



DECEMBER , 2023

PIZZA PLEASE

A Pizza Sales SQL project by Winfred Kabuya





AN ENTREPRENEUR'S TAKE

**Better ingredients, better pizza—it's not a slogan.
It's a way of life.**

JOHN SCHNATTER





INTRODUCTION

In the dynamic landscape of the pizza industry, a meticulous analysis of sales performance stands as a crucial compass for business success. Understanding the intricacies of what drives our sales figures allows us to navigate market trends, adapt to customer preferences, and make informed decisions.

KEY METRICS



- Total Revenue: The sum of the total price of all pizzas
- Average Order Value: The average amount spent per order by dividing the total revenue by the total number of orders.
- Total Pizzas sold: The sum of the quantities of all the pizzas sold.
- Total Orders: The total number of orders placed.
- Average pizzas per order: The average number of pizzas sold, calculated by dividing the total number of pizzas sold by the total number of orders.



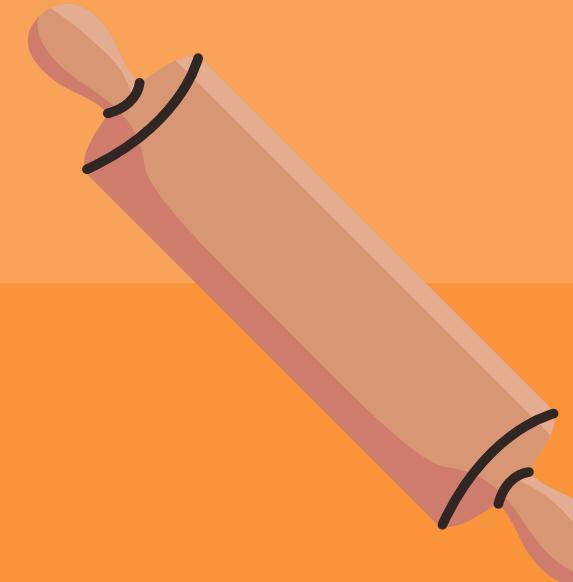


PIZZA PLEASE MAIN CATEGORIES

- Chicken
- Classic
- Supreme
- Veggie

WHY CUSTOMERS WILL BUY IT

TOP FIVE REASONS



Made from premium
ingredients



Baked in a wood fired oven
for authentic taste



Lots of options to
choose from

Total Pizzas Sold by pizza_category

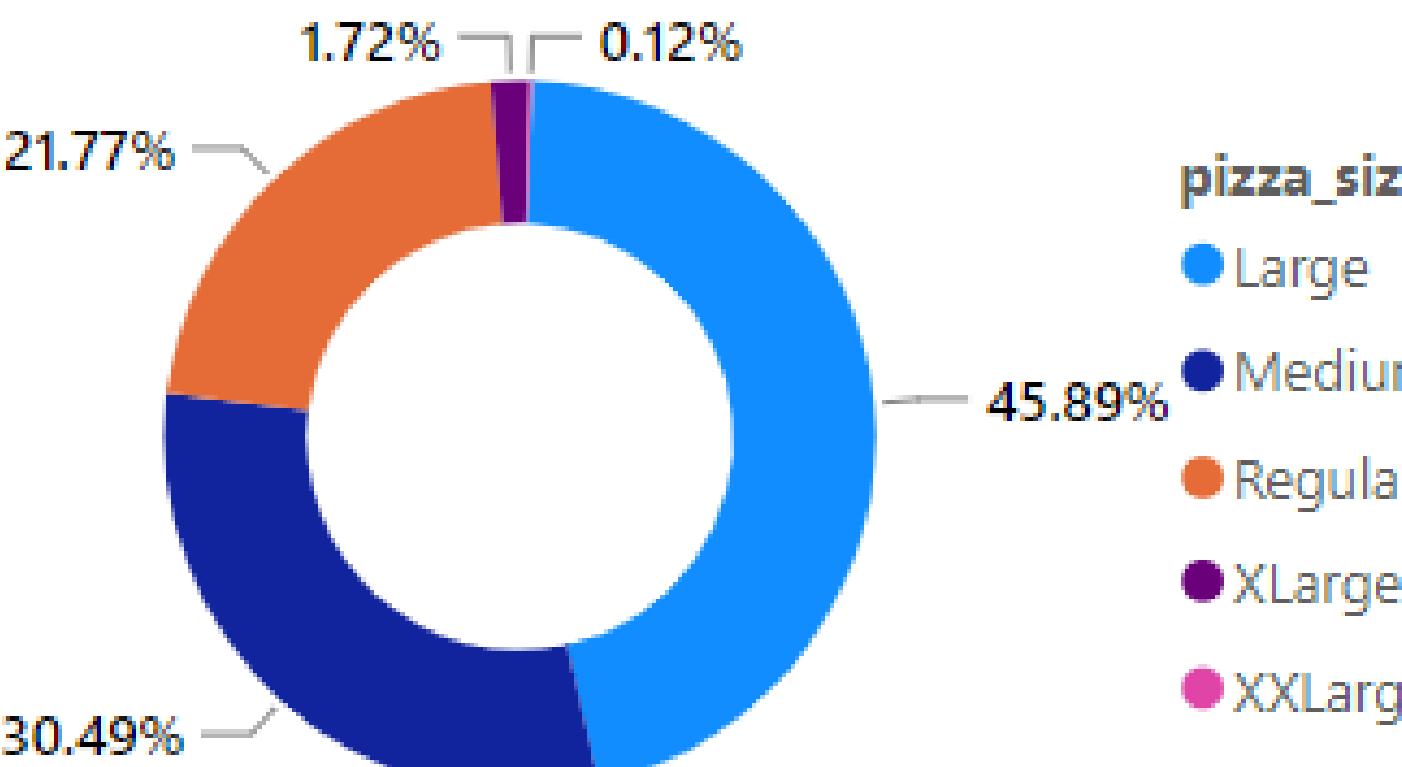
Classic 14888

Supreme 11987

Veggie 11649

Chicken 11050

% of Sales by Pizza Size



SALES PERFORMANCE

CATEGORY

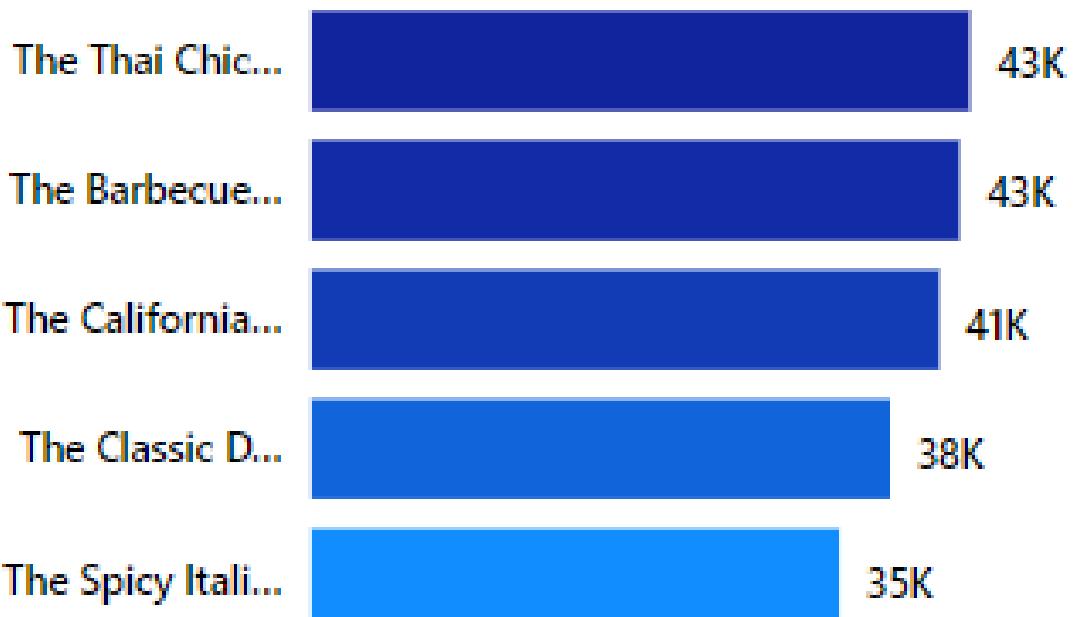
Classic category contributes to maximum sales & total orders.

SIZE

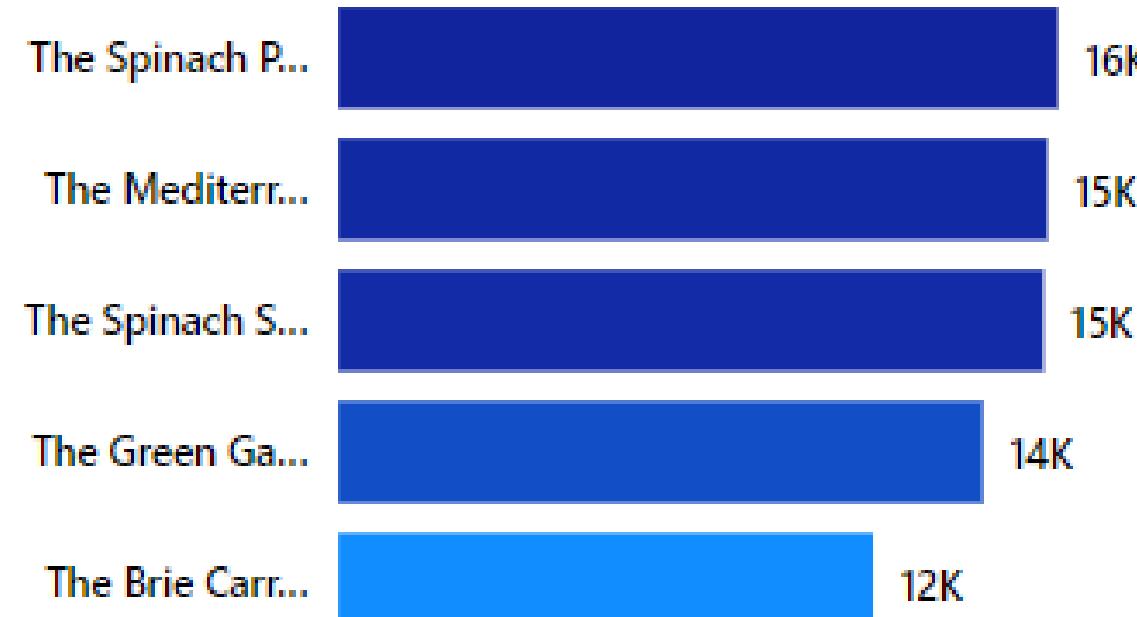
Large size pizza contributes to maximum sales.

