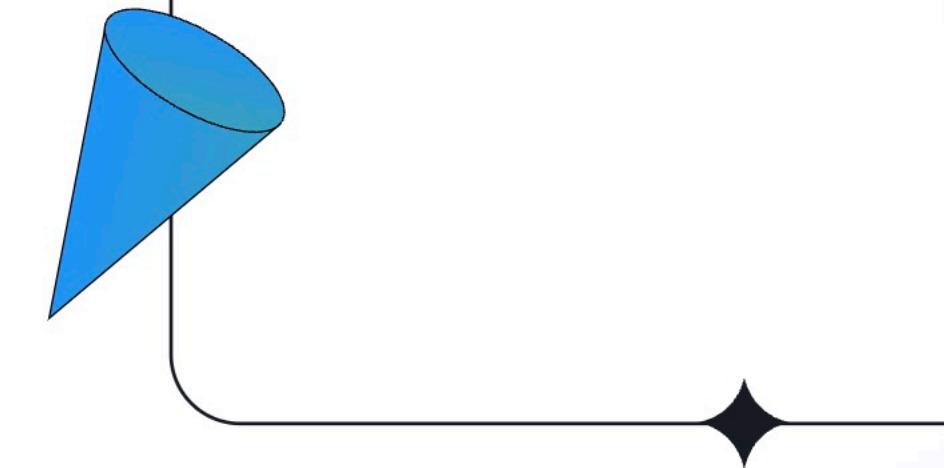
### The California Chicken Pizza

The California Chicken Pizza has also shown strong revenue performance, suggesting a preference for this unique sweet and savory combination.

# Top 8 Pizza Type Revenue Breakdown: Contribution to Total Sales



# Top 3 Revenue-Generating Pizzas in Each Category



	Chicken	Classic	Supreme	content
1	The Thai Chicken Pizza	The Classic Deluxe Pizza	The Spicy Italian Pizza	The Four Cheese Pizza
2	The Barbecue Chicken Pizza	The Hawaiian Pizza	The Italian Supreme Pizza	The Mexicana Pizza
3	The California Chicken Pizza	The Pepperoni Pizza	The Sicilian Pizza	The Five Cheese Pizza



# Conclusion and Recommendations

Seize the opportunity! Implement strategic recommendations for immediate impact on sales and customer satisfaction.



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