# SQL Data Analysis Project – Pizza Sales Analysis

Project Overview

This project analyzes pizza sales data using SQL to uncover revenue trends, product performance, and customer ordering behavior.

Dataset Description

The dataset consists of 4 tables: orders, order_details, pizzas, and pizza_types.

Business Questions Solved

- What is the total revenue generated?

- Which pizza types and sizes generate maximum sales?

- What are the most popular pizzas?

- What are daily and monthly order trends?

Key KPIs

- Total Revenue: $817860.05

- Total Orders: 21350

- Top Performing Pizza: The Thai Chicken Pizza

SQL Concepts Used

JOINS, GROUP BY, HAVING, Subqueries, Aggregate Functions, Window Functions.

Key Insights

- Identified top-selling pizzas driving maximum revenue.

- Determined most profitable pizza categories and sizes.

- Analyzed peak ordering periods to support business decisions.

Conclusion

This project demonstrates strong SQL querying, analytical thinking, and ability to translate raw data into actionable business insights.