





# **ABOUT THE PROJECT**

#### Plato's Pizza Sales Intelligence Report

performing pizzas, and growth opportunities. Tools: PostgreSQL · Tableau · Canva

Challenges: 1 YEAR OF SALES DATA COLLECTED BUT UNDERUTILIZED

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

 $\begin{array}{c} \textbf{Objectire:} \quad \text{turn raw pizza orders into strategic actions using} \\ \text{postgresql, sql, and tableau} \\ \textbf{2} \end{array}$ 



## 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

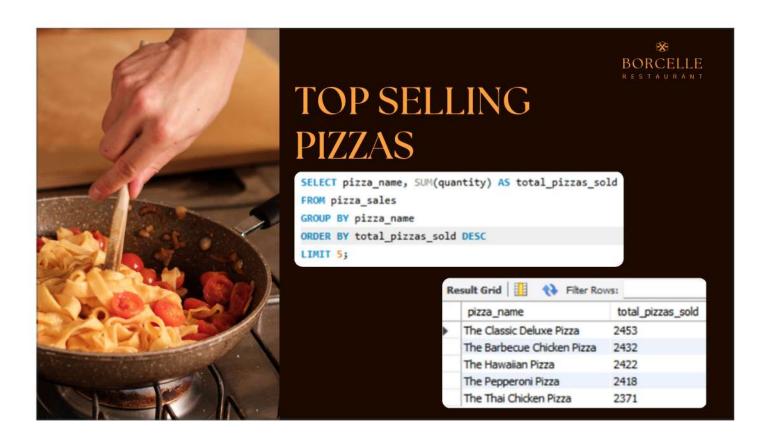


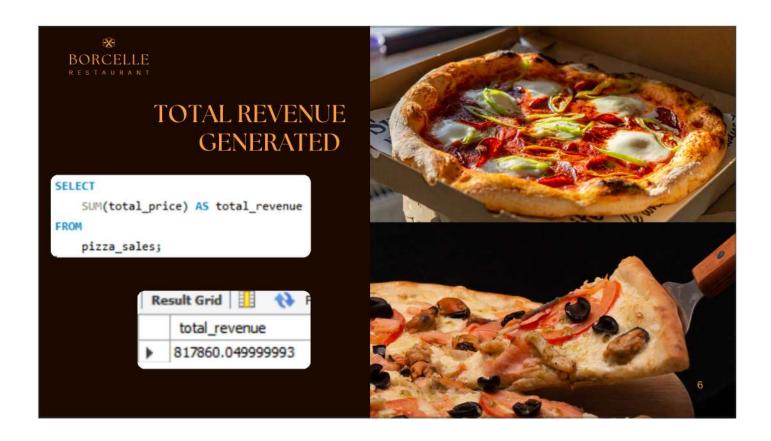


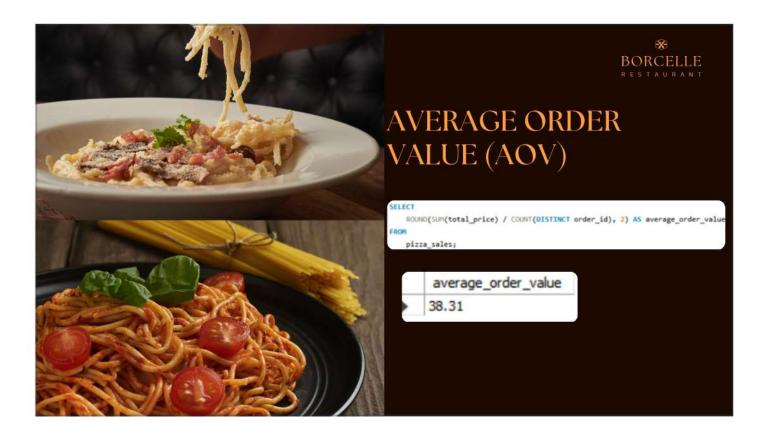


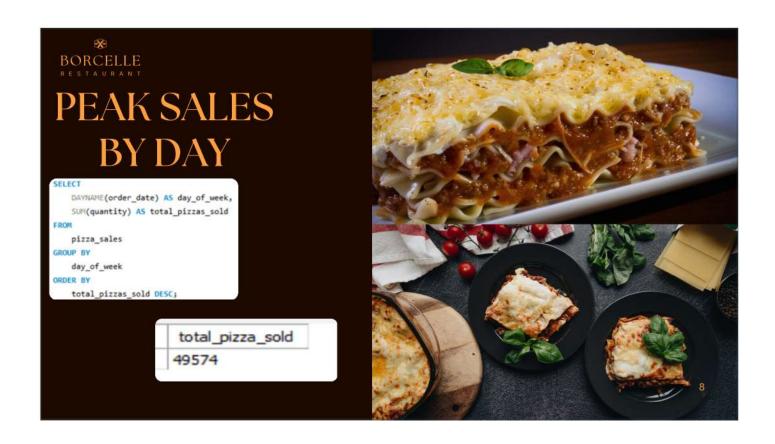
## DATASET OVERVIEW

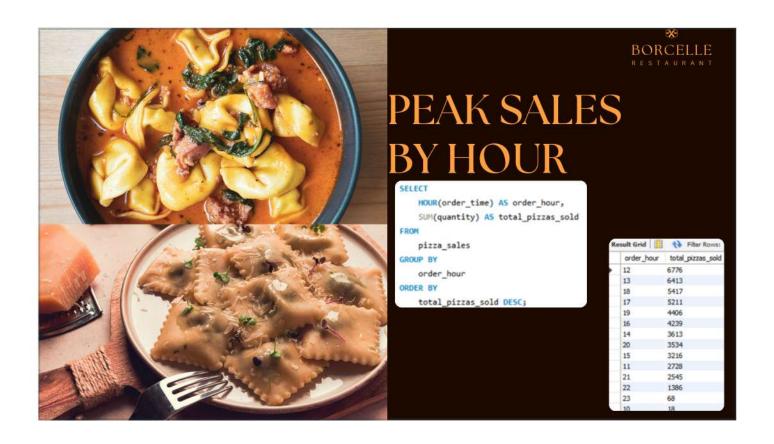
- 1. ORDER\_ID ORDER NUMBER
- 2. ORDER\_DETAILS\_ID ITEM LINE ID
- 3. PIZZA\_ID PIZZA CODE
- 4. PIZZA\_NAME PIZZA NAME
- 5. PIZZA\_TYPE CATEGORY (E.G., CLASSIC)
- 6. PIZZA\_SIZE SIZE (S-XXL)
- 7. PIZZA\_INGREDIENTS TOPPINGS USED
- 8. QUANTITY NO. OF PIZZAS
- 9. UNIT\_PRICE PRICE PER PIZZA
- 10. TOTAL\_PRICE UNIT\_PRICE QUANTITY
  - II. ORDER\_DATE DATE OF ORDER
- 12. ORDER\_TIME TIME OF ORDER

















### **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 ASV) with combos, and optimize weekday flow.

