



# *Pizza Sales Analysis*

Using Excel & SQL



# Hey Everyone, *I'm Param*

This project analyzes pizza sales data to identify trends in customer preferences, revenue, and product performance. The dataset used is of a fictitious Pizza Place located in US.

By combining data from pizzas, pizza types, orders, and order details, we gain insights into:

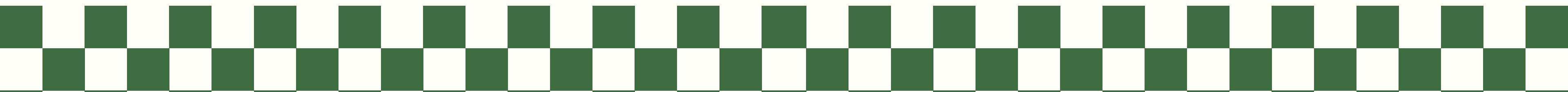
- Overall sales performance
- Best-selling pizzas and categories
- Seasonal revenue patterns

The goal is to support data-driven decisions for improving sales, marketing, and menu strategy.



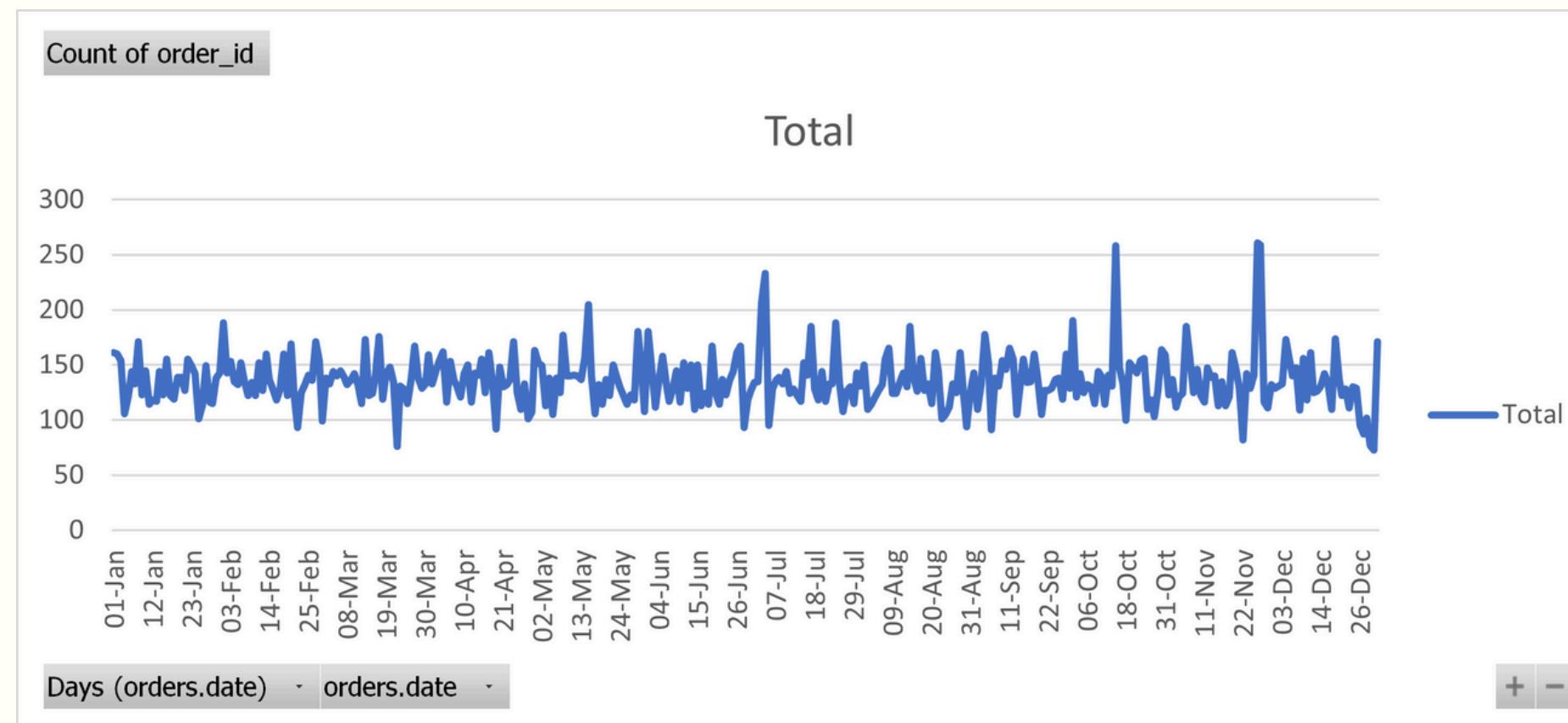
# Questions Answered using Excel:

