

Pizza Sales Data Analysis Portfolio

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1. Project Overview

This project presents a structured analysis of pizza sales data using SQL. It aims to uncover insights about order volume, revenue, popular pizza types, and time-based trends. The analysis uses a relational database with SQL queries to extract and summarize key business metrics.

Tools Used:

• MySQL • phpMyAdmin • SQL aggregate functions, JOINS, and window functions

2. Objectives

- Calculate total number of orders and total revenue - Identify top-selling pizzas and most common sizes - Analyze sales trends by time of day and day-wise patterns - Perform category-based revenue breakdowns and rankings

3. Insights and Results

Basic Analysis:

• Total Orders: Over 1,200 • Total Revenue: More than \$25,000 • Highest Priced Pizza: BBQ Chicken Deluxe priced at \$20.99 • Most Common Pizza Size: Medium

Intermediate Analysis:

• Peak Ordering Hours: Between 6 PM to 8 PM • Most Popular Pizza Category by Quantity: Classic
• Average Pizzas Ordered Per Day: Approximately 150

Advanced Analysis:

• Top 3 Pizza Types by Revenue: BBQ Chicken, Pepperoni Extreme, Veggie Delight • Cumulative revenue showed consistent growth, with peaks during weekends • Classic pizzas contributed around 35% of total revenue

4. Skills Demonstrated

- Data aggregation and summarization using GROUP BY - Ranking using window functions (RANK()) - Multi-table joins - Time-based data extraction using HOUR() - Revenue computation with arithmetic operations

5. Challenges Faced

- Managing NULL values during joins - Accurate extraction of hourly data from timestamps - Ensuring query performance with large datasets

6. Portfolio Website

Visit the complete portfolio at: <https://anneushka.my.canva.site/data-analyst-portfolio>