

DATA OVERVIEW

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DATASET DESCRIPTION:

THE DATASET CONTAINS DETAILED TRANSACTIONAL RECORDS FROM A PIZZA STORE, CAPTURING SALES ACTIVITY OVER A DEFINED PERIOD.

KEY TABLES & FIELDS:

- ORDERS TABLE: ORDER ID, ORDER DATE, TIME, CUSTOMER INFO
- ORDER DETAILS TABLE: PIZZA ID, QUANTITY, AND PRICE PER ITEM
- PIZZA TABLE: PIZZA NAME, SIZE, CATEGORY (E.G., CLASSIC, VEGGIE, CHICKEN), AND UNIT PRICE
-
- CATEGORY TABLE (IF SEPARATE): PIZZA CATEGORY METADATA FOR SEGMENTATION



QUESTION WE ANALYSE

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- 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 time.
- Determine the top 3 most ordered pizza types based on revenue for each pizza category.

PIZZA SALES ANALYSIS



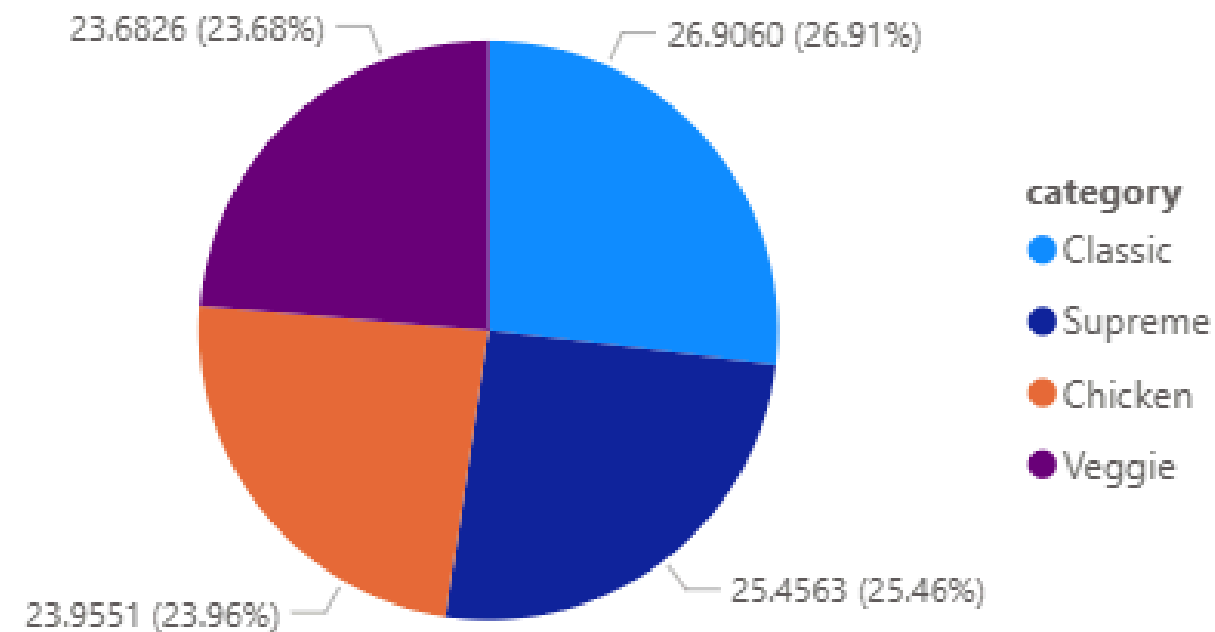
Total Revenue

817,860.05

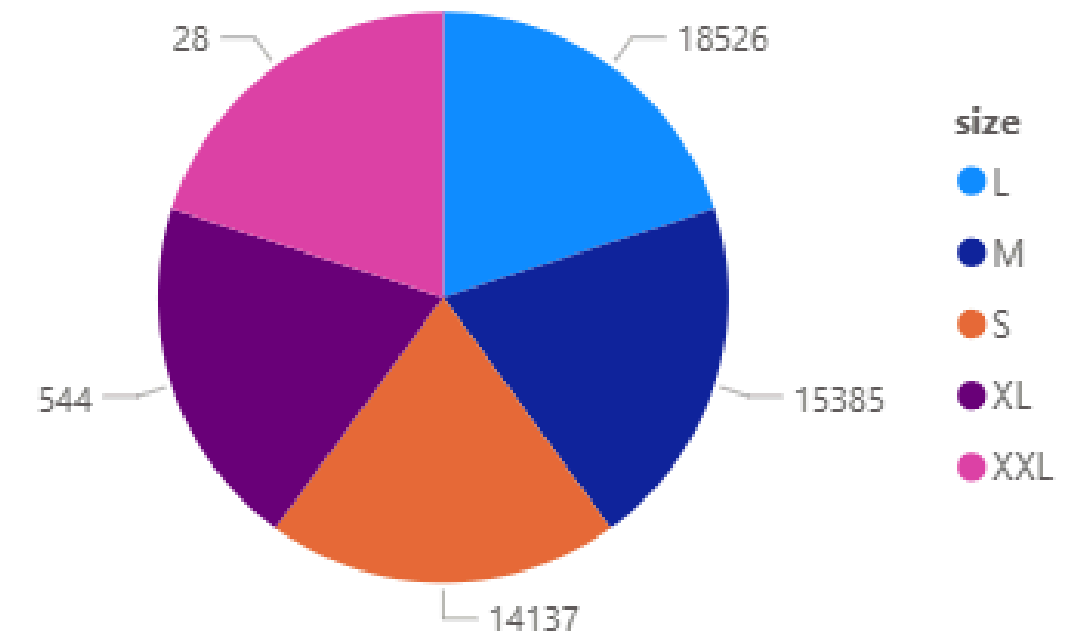
Total order
21350

Average order per day
138.47

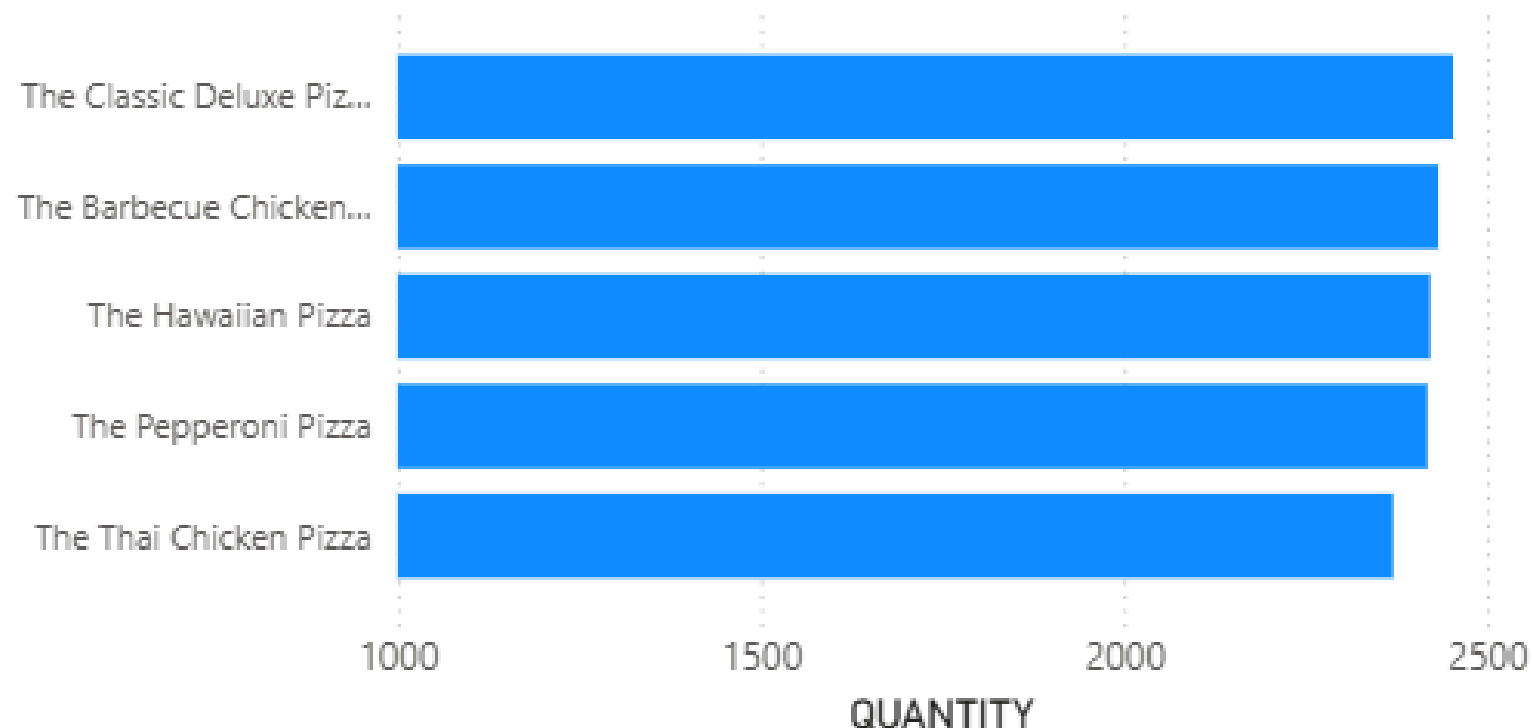
PIZZA TYPE REVENUE