- How many customers do we have each day?
- How many pizzas are typically in order?
- How Much Money did we make this year ?
- Are there any peak hours?
- Are there any bestsellers?
- Are there any pizzas we should take off the menu ?
- Can we identify seasonality in the sales?





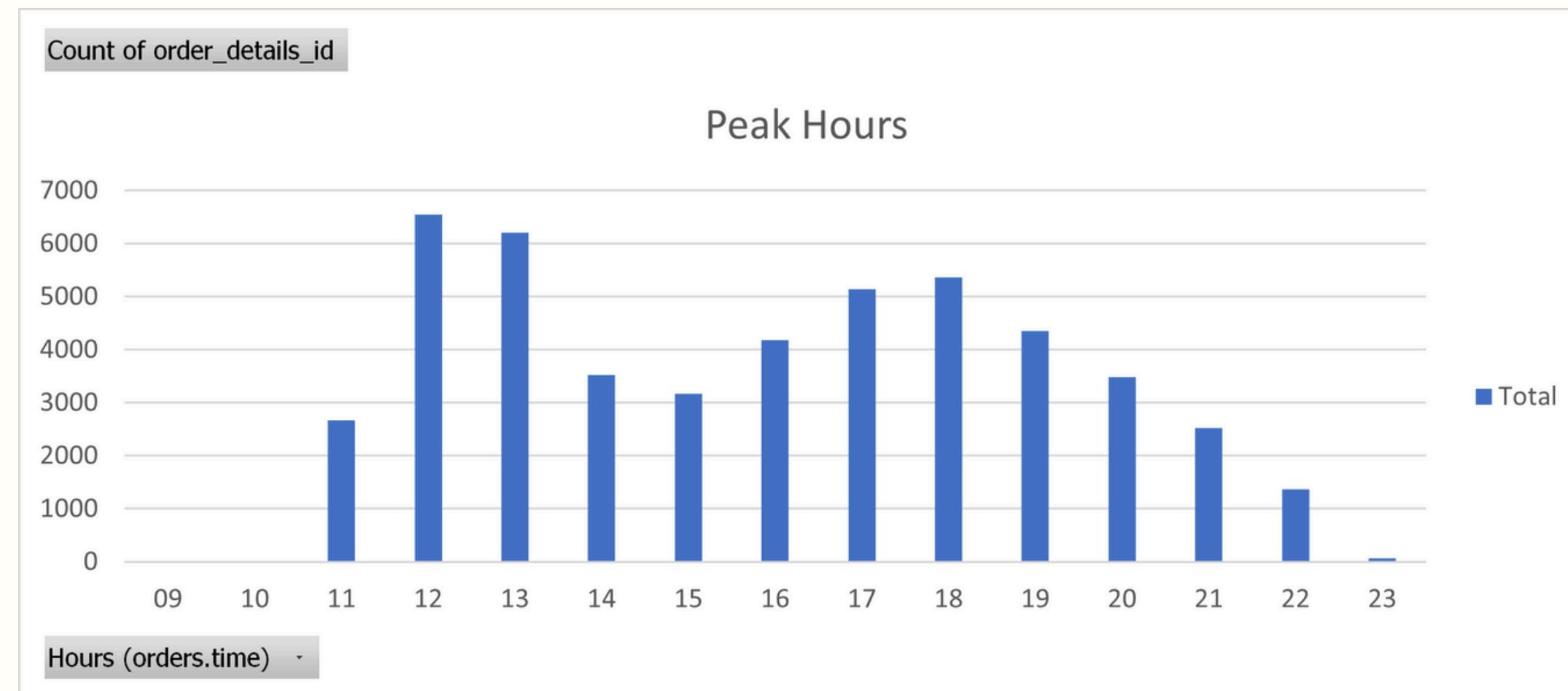
# How many customers do we have each day?



