



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

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

Result Grid   Filter Rows: <input type="text"/>		
	pizza_name	total_pizzas_sold
▶	The Classic Deluxe Pizza	2453
	The Barbecue Chicken Pizza	2432
	The Hawaiian Pizza	2422
	The Pepperoni Pizza	2418
	The Thai Chicken Pizza	2371



TOTAL REVENUE GENERATED

SELECT

```
SUM(total_price) AS total_revenue
```

FROM

```
pizza_sales;
```

Result Grid

	total_revenue
▶	817860.0499999993



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AVERAGE ORDER VALUE (AOV)

```
SELECT  
  ROUND(SUM(total_price) / COUNT(DISTINCT order_id), 2) AS average_order_value  
FROM  
  pizza_sales;
```

average_order_value
38.31

PEAK SALES BY DAY

SELECT

```
DAYNAME(order_date) AS day_of_week,  
SUM(quantity) AS total_pizzas_sold
```

FROM

```
pizza_sales
```

GROUP BY

```
day_of_week
```

ORDER BY

```
total_pizzas_sold DESC;
```

total_pizza_sold
49574








PEAK SALES BY HOUR

```
SELECT
    HOUR(order_time) AS order_hour,
    SUM(quantity) AS total_pizzas_sold
FROM
    pizza_sales
GROUP BY
    order_hour
ORDER BY
    total_pizzas_sold DESC;
```

Result Grid | Filter Rows:

order_hour	total_pizzas_sold
12	6776
13	6413
18	5417
17	5211
19	4406
16	4239
14	3613
20	3534
15	3216
11	2728
21	2545
22	1386
23	68
10	18



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ORDER VOLUME DURING PEAK HOURS

```
SELECT HOUR(order_time) AS peak_hour, COUNT(DISTINCT order_id) AS total_orders
FROM pizza_sales
GROUP BY peak_hour
ORDER BY total_orders DESC
LIMIT 1;
```

Result Grid

Filter Rows

	peak_hour	total_orders
▶	12	2520



SEATING UTILIZATION ESTIMATE

	order_hour	estimated_guests	seating_utilization_percent
9	2		4.00
10	16		32.00
11	2462		4924.00
12	5040		10080.00
13	4910		9820.00
14	2944		5888.00
15	2936		5872.00
16	3840		7680.00
17	4672		9344.00
18	4798		9596.00
19	4018		8036.00
20	3284		6568.00
21	2396		4792.00
22	1326		2652.00

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



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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.

THANK YOU

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