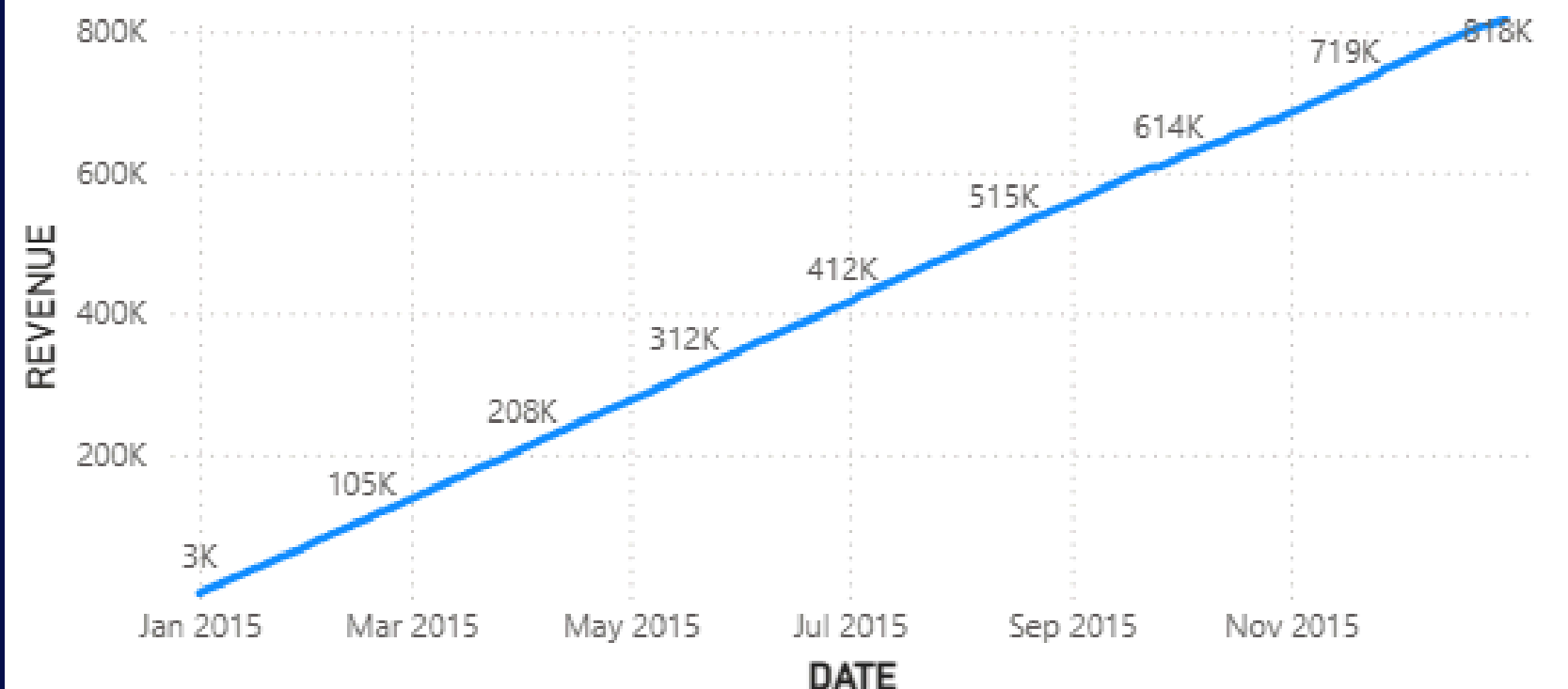
most common pizza size ordered



Top 5 most ordered pizza types



CUMULATIVE_REVENUE OVER TIME



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SQL QUERIES

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```
1  -- Calculate the percentage contribution of each pizza type to total revenue.
2
3  •  select pizza_types.category,
4     (sum(orders_detail.quantity * pizzas.price) / (SELECT
5         SUM(orders_detail.quantity * pizzas.price) AS total_sales
6     FROM
7         orders_detail
8         JOIN
9         pizzas ON pizzas.pizza_id = orders_detail.pizza_id))*100 as revenue
10  from pizza_types join pizzas
11  on pizzas.pizza_type_id = pizza_types.pizza_type_id
12  join orders_detail
13  on orders_detail.pizza_id = pizzas.pizza_id
14  group by pizza_types.category order by revenue desc ;
```

Result Grid |  Filter Rows: | Export:  | Wrap Cell Content: 

category	revenue
Classic	26.905960255669903
Supreme	25.45631126009884