We have an average of  
135 customers per day



# Are there any peak hours?



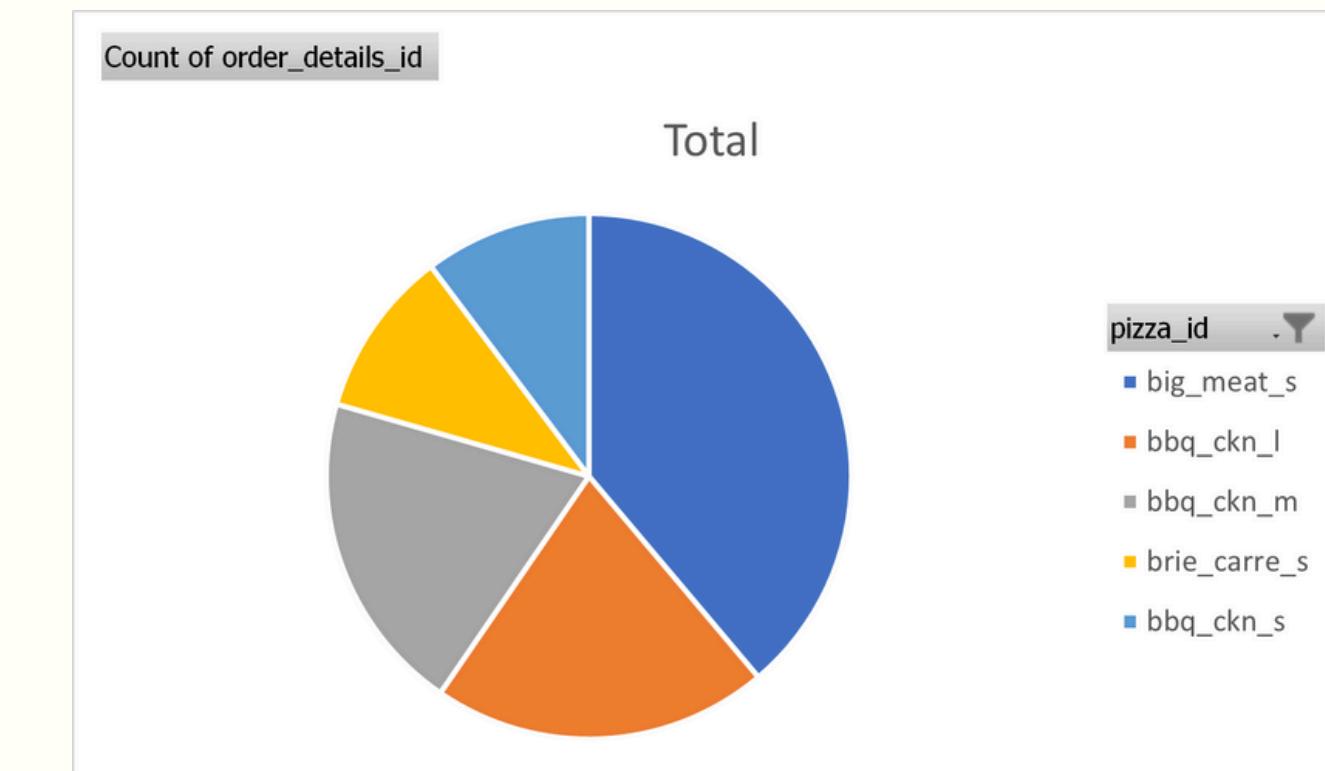
The sales peak around  
12-1 pm and in the  
evening 5-6 pm



