

Executive Summary

Overview:

This project analyzes pizza sales data to identify **revenue trends, customer preferences, and product performance**. **SQL and Excel** were used to extract, preprocess, and visualize key insights, enabling data-driven decision-making for business growth.

Tools & Methodology:

- **SQL** was used for **data exploration** and to extract key metrics such as **total revenue, sales trends, and product performance**.
- **Excel** was used for **data preprocessing and visualization**, leveraging **SQL data connections** to analyze trends and generate meaningful insights.

Key Insights:

- **Peak Sales Timing:** Orders are highest on **weekends**, with peak sales during **12:00 - 1:00 PM** and **5:00 - 8:00 PM**, indicating strong demand during lunch and dinner hours.
- **Product Performance:** **Large-sized pizzas** are the most popular, and the **Classic category** generates the highest revenue.
- **Top & Least-Selling Items:** **Classic Chicken Pizza** and **Barbecue Chicken Pizza** are the top revenue generators, while **Brie Carre** has the lowest sales and revenue.

Business Recommendations:

- **Stock & Staffing Optimization:** Increase inventory and staff during **peak hours and weekends** for smoother operations.
- **Marketing Focus:** Promote **best-selling pizzas** with discounts and combo deals to boost sales further.
- **Menu Adjustments:** Consider modifying or replacing **least-performing pizzas** based on customer demand.

Conclusion: Using **SQL for data exploration** and **Excel for visualization**, this project uncovers valuable insights into sales patterns. These findings help optimize inventory, improve marketing strategies, and drive overall business growth.