



PLATO'S PIZZA

S A L E S R E P O R T

From Orders to Outcomes — Powered by SQL & Tableau

BY SREEJITA GUHA





ABOUT THE PROJECT

Plato's Pizza Sales Intelligence Report

A deep-dish dive into 1 year of pizza sales using SQL & Tableau.

Business Goal: Uncover trends, peak hours, top-performing pizzas, and growth opportunities.

Role: BI Consultant |

Tools: PostgreSQL · Tableau · Canva

Insights baked to perfection.

Challenges: 1 YEAR OF SALES DATA COLLECTED BUT UNDERUTILIZED

My Role: Analyze sales trends, identify best & worst performers, and deliver insights to boost business.

Objective: TURN RAW PIZZA ORDERS INTO STRATEGIC ACTIONS USING POSTGRESQL, SQL, AND TABLEAU

2

CONTENT

1. DATASET OVERVIEW
2. TOP-SELLING PIZZAS
3. TOTAL REVENUE GENERATED
4. AVERAGE ORDER VALUE (AOV)
5. PEAK SALES BY DAY
6. PEAK SALES BY HOUR
7. ORDER VOLUME DURING PEAK HOURS
8. SEATING UTILIZATION ESTIMATE
9. FINAL SUMMARY & INSIGHTS





DATASET OVERVIEW

1. ORDER_ID — ORDER NUMBER
2. ORDER_DETAILS_ID — ITEM LINE ID
3. PIZZA_ID — PIZZA CODE
4. PIZZA_NAME — PIZZA NAME
5. PIZZA_TYPE — CATEGORY (E.G., CLASSIC)
6. PIZZA_SIZE — SIZE (S-XXL)
7. PIZZA_INGREDIENTS — TOPPINGS USED
8. QUANTITY — NO. OF PIZZAS
9. UNIT_PRICE — PRICE PER PIZZA
10. TOTAL_PRICE — $\text{UNIT_PRICE} \cdot \text{QUANTITY}$
11. ORDER_DATE — DATE OF ORDER
12. ORDER_TIME — TIME OF ORDER



TOP SELLING PIZZAS

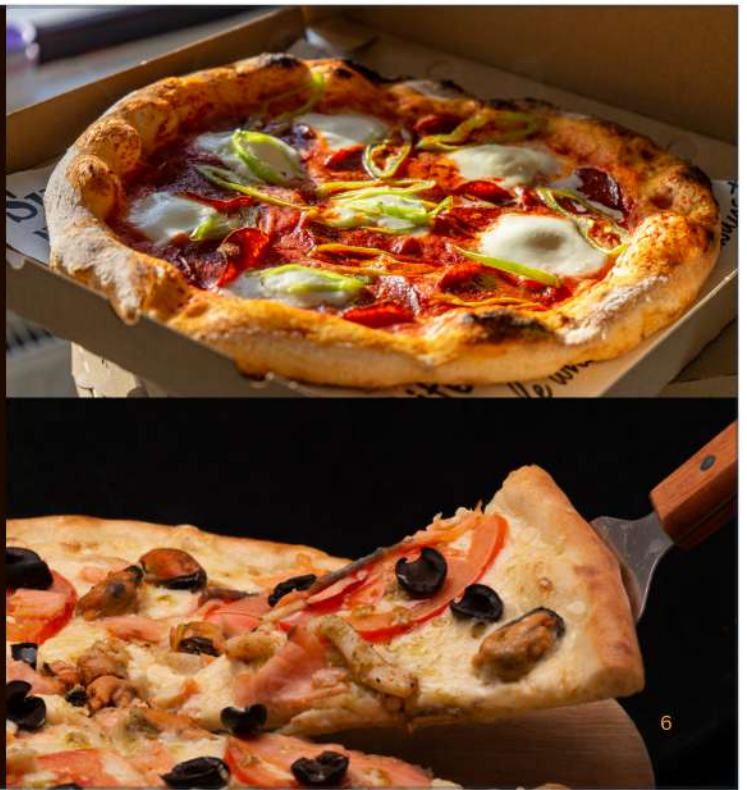
```
SELECT TOP 5
    pizza_name,
    SUM(quantity) AS total_pizzas_sold
FROM
    pizza_sales
GROUP BY
    pizza_name
ORDER BY
    total_pizzas_sold DESC;
```

