



PLATO'S PIZZA

S A L E S R E P O R T

From Orders to Outcomes — Powered by SQL

BY SREEJITA GUHA





ABOUT THE PROJECT

Plato's Pizza - Sales Intelligence Report

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

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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