

## Executive Summary:

### Annual Pizza Sales Performance Analysis

This project provides an in-depth analysis of one year of pizza sales data, comprising **21,350 total orders** and generating **\$817,860.05 in revenue**. Using SQL for data extraction and analysis, the analysis delivers actionable insights into **financial performance, customer ordering behavior, and product-level trends**. These findings support operational planning, menu optimization, and strategic marketing initiatives.

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#### 1. Financial & Operational Overview

The business demonstrates **consistent revenue generation and healthy order volumes**, with family/group ordering patterns evident.

- **Total Revenue:** \$817,860.05
- **Total Orders:** 21,350
- **Average Orders per Day:** 138
- **Average Order Value (AOV):** ~\$38
- **Average Pizzas per Order:** Multiple pizzas per transaction, confirming group-focused demand

These KPIs form a strong baseline for evaluating performance and growth opportunities.

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#### 2. Sales Trends & Customer Behavior

Analysis reveals distinct **daily, weekly, and seasonal ordering patterns**.

- **Weekly Trends:**
  - Highest demand occurs on **Fridays and Saturdays**.
  - **Tuesdays and Sundays** are slower sales days.
- **Daily Time Patterns:**
  - **Lunch Rush:** Peaks at 12 PM (2,520 orders).

- **Dinner Rush:** 5 PM – 8 PM (2,399 to 2,942 orders/hour).
- **Seasonality:**
  - **July** is the top-performing month.
  - Sales decline in **October**, indicating seasonal dips.

These patterns indicate strong alignment with mealtime and weekend social gatherings, but highlight untapped potential in slower periods.

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### 3. Product & Menu Performance

Customer demand is heavily concentrated in specific pizza sizes and categories.

- **Pizza Size Preferences:**
  - **Large pizzas dominate** with 18,526 orders.
  - XL and XXL consistently underperform.
- **Top Revenue Pizzas:**
  - Thai Chicken Pizza (\$43,434.25)
  - Barbecue Chicken Pizza (\$42,768.00)
  - California Chicken Pizza (\$41,409.50)
- **Most Ordered Pizzas (Quantity):**
  - Classic Deluxe (2,453 orders)
  - Barbecue Chicken (2,432 orders)
  - Hawaiian (2,422 orders)
- **Category Contribution:**
  - Classic → 26.9% revenue (14,888 units sold)
  - Supreme → 25.5% (11,987 units sold)
  - Chicken → 24.0% (11,050 units sold)
  - Veggie → 23.7% (11,649 units sold)

The menu is well-balanced across categories, with **Classic pizzas leading overall sales**. Specialty items like the Brie Carre Pizza show consistent underperformance.

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#### 4. Recommendations

To strengthen profitability and operational efficiency, the following strategies are recommended:

##### 1. Staffing & Inventory Alignment

- Increase staffing and kitchen capacity during **Friday/Saturday evenings** and **12 PM / 5–8 PM peak hours**.
- Reduce staffing during slower weekday afternoons.

##### 2. Menu Strategy

- Leverage **Large pizzas** and **Classic/Supreme categories** as anchor items for promotions.
- Expand **chicken-based pizza offerings**, given their strong revenue performance.
- Reevaluate or phase out low-performing items (e.g., Brie Carre, XL/XXL sizes).

##### 3. Targeted Promotions

- Offer **weekday deals (e.g., Tuesday specials)** to drive demand on slower days.
  - Launch **seasonal campaigns in October** to counter revenue dips.
  - Market premium **chicken pizzas** as high-value items for upselling.
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#### 5. Tools & Methodology

- **SQL:** Extracted sales data and generated KPIs.
- **Excel (csv):** Data cleaning, aggregation, and exploratory analysis.

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## Conclusion

The analysis highlights a **profitable, growing business** with clear customer preferences: large pizzas, chicken-based varieties, and weekend dining. By **optimizing staffing, restructuring menu promotions, and addressing slow-demand periods**, the restaurant can further enhance revenue, improve operational efficiency, and strengthen market positioning.