BUSINESS PROJECTIONS

Top 5 Pizzas by Revenue



Bottom 5 Pizzas by Revenue



BEST SELLERS

REVENUE

The Thai Chicken Pizza Contributes to maximum Revenue.

QUANTITY

The Classic Deluxe Pizza Contributes to maximum Total Quantities.

TOTAL ORDERS

The Classic Deluxe Pizza Contributes to maximum Total Orders.

WORST SELLERS

REVENUE

The Brie Carre Pizza Contributes to minimum Revenue.

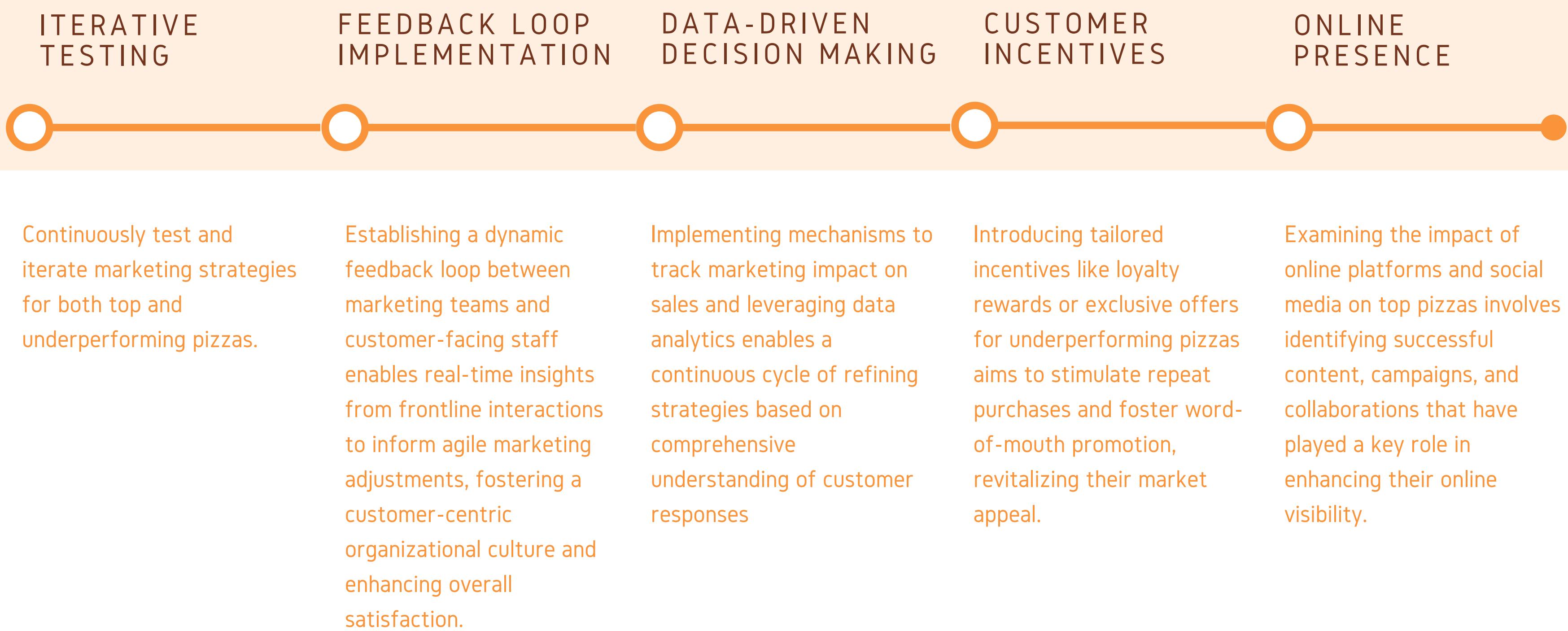
QUANTITY

The Brie Carre Pizza Contributes to minimum Total Quantities.

TOTAL ORDERS

The Brie Carre Pizza Contributes to minimum Total Orders.

RECOMMENDATIONS



THANK YOU