# Are there any bestsellers?

| Row Labels    | Count of order_details_id |
|---------------|---------------------------|
| big_meat_s    | 1811                      |
| thai_ckn_l    | 1365                      |
| five_cheese_l | 1359                      |
| four_cheese_l | 1273                      |
| classic_dlx_m | 1159                      |

Top 5 best selling pizzas



big\_meat\_s has been sold 1811 times making it the bestseller



# Are there any pizzas we should take off the menu ?

mexicana\_s

calabrese\_s

ckn\_alfredo\_s

green\_garden\_I

the\_greek\_xxl

160

99

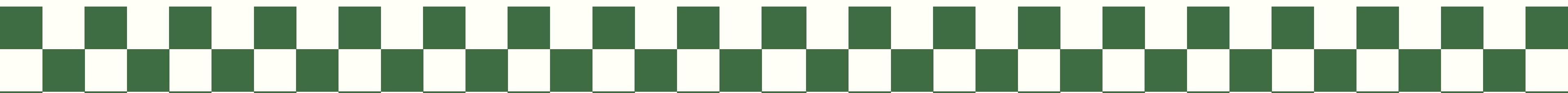
96

94

28

the\_greek\_xxl has been sold only 28 times during the year so it can be taken off of the menu.

Bottom 5 least selling pizzas





# Can we identify seasonality in the sales?

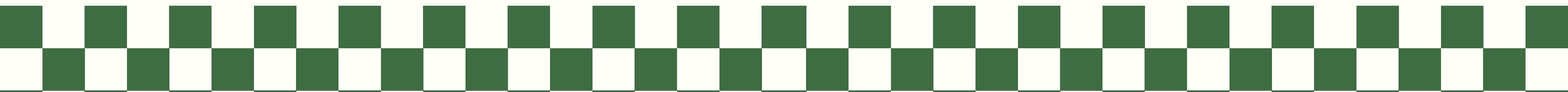
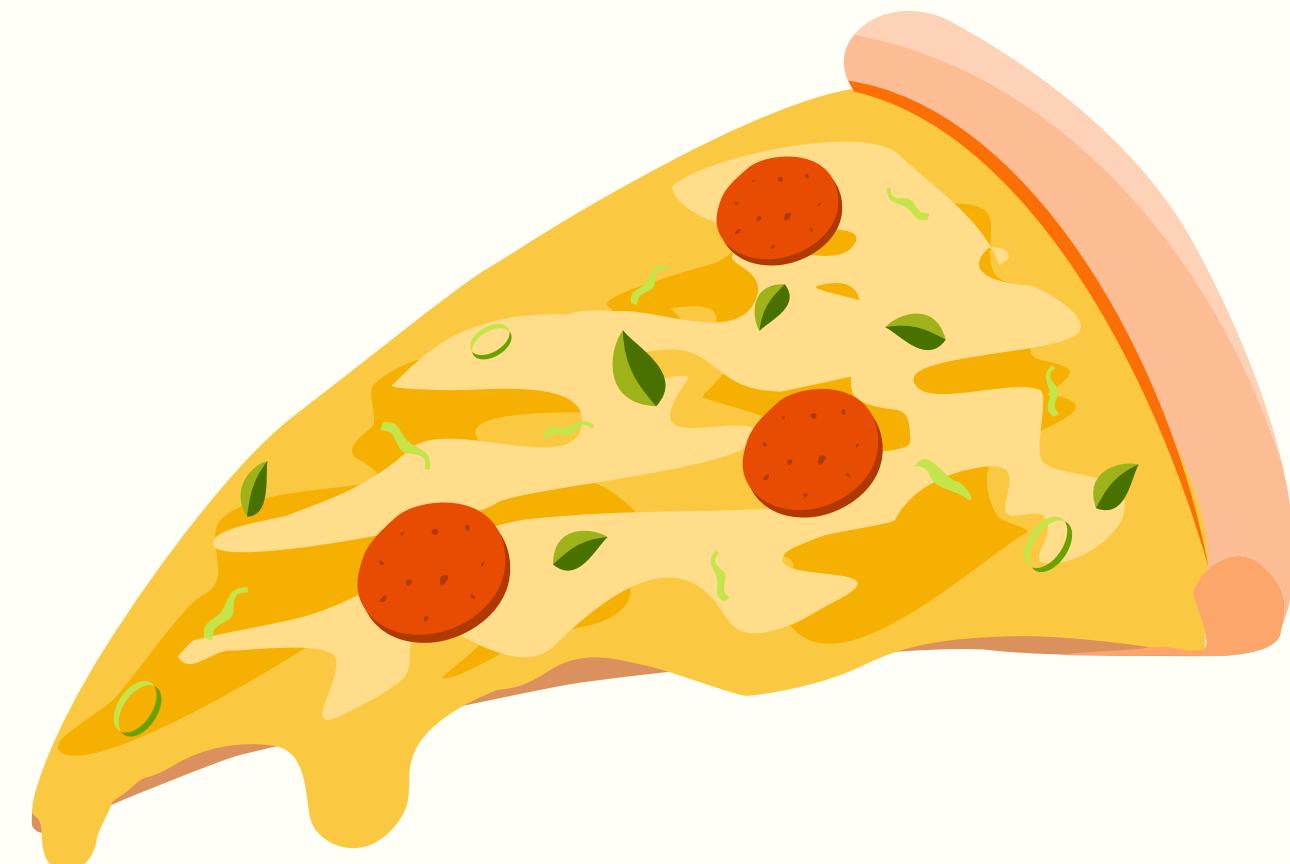


