



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_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

TOTAL REVENUE GENERATED

```
SELECT ROUND(SUM(total_price),2) AS total_revenue  
FROM pizza_sales
```

	total_revenue numeric
1	817860.05





AVERAGE ORDER VALUE (AOV)

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

	average_order_value	
	numeric	
1		16.82

PEAK SALES BY DAY

```
SELECT
  TO_CHAR(order_date, 'Day') AS day_of_week,
  SUM(total_price) AS total_revenue
FROM
  pizza_sales
GROUP BY
  day_of_week
ORDER BY
  total_revenue DESC;
```

	day_of_week text	total_revenue numeric
1	Friday	136073.90
2	Thursday	123528.50
3	Saturday	123182.40
4	Wednesday	114408.40
5	Tuesday	114133.80
6	Monday	107329.55
7	Sunday	99203.50






PEAK SALES BY HOUR

```
SELECT
  EXTRACT(HOUR FROM order_time) AS hour,
  SUM(total_price) AS total_revenue
FROM
  pizza_sales
GROUP BY
  hour
ORDER BY
  total_revenue DESC
LIMIT 8;
```

	hour numeric	total_revenue numeric
1	12	111877.90
2	13	106065.70
3	18	89296.85
4	17	86237.45
5	19	72628.90
6	16	70055.40
7	14	59201.40
8	20	58215.40



BORCELLE
RESTAURANT

ORDER VOLUME DURING PEAK HOURS

SELECT

EXTRACT(HOUR FROM order_time) AS hour,

SUM(quantity) AS total_pizzas_sold

FROM

pizza_sales

GROUP BY

hour

ORDER BY

total_pizzas_sold DESC;

	hour numeric	total_pizzas_sold bigint
1	12	6776
2	13	6413
3	18	5417
4	17	5211
5	19	4406
6	16	4239
7	14	3613
8	20	3534
9	15	3216



SEATING UTILIZATION ESTIMATE

	hour numeric	total_orders bigint
1	12	6543
2	13	6203
3	18	5359
4	17	5143
5	19	4350
6	16	4185
7	14	3521
8	20	3487
9	15	3170

```
SELECT
  EXTRACT(HOUR FROM order_time) AS hour,
  COUNT(DISTINCT order_id) AS total_orders
FROM
  pizza_sales
GROUP BY
  hour
ORDER BY
  total_orders DESC;
```



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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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