Chicken	23.955137556847493
Veggie	23.682590927384783



Result
Grid



SQL QUERIES

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```
1  -- Analyze the cumulative revenue generated over time.
2  •  select order_date,
3      sum(revenue) over(order by order_date) as cum_revenue
4      from
5      ( select orders.order_date,
6          sum(orders_detail.quantity * pizzas.price) as revenue
7          from orders_detail join pizzas
8          on orders_detail.pizza_id = pizzas.pizza_id
9          join orders
10         on orders.order_id = orders_detail.order_id
11         group by orders.order_date) as sales;
```

Result Grid



Filter Rows:

Export:



Wrap Cell Content:



	order_date	cum_revenue
▶	2015-01-01	2713.85000000000004
	2015-01-02	5445.75
	2015-01-03	8108.15
	2015-01-04	9863.6
	2015-01-05	11929.55
	2015-01-06	14358.5
	2015-01-07	16560.7
	2015-01-08	19399.05
	2015-01-09	21526.4



Result
Grid



Form
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Key Strategic Insights

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- **Balanced Revenue:** All pizza categories perform similarly, with Classic leading at 26.9% and Veggie at 23.6%.
- **Size Preference:** Large (L) is the clear favorite with 18,526 orders, while XXL and XL remain niche markets.
- **Best Sellers:** Classic Deluxe and Barbecue Chicken are your highest volume drivers.
- **Stable Growth:** Cumulative revenue shows linear, consistent growth across the year without major seasonal dips.



Analyst Recommendations

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- **Bundle Deals:** Since "Large" is the favorite size, try a "Family Bundle" (Large Pizza + Side) to increase the Average Order Value (AOV).
- **Inventory Optimization:** You can likely reduce the stock of ingredients specific only to XXL pizzas, as they represent a tiny fraction of your total sales.
- **Marketing:** Focus your ads on the "Classic Deluxe"—it's clearly the crowd favorite and likely drives the most word-of-mouth.