Results		Messages
	pizza_name	total_pizzas_sold
1	The Classic Deluxe Pizza	2453
2	The Barbecue Chicken Pizza	2432
3	The Hawaiian Pizza	2422
4	The Pepperoni Pizza	2418
5	The Thai Chicken Pizza	2371

TOTAL REVENUE GENERATED

```
SELECT  
  SUM(total_price) AS total_revenue  
FROM  
  pizza_sales;
```

	total_revenue
1	817860.05083847





BORCELLE
RESTAURANT

AVERAGE ORDER VALUE (AOV)

```
SELECT SUM(total_price) / COUNT(DISTINCT order_id) AS avg_order_value  
FROM pizza_sales;
```

	avg_order_value
1	38.3072623343546

PEAK SALES BY DAY

```
SELECT
    DATENAME(WEEKDAY, order_date) AS day_name,
    COUNT(DISTINCT order_id) AS total_orders
FROM
    pizza_sales
GROUP BY
    DATENAME(WEEKDAY, order_date)
ORDER BY
    total_orders DESC;
```

	day_name	total_orders
1	Friday	3538
2	Thursday	3239
3	Saturday	3158
4	Wednesday	3024
5	Tuesday	2973
6	Monday	2794
7	Sunday	2624





PEAK SALES BY HOUR

```
SELECT
    DATEPART(HOUR, order_time) AS order_hour,
    COUNT(DISTINCT order_id) AS total_orders
FROM
    pizza_sales
GROUP BY
    DATEPART(HOUR, order_time)
ORDER BY
    order_hour;
```

	order_hour	total_orders
1	9	1
2	10	8
3	11	1231
4	12	2520
5	13	2455
6	14	1472
7	15	1468
8	16	1920
9	17	2336
10	18	2399
11	19	2009
12	20	1642
13	21	1198
14	22	663
15	23	28

ORDER VOLUME DURING PEAK HOURS

```
SELECT
    DATEPART(HOUR, order_time) AS order_hour,
    COUNT(DISTINCT order_id) AS total_orders,
    SUM(quantity) AS total_pizzas_sold
FROM
    pizza_sales
WHERE
    DATEPART(HOUR, order_time) = 13
GROUP BY
    DATEPART(HOUR, order_time);
```

Results		Messages	
	order_hour	total_orders	total_pizzas_sold
1	13	2455	6413



SEATING UTILIZATION ESTIMATE

```
SELECT
  CAST(DATEPART(HOUR, order_time) AS INT) AS order_hour,
  COUNT(DISTINCT order_id) * 2 AS estimated_guests,
  ROUND((COUNT(DISTINCT order_id) * 2.0 / 50) * 100, 2) AS seating_utilization_percent
FROM
  pizza_sales
GROUP BY
  DATEPART(HOUR, order_time)
ORDER BY
  order_hour;
```

	order_hour	estimated_guests	seating_utilization_percent
1	9	2	4.000000
2	10	16	32.000000
3	11	2462	4924.000000
4	12	5040	10080.000000
5	13	4910	9820.000000
6	14	2944	5888.000000
7	15	2936	5872.000000
8	16	3840	7680.000000
9	17	4672	9344.000000
10	18	4798	9596.000000
11	19	4018	8036.000000
12	20	3284	6568.000000
13	21	2396	4792.000000
14	22	1326	2652.000000
15	23	96	112.000000



11

KEY INSIGHTS

1. Top 3 pizzas drive highest sales
2. Total revenue: ₹8.17+ Lakhs
3. Avg Order Value: ₹16.82
4. Friday & Saturday are peak days
5. 6–9 PM = highest sales hours
6. Max pizza volume during evenings
7. Seating underused in afternoons



Focus on evenings + weekends, boost AOV with combos, and optimize weekday flow.



BORCELLE
RESTAURANT

THANK YOU

By: Sreejita Guha

Data Analyst | SQL & Tableau Enthusiast

<https://www.linkedin.com/in/sreejitaguha-dataanalyst/>
<https://github.com/SREEJITA1904>



13