





ABOUT THE PROJECT

Plato's Pizza Sales Intelligence Report

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

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.

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



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

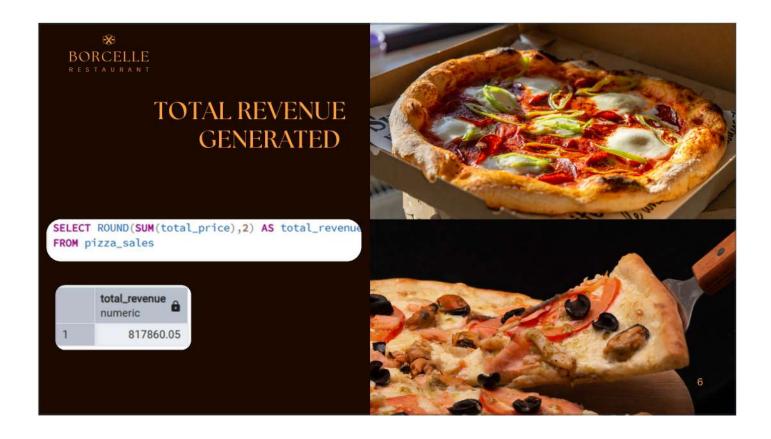


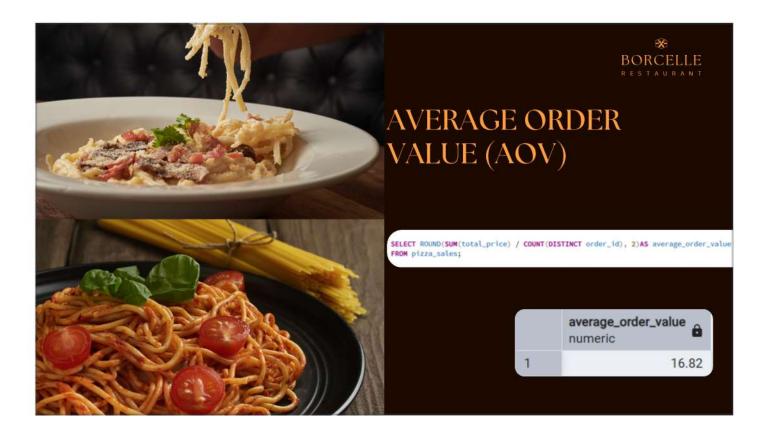


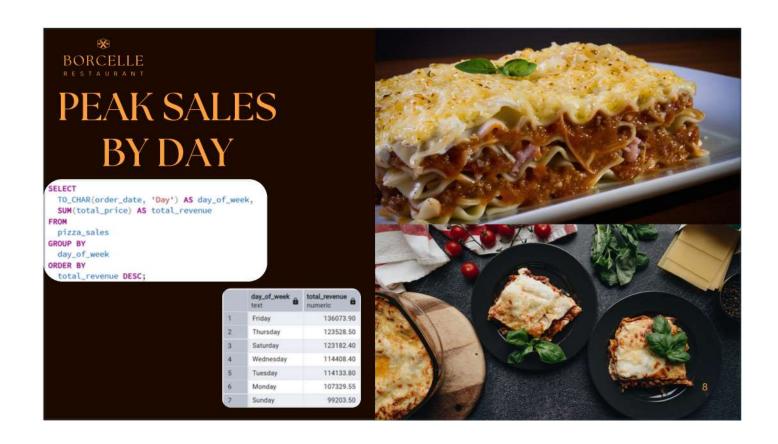


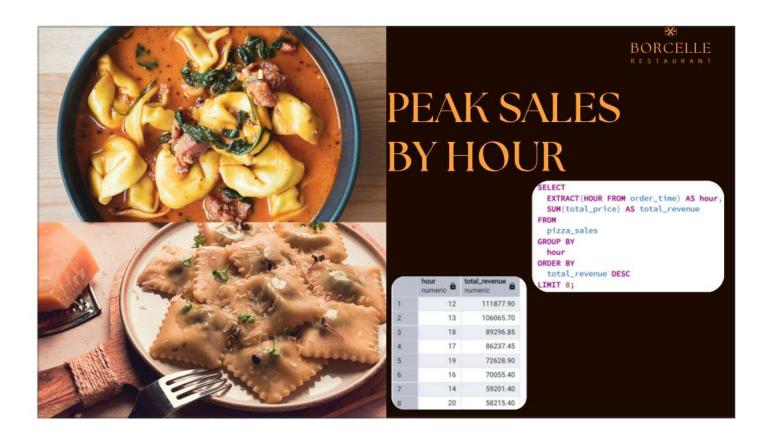
SELECT pizza_name , SUM(quantity) AS total_quantity_sold FROM pizza_sales GROUP BY pizza_name ORDER BY total_quantity_sold DESC LIMIT 5;

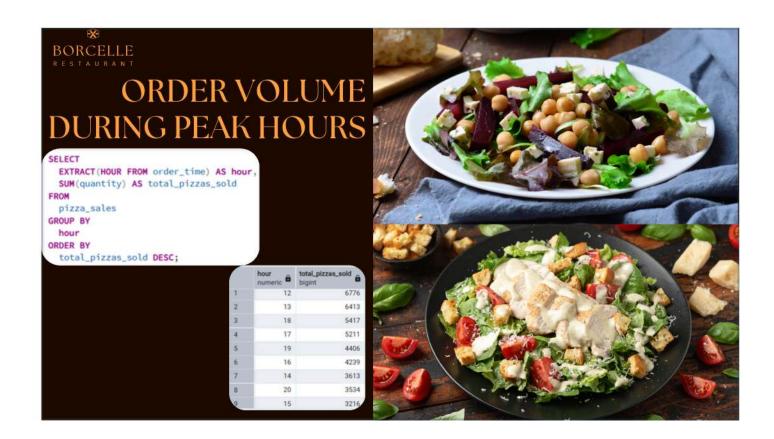
	pizza_name character varying (50)	total_quantity_sold bigint
1	The Brie Carre Pizza	490
2	The Mediterranean Pizza	934
3	The Calabrese Pizza	937
4	The Spinach Supreme Pizza	950
5	The Soppressata Pizza	961















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.

