

Pizza Sales Analysis for Business Growth

Business Requirements:

- Understand customer preferences and sales trends for pizza orders.
- Optimize menu offerings, pricing strategies, and ingredient choices.
- Enhance operational efficiency and customer satisfaction.

Case Study:

In our pizza business, analyzing sales data is critical for making informed decisions to drive growth. By examining customer orders and ingredient details, we gain insights into popular menu items and ingredient usage. This allows us to tailor our menu, pricing, and ingredient selection to meet customer demand effectively. With a focus on data-driven decision-making, we aim to enhance our operational efficiency and customer satisfaction, ultimately leading to business expansion and success.

Questions:

- Retrieve the total number of orders placed.
- Calculate the total revenue generated from pizza sales.
- Identify the highest-priced pizza.
- Identify the most common pizza size ordered.
- List the top 5 most ordered pizza types along with their quantities.

- Join the necessary tables to find the total quantity of each pizza category ordered.
- Determine the distribution of orders by hour of the day.
- Join relevant tables to find the category-wise distribution of pizzas.
- Group the orders by date and calculate the average number of pizzas ordered per day.
- Determine the top 3 most ordered pizza types based on revenue.
- Calculate the percentage contribution of each pizza type to total revenue.
- Analyze the cumulative revenue generated over every month.