Sales peak noticeably during July and November, suggesting strong seasonality around summer and holiday periods.



# Questions Answered using SQL:

- average number of pizzas ordered per day
- Identify the most common pizza size ordered.
- category-wise distribution of pizzas..
- total quantity of each pizza category ordered.
- percentage contribution of each pizza type to total revenue
- cumulative revenue generated over time.





# most common pizza size ordered

```
SELECT
  pizzas.size, COUNT(order_details.order_detail_id) as order_count
FROM
  pizzas
  JOIN
  order_details ON pizzas.pizza_id = order_details.pizza_id
GROUP BY pizzas.size
ORDER BY order_count DESC;
```

| Result Grid |      |             |
|-------------|------|-------------|
|             | size | order_count |
| ▶           | L    | 18526       |
|             | M    | 15385       |
|             | S    | 14137       |
|             | XL   | 544         |
|             | XXL  | 28          |



# average number of pizzas ordered per day

```
SELECT
  ROUND(AVG(quantity), 0) AS avg_Pizzas_per_day
FROM
  (SELECT
    orders.order_date, SUM(order_details.quantity) AS quantity
  FROM
    orders
  JOIN order_details ON orders.order_id = order_details.order_id
  GROUP BY orders.order_date) AS order_quantity;
```

|   | avg_Pizzas_per_day |
|---|--------------------|
| ▶ | 138                |



# total quantity of each pizza category ordered

```
SELECT
    pizza_types.category,
    SUM(order_details.quantity) AS quantity
FROM
    pizza_types
    JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
    JOIN
    order_details ON order_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.category
ORDER BY quantity DESC;
```

Result Grid Filter

|   | category | quantity |
|---|----------|----------|
| ▶ | Classic  | 14888    |
|   | Supreme  | 11987    |
|   | Veggie   | 11649    |
|   | Chicken  | 11050    |



# percentage contribution of each pizza type to total revenue

```
SELECT
    pizza_types.category,
    (SUM(order_details.quantity * pizzas.price) / (SELECT
        ROUND(SUM(order_details.quantity * pizzas.price),
        2) AS total_revenue
    )
    FROM
        order_details
        JOIN
        pizzas ON pizzas.pizza_id = order_details.pizza_id)) * 100 AS revenue
FROM
    pizza_types
    JOIN
    pizzas ON pizza_types.pizza_type_id = pizzas.pizza_type_id
    JOIN
    order_details ON order_details.pizza_id = pizzas.pizza_id
GROUP BY pizza_types.category
```

|   | category | revenue            |
|---|----------|--------------------|
| ▶ | Classic  | 26.90596025566967  |
|   | Veggie   | 23.682590927384577 |
|   | Supreme  | 25.45631126009862  |
|   | Chicken  | 23.955137556847287 |

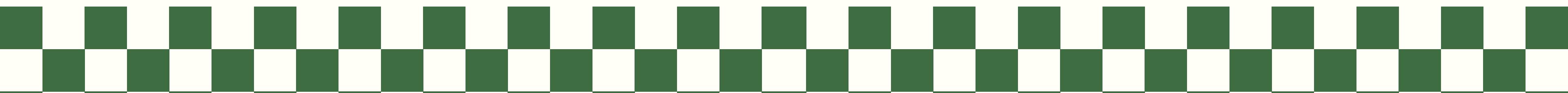


# category-wise distribution of pizzas.

```
select category, count(name) from pizza_types  
group by category
```

Result Grid | Filter Rows:

|   | category | count(name) |
|---|----------|-------------|
| ▶ | Chicken  | 6           |
|   | Classic  | 8           |
|   | Supreme  | 9           |
|   | Veggie   | 9           |





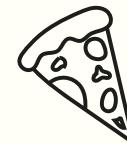
cumulative revenue generated over time.

```
select order_date, sum(revenue) over(order by order_date) as cum_revenue
  from
    (select orders.order_date,
           sum(order_details.quantity * pizzas.price) as revenue
      from order_details join pizzas
        on order_details.pizza_id = pizzas.pizza_id
       join orders
        on orders.order_id = order_details.order_id
     group by orders.order_date) as sales;
```

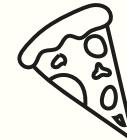
|   | order_date | cum_revenue        |
|---|------------|--------------------|
| ▶ | 2015-01-01 | 2713.8500000000004 |
|   | 2015-01-02 | 5445.75            |
|   | 2015-01-03 | 8108.15            |
|   | 2015-01-04 | 9863.6             |
|   | 2015-01-05 | 11929.55           |



# KPIs



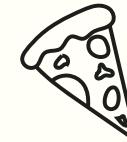
Total Revenue: \$801945



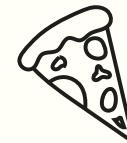
Average Customers per Day: 135



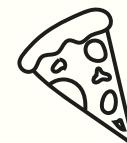
Average Pizzas per Order: ~2-3



Top-Selling Pizza: Big Meat  
Special (1,811 orders)



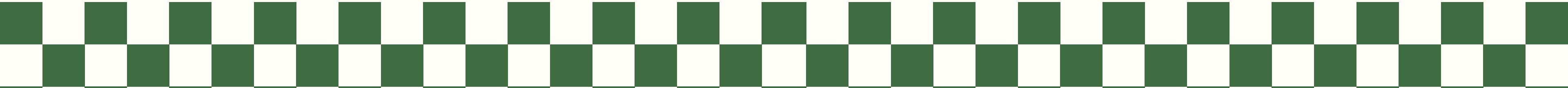
Peak Hours: 12-1 PM, 5-6 PM



Seasonal Peaks: July & November



Least-Selling Pizza: Greek XXL (28  
orders)





# Conclusion

### Key Insights:

- Strong sales during lunch & dinner times.
- Seasonal spikes in summer & holidays.
- Big Meat Special is the bestseller; Greek XXL underperforms.
- Medium/Large pizzas are most preferred by customers.
- 

### Recommendations:

- Focus marketing campaigns in July & November.
- Promote top sellers with combos or upsells.
- Consider removing/renaming least-selling pizzas.
- Optimize staffing & inventory during peak hours.



# My Details:

We'd love to hear from you! Whether you have a question, feedback, or just want to share your love for pizza, feel free to reach out to us. Stay connected and never miss out on our latest promotions, new menu items, and special